



# USER EXPERIENCE SERVICES METHODOLOGY



# Overview

TechVista Systems offers a variety of user experience services that can help you create and define digital technology-based experiences that will not only fulfill but exceed your customer's expectations. Our services cover the full range of services that impact customer experience spanning branding, to research, to conceptual design, down to visual design and prototyping.

## Our Services

### Service Design

We work to develop a deep and holistic understanding of how customers interact across various touch points in your business, and based on this we envision new ways to coordinate experiences across multiple channels to deliver goods and services in the best and optimal way.

### Product Design

We design compelling user experiences across multiple digital delivery channels - web portals, web apps, mobile apps, desktop apps - while paying attention to big picture details at the business strategy level but also focusing a great level of attention to detail at the pixel level, thus delighting your users.

## Our Capabilities

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| <ul style="list-style-type: none"><li>• Customer Experience Mapping</li><li>• Concept Prototyping &amp; Validation</li><li>• Product Visioning</li><li>• Service Blueprints</li><li>• Service Roadmaps</li><li>• Strategy Roadmaps</li><li>• Experience Design</li><li>• Design Strategy</li><li>• Mobile App Design</li><li>• User Research</li><li>• Brand Strategy</li><li>• Content Strategy</li><li>• Innovation Consulting</li><li>• Social Media Integration</li><li>• Analytics &amp; measurement</li><li>• Multi-screen design</li></ul> | <ul style="list-style-type: none"><li>• Information Architecture</li><li>• Interaction Design</li><li>• Interface Design</li><li>• Persona Development</li><li>• Storyboarding</li><li>• Visual Design</li><li>• Usability analysis &amp; testing</li><li>• Prototyping</li><li>• Front-end development</li><li>• Back-end development</li><li>• API/services layer definition</li><li>• Ongoing hosting and maintenance</li><li>• Systems integration</li><li>• Training, Mentoring and Developer Assistance</li></ul> |
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# Our Methodology



USER EXPERIENCE DESIGN METHODOLOGY		
Activities	Components	Deliverables
<b>RESEARCH AND DISCOVERY</b>		
<b>Strategy &amp; Planning</b>	<i>Define project goals &amp; schedule:</i> <ul style="list-style-type: none"> <li>Objectives, goals, scope</li> <li>Project planning, timelines, milestones</li> <li>Financial considerations, budget</li> <li>Process, methodology</li> <li>Experience strategy</li> <li>Digital brand strategy</li> </ul>	<i>Documents and artifacts:</i> <ul style="list-style-type: none"> <li>Project plan</li> <li>Statement of work</li> <li>User experience strategy</li> <li>Digital brand strategy</li> </ul>
<b>Audit and Review</b>	<i>Review existing work and product:</i> <ul style="list-style-type: none"> <li>Business plans</li> <li>Marketing plans</li> <li>Market research</li> <li>Product portfolio plans</li> <li>Competitive analysis</li> <li>Technology assessment</li> <li>Literature review</li> <li>Content analysis</li> <li>Usability reviews</li> <li>Usability testing</li> <li>Focus groups</li> <li>Web analytics , server logs</li> </ul>	<i>Document and artifacts:</i> <ul style="list-style-type: none"> <li>Market research report</li> <li>Business process model</li> <li>Competitive analysis report</li> <li>Usability review report</li> <li>Usability testing report</li> <li>Content analysis report</li> </ul>
<b>Stakeholder Interviews</b>	<i>Understand product vision &amp; constraints:</i> <ul style="list-style-type: none"> <li>Product vision</li> <li>Risks, opportunities, constraints</li> </ul>	<i>Documents and artifacts:</i> <ul style="list-style-type: none"> <li>Stakeholder interview report</li> <li>Domain analysis report</li> </ul>

<b>User Interviews and Observations</b>	<i>Understand user needs &amp; behaviors:</i> <ul style="list-style-type: none"> <li>▪ Current users, potential users</li> <li>▪ Needs, behaviors, wants, desires, goals</li> <li>▪ Attitudes, aptitudes, motivations</li> <li>▪ Environments, tools, challenges</li> </ul>	<i>Documents and artifacts:</i> <ul style="list-style-type: none"> <li>▪ User needs analysis report</li> </ul>
<b>USER AND DOMAIN MODELING</b>		
<b>Personas</b>	<i>User &amp; customer archetypes:</i> <ul style="list-style-type: none"> <li>▪ Current users, potential users</li> <li>▪ Needs, behaviors, wants, desires, goals</li> <li>▪ Attitudes, aptitudes, motivations</li> <li>▪ Environments, tools, challenges</li> </ul>	<i>Documents and artifacts:</i> <ul style="list-style-type: none"> <li>▪ Personas</li> </ul>
<b>Other Models</b>	<i>Represent domain factors beyond individual users &amp; customers:</i> <ul style="list-style-type: none"> <li>▪ Workflows among multiple people, environments, artifacts</li> </ul>	<i>Documents and artifacts:</i> <ul style="list-style-type: none"> <li>▪ Workflows</li> <li>▪ Process models</li> <li>▪ System maps</li> </ul>
<b>REQUIREMENTS DEFINITION</b>		
<b>Scenarios</b>	<i>Tell stories about ideal user experiences:</i> <ul style="list-style-type: none"> <li>▪ How the product fits into the personas life &amp; environment &amp; helps them achieve their goals</li> </ul>	<i>Documents and artifacts:</i> <ul style="list-style-type: none"> <li>▪ Scenarios</li> </ul>
<b>Requirements</b>	<i>Describe necessary capabilities of the product:</i> <ul style="list-style-type: none"> <li>▪ Functional &amp; data needs</li> <li>▪ User mental models</li> <li>▪ Design imperatives</li> <li>▪ Product vision</li> <li>▪ Business requirements</li> <li>▪ Technologies, development platform</li> </ul>	<i>Documents and artifacts:</i> <ul style="list-style-type: none"> <li>▪ Requirements</li> </ul>
<b>CONCEPTUAL DESIGN</b>		
<b>Elements</b>	<i>Define manifestations of information &amp; functionality:</i> <ul style="list-style-type: none"> <li>▪ Information</li> <li>▪ Content</li> <li>▪ Functions</li> <li>▪ Mechanisms</li> <li>▪ Actions</li> <li>▪ Domain object models</li> </ul>	

<b>Framework</b>	<i>Design overall structure of user experience:</i> <ul style="list-style-type: none"> <li>▪ Object relationships</li> <li>▪ Conceptual groupings</li> <li>▪ Navigation sequencing</li> <li>▪ Principles &amp; patterns</li> <li>▪ Interactions, flows</li> <li>▪ Sketches, storyboards, wireframes</li> </ul>	<i>Documents and artifacts:</i> <ul style="list-style-type: none"> <li>▪ Information architecture blueprint</li> <li>▪ Wireframes</li> </ul>
<b>DETAILED PHYSICAL DESIGN</b>		
<b>Detailed Design</b>	<i>Refine and specify details:</i> <ul style="list-style-type: none"> <li>▪ Appearance</li> <li>▪ Idioms</li> <li>▪ Interface</li> <li>▪ Widgets</li> <li>▪ Behavior</li> <li>▪ Information</li> <li>▪ Visualization</li> <li>▪ Brand</li> <li>▪ Experience</li> <li>▪ Language</li> <li>▪ Storyboards</li> </ul>	<i>Documents and artifacts:</i> <ul style="list-style-type: none"> <li>▪ High fidelity mockups and concepts</li> <li>▪ Style guides</li> </ul>
<b>Design Modification</b>	<i>Accommodate new constraints &amp; timeline:</i> Maintaining the conceptual integrity of the design under changing technology constraints	<i>Documents and artifacts:</i> Form & Behavior Specification
<b>IMPLEMENTATION AND MAINTENANCE</b>		
<b>Documentation and Knowledge Transfer</b>	Training and mentoring Documentation and knowledge transfer	<i>Documents and artifacts:</i> Training report and plan HTML, CSS files

# Contact Us

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