



REDESIGNING
NATIONALMI.COM
MAY 2020

TATA CONSULTANCY SERVICES

01

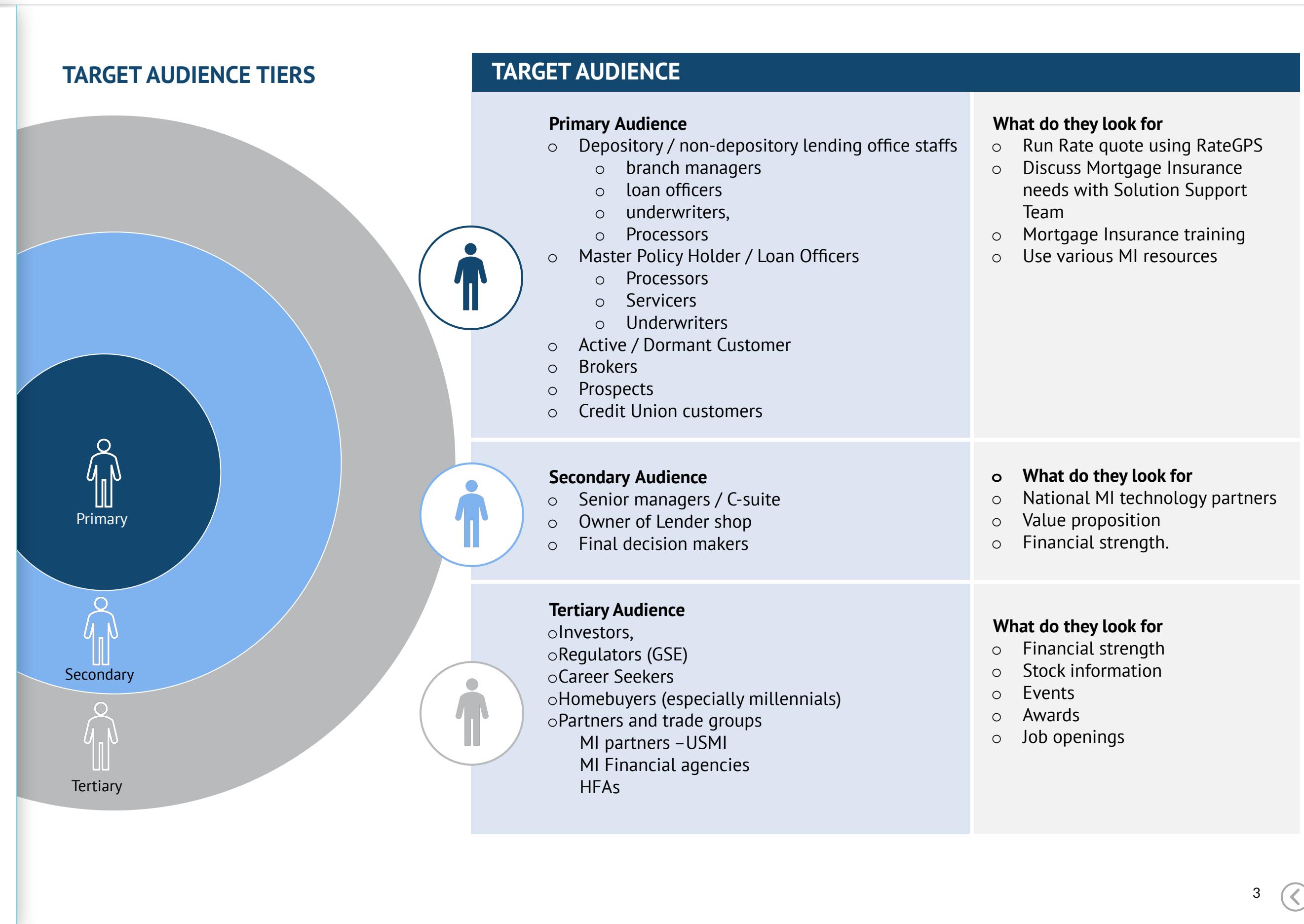
USER EXPERIENCE IN CONTEXT TO NATIONAL MI



National Mortgage Insurance Corporation provides mortgage insurance services throughout United States. They want to Redesign their corporate site www.nationalmi.com. This transformational journey aims to communicate a progressive brand image through more effective communication style and more comprehensive product positioning to increase user engagement.

In this context, as the partner for user experience research, design and evaluation, TCS Interactive's goal is twofold:

1. Providing National MI a more memorable, meaningful and rewarding digital presence and empower them in this competitive marketplace.
2. Communicating National MI's unique value propositions more effectively to its prospective and existing customers and reinforce their faith in the brand to increase user engagement through responsive, context-aware and useful experience.





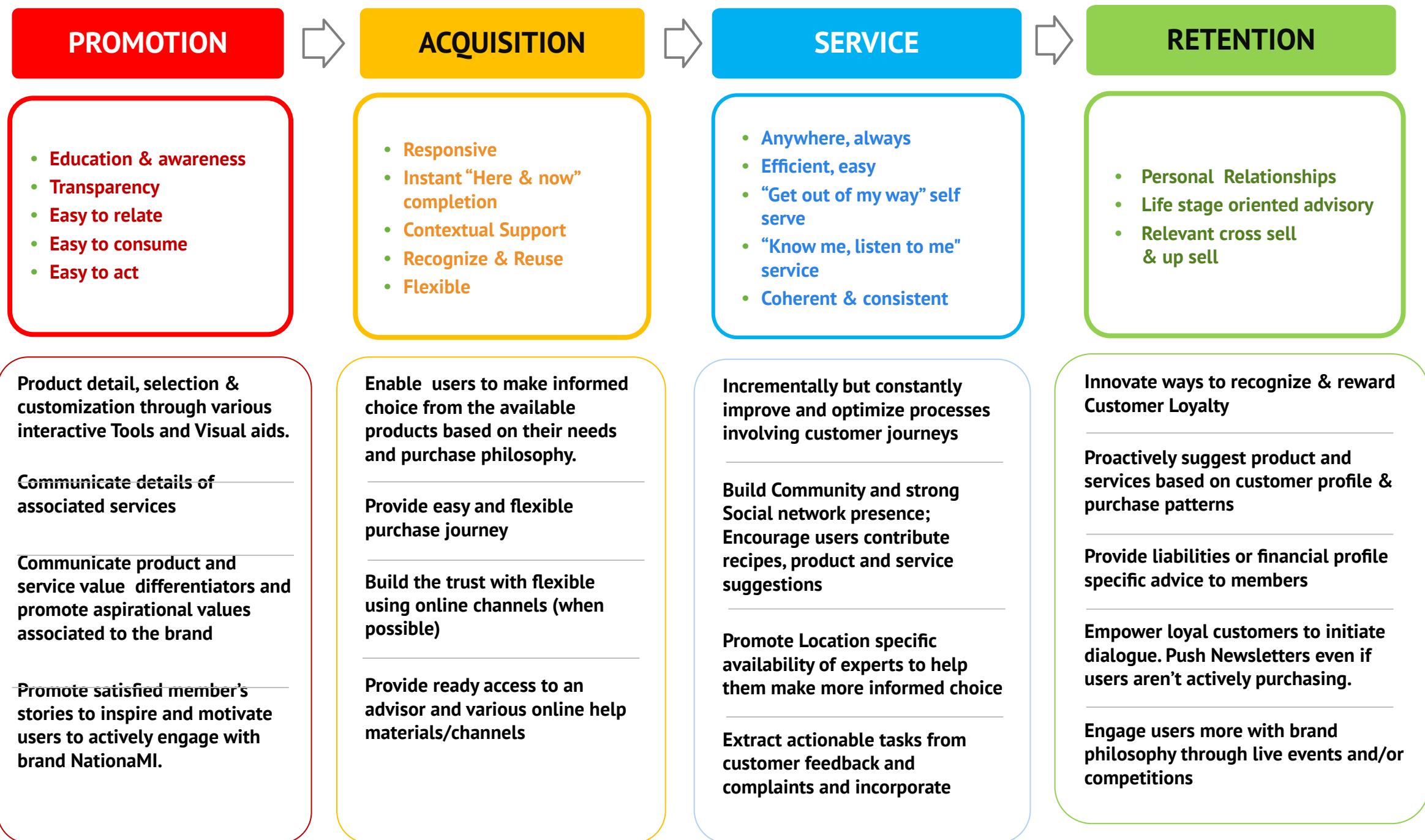
What National MI wants them to KNOW	What National MI wants them to PERCIEVE	What National MI wants them to FEEL	What National MI wants them to DO
<ul style="list-style-type: none"> They are Us! They are that important to us and we value their needs that much. National MI's value proposition differentiates them from other MI companies. National MI's Mortgage Insurance is best suited to address their needs and challenges They can quickly contact National MI's Solution Center any time. They can run a rate quote very easily with National MI They could log into AXIS and enroll for training. 	<ul style="list-style-type: none"> nationalmi.com as the most trusted source for <ul style="list-style-type: none"> Mortgage Insurance training Better value proposition which is very easy to understand Readily available Solution Support Team (real MI personnel) to discuss questions/issues with RateGPS as an easy-to-use and reliable tool for running best priced quotes The sole purpose of this website is to anticipate, address and cater to their needs 	<ul style="list-style-type: none"> After visiting National MI site, they are more informed, up-to-date and prepared National MI's extraordinary Domain, Support and Sales Teams are keen to do business with them digitally AXIS, Rate GPS, or website, no matter wherever they go, the useful, usable secure and scalable customer experience of National MI platform covers all digital touchpoints Emotionally attached to our brand National MI website is constantly evolving to address their needs and challenges in the MI space more intuitively and efficiently. 	<ul style="list-style-type: none"> Use National MI website as the single source of truth for all their Mortgage Insurance needs Run rate quotes from the website Use available resources confidently Visit MI University page and enroll in webinars Proactively talk about National MI with their friends and peers and become our advocates



Though *National MI* operates in a niche market of Mortgage Insurance, it has competition from brands like MGIC, Genworth, Radian, Archagroup and Essent, who operate in similar product segment. Comparison with these might also help *National MI* understand and incorporate various best practices to win customer's mindshare.

Today, an average customer has more choice than ever before, and brand loyalty could shift very quickly. To understand the customer better, digital experiences need to be woven around content and functionalities that empower customers. Constant dialogue between the brand and the customer must be initiated to understand their needs more accurately before offering them relevant products & services.

4 stages of converting users into customers and strategies to keep them at the heart of the brand success





For the **Lender**, private mortgage insurance can provide:

- Loss Protection if a borrower defaults
- Broader range of loan products
- Larger pool of buyers with lower cash requirements
- Wide range of insurance products
- Faster, easier closes
- Reduced exposure

EVERYONE IS A POTENTIAL CUSTOMER

While looking for guidance and quotes for mortgage insurance using interactive web channels, everyone is looking for the joy of leisurely discovery, the victory in sniffing out a deal with the luxury of changing their minds whenever they want! Opinions are being formed and shared across the world at a lightning speed. Business are made and lost literally in seconds by collective opinions and trends which, are often undetected and unattended.

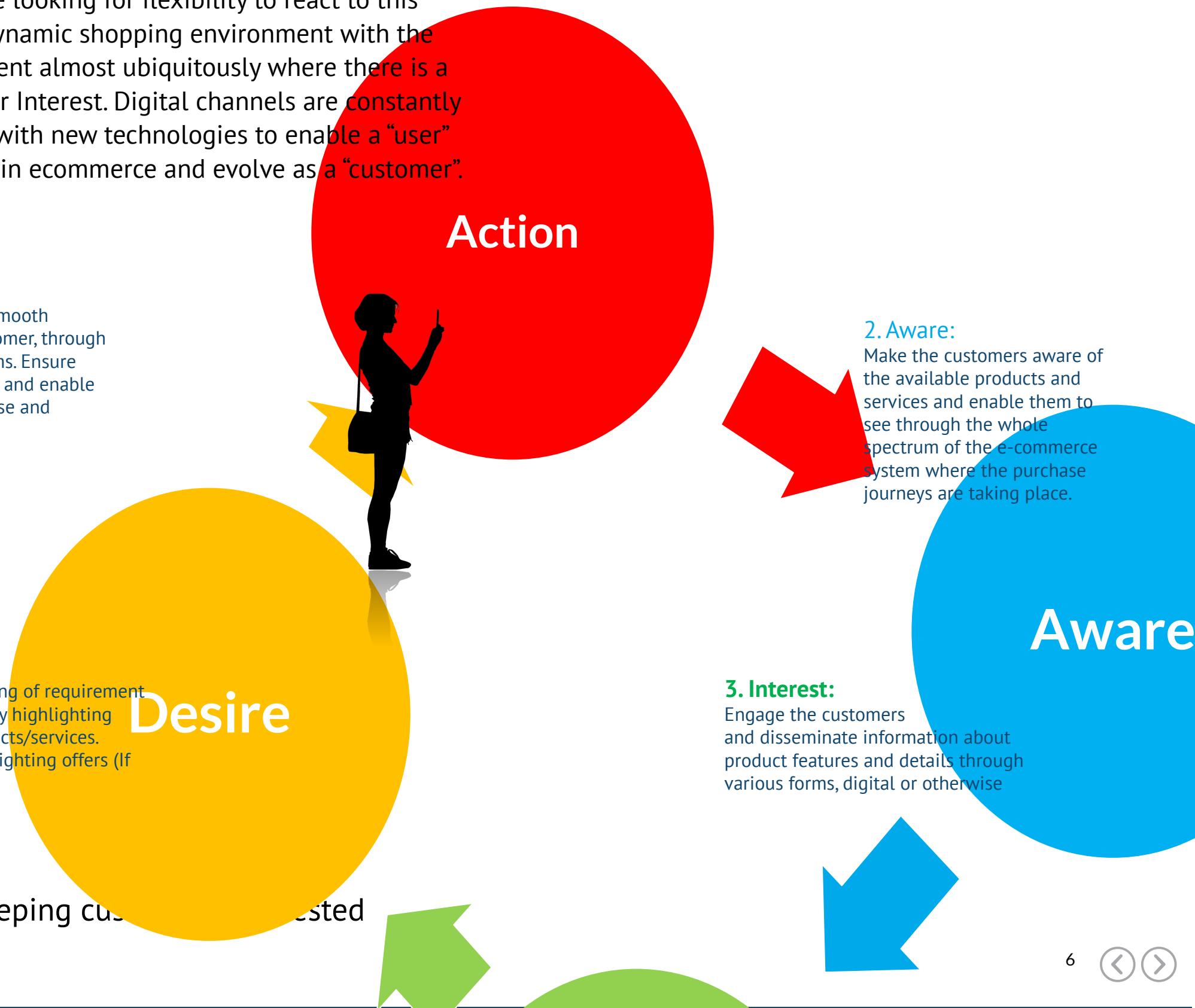


For the **Borrower**, private mortgage insurance can provide:

- Access to the housing market more quickly, by reducing down payment less than 20%
- Range of payment options
- Cancellation of Borrower-Paid MI (unlike FHA insurance)

ECOMMERCE IS PRESENT AND FUTURE

Organizations are looking for flexibility to react to this ever-changing, dynamic shopping environment with the ability to be present almost ubiquitously where there is a Customer Need or Interest. Digital channels are constantly getting updated with new technologies to enable a “user” participate more in ecommerce and evolve as a “customer”.



01 UX DISCOVERY

TCS Interactive would conduct various research on within a 4-week UX Discovery phase to derive design directions. This will form the baseline for the design and development phase.

 Heuristic Evaluation of existing website will be conducted to identify usability problems and areas of improvements.

 The current site will be benchmarked with two of its closest competitors. Design directions would be derived that could distinguish National MI in the marketplace

 Stakeholder interviews with National MI leadership/marketing group will be conducted to understand the future vision, branding positioning insights and value propositions. Stakeholder questionnaire will play a big role to lock customer expectations . We would also identify 20 representative screens that represents maximum diversity within the site.

 Consolidating design directions from all the above-mentioned phases and Functionality/feature breakdown for various breakpoints. This step will provide the blueprint for to-be website and influence the rest of the engagement.

02 UX DESIGN

UX Design phase starts with site information architecture. The wireframe are created in iterative fashion. Substantial number of screen instances are considered during Wireframe and visual design phases to cover maximum possible variation of screen instances.

 Open/close-ended card sorting techniques will be used to define site information architecture. The focus will be to define width/depth of information and use universally understood labels. It'd result into intuitive navigation menu.

 Creating 3 concepts for Homepage and finalizing the concept that'd act as a baseline for new Graphic UI standards.

 3 User personas and one key journey map for each are created

 Wireframes are the initial visual representation of user interface stripped of any visual / branding elements. These define the hierarchy & placement of on-screen elements and interactions. High-level wireframes will be created and discussed with the National MI representative in an agile fashion to achieve consensus. TCS 4D UX process also provisions. Approved wireframes will be detailed using Adobe XD and finalized and consider 3 form factors.

03 VISUAL DESIGN & BRANDING

Visual Design phase starts with summarizing the National MI branding goals with identifying the right color/font/visual elements that reflects the brand ethos. The objective is to build a visual language and design system which could be extended throughout the website.

 Once the final decisions on various interaction design aspects are finalized through wire framing, pixel perfect Visual Conceptualization will be done to communicate the final appearance of National MI site. Each visual design composition will have three versions for 3 form factors.

 In parallel to Visual Design comps, a Design System would emerge which, typically consist of Building blocks, patterns and rules. These are uniformly applied to achieve better consistency.

Building Blocks	Color	Typography
	Motion	Icon & Assets

Patterns	Behaviors	Components
	Elements	Modules

Rules	Principles	Guidelines
	Content	Editorial

04 INTERACTIVE PROTOTYPE & USABILITY TESTING

National MI website interactive prototype will be developed using Adobe XD. To ensure the design is not done in isolation, usability testing will be conducted to know where users have difficulty reaching their goals with the GUI, interaction, Navigation etc.

 An interactive prototype would be developed using Adobe XD to provide users the interactive experiences. Adobe XD integrates well with visual design tools such as Photoshop. After completing the visual design, we'd bring the assets into XD, and then use XD to create and share prototypes.

 Two Week-long Summative usability testing and correction session will be provisioned after development is over. 10 real end-users would be tested. National MI will arrange the test users.

After usability testing, the feedback would be incorporated to achieve the final interactive prototype of the website .



Using Adobe XD, we can define user flowcharts, navigational structure and information architecture, mockup wireframe layouts, create UI elements and visually appealing clickthrough prototypes with multimedia components.

As Adobe XD offers the ability to create clickable prototype at any stage of the design, we may share links of interactive wireframes to the intended users from quite early in the design process.

As intended users/stakeholders are aware and involved in the participatory design process from low-fidelity mockups to high-fidelity user interface designs with animation and video elements, the process of consensus building becomes much easier.

Adobe XD is an **All-in-One Design** tool because it helps in



Visualizing design ideas

XD templates and UI elements for common screen sizes and devices lets us quickly mockup layouts and maintain commonality across hundreds of artboards (pages).



Creating user flows and interactive wireframes

XD helps us Drag wires to create clickable flowcharts and define a user's journey with interactive prototypes.



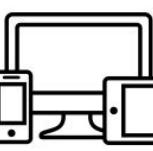
Using Collaboration features to iterate quickly.

One can share wireframes with product managers, developers and other stakeholders from right within XD. Wireframes could be created in real time with other designers and iterate early in the process. Wireframes could be exported as PDFs and PNGs and shared via email, Slack etc.



Going beyond static visuals

XD supports many different types of user inputs, from common touch gestures like tap or drag to input from keyboards, game controllers, and voice commands.



Previewing, exporting, and handing off.

XD lets one experience your prototype on real devices across desktop and mobile, record videos of user's experience, export the designs to PDF or PNG, or hand off Design Specs to developers to code a prototype for early testing.

DESIGN & DEVELOPMENT : TASKS, DELIVERABLE(S) & EXPERT PROFILES

TASKS

	NATIONAL MI						TCS INTERACTIVE											
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16		
DISCOVERY: REQUIREMENT ELICITATION & FINALIZATION																		
Heuristic Evaluation																		
Competitive Benchmarking with 2 competitors																		
Stakeholder Interviews and defining 20 baseline pages																		
Deriving Design Directions																		
Design Direction Signoff																		
USER EXPERIENCE DESIGN																		
Site Information Architecture	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16		
UX : Screen Wireframe Design																		
Considering maximum variety in terms of content and interaction																		
20 wireframe instances with 3 responsive breakpoints for each																		
UX : Wireframe Review Feedback and signoff																		
UX : Visual Design & Branding																		
Considering maximum variety in terms of content and interaction																		
20 wireframe instances with 3 responsive breakpoints for each																		
UX : Visual Design Review Feedback and signoff																		
DESIGN SYSTEM																		
UX: Design system Build up : Documentation of Interaction patterns, GUI Style guides & Graphic Asset Library	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16		
Style guide signoff																		
DEVELOPMENT																		
Interactive (click-through)prototype Development	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16		
Incorporating Feedback received from Usability Testing																		
USABILITY TESTING																		
Testing prototype with 10 end users	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16		
Consolidating review feedback																		
Incorporating review feedback																		
DELIVERY SIGNOFF																		

DELIVERABLE(S)

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	
Heuristic Evaluation Report																	
Competitive Benchmarking Report																	
Design Directions																	
Sitemap																	
20 Wireframes (3 breakpoints each)																	
20 Visual Design Comps (3 breakpoints each)																	
Design Systems																	
Usability testing Report																	
Interactive Prototype																	



UX Director | NEARSHORE

Responsible for:

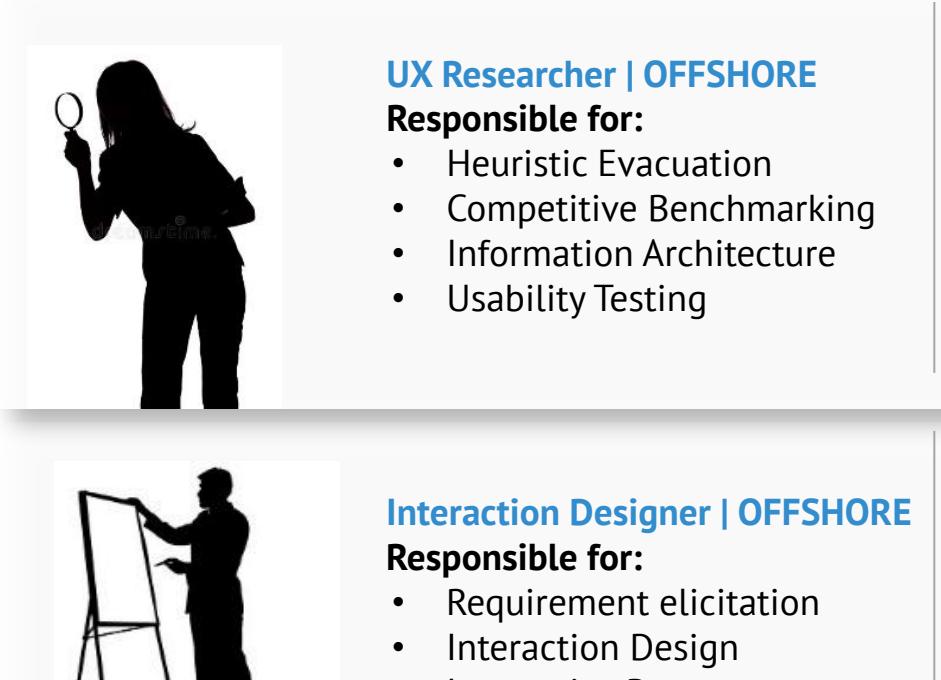
- UX Deliverable Review
- UX Deliverable Presentation
- Requirement Elicitation
- Feedback Management
- Consensus Building



UX Lead | OFFSHORE

Responsible for:

- UX Delivery Management
- Heuristic Evacuation
- Competitive Benchmarking
- Information Architecture
- Interaction Design
- Usability Testing



UX Researcher | OFFSHORE

Responsible for:

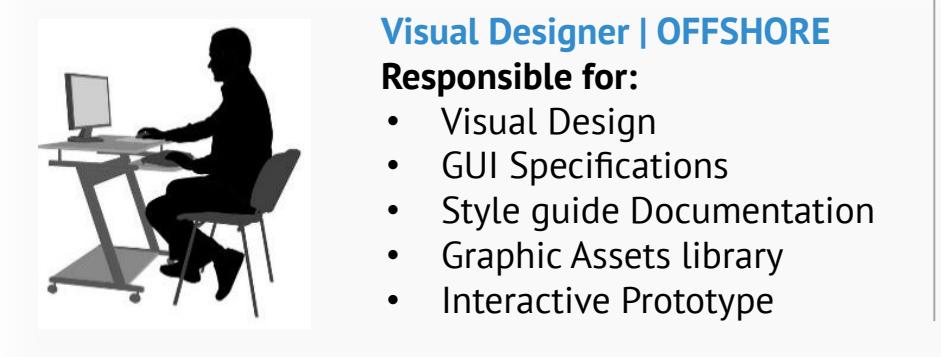
- Heuristic Evacuation
- Competitive Benchmarking
- Information Architecture
- Usability Testing



Interaction Designer | OFFSHORE

Responsible for:

- Requirement elicitation
- Interaction Design
- Interactive Prototype



Visual Designer | OFFSHORE

Responsible for:

- Visual Design
- GUI Specifications
- Style guide Documentation
- Graphic Assets library
- Interactive Prototype

ASSUMPTIONS BEFORE THE ENGAGEMENT

1. The discovery and design work scope of this project is limited to design and development of two almost identical brochure sites : www.nationalmi.com website and the cu.nationalmi.com. It doesn't include RateGPS, AXIS or any other digital product.
2. The scope involves with static content only and does not involve designing any personalized experience.
3. National MI needs to provide/transfer knowledge on the business requirements. Photographs, site content, GUI guidelines, brand assets and style guide
4. The 20 representative screens will be decided at the very beginning of the engagement along with customer. These are the existing screens with current websites reflecting maximum diverse page template.
5. The competitive benchmarking applies to two competitor brand websites chosen by National MI.
6. 3 User personas and one key journey map for each are would be created to illustrate the existing user concepts and concerns
7. 3 concepts for Homepage would be created to finalize one concept that'd act as a baseline for new Graphic UI standards.

DURING DESIGN & DEVELOPMENT SPRINTS

1. Wireframes/solution approaches should be expected only after setting up finalized requirement specifications, hardware and browser profile.
2. National MI will designate two join point-of-contact (Product Owners) for reviewing the deliverable(s) and consolidation of feedback. Feedback should be:
 1. Regular
 2. Clear
 3. Consolidated
 4. Directional
3. Product Owners should also be responsible for
 1. Feedback management & consolidation
 2. Review & finalization of UX decisions
 3. Page level content
 4. Deliverable sign-off
4. National MI Product Owners need to provide consolidated and directional feedback to UI design and front-end development team within 48 hours of completing any work /deliverable(s). The following will increase the design and development timeline:
 1. Unavailability of feedback
 2. Delay in feedback
 3. Unclear/unconsolidated feedback.
 4. Lack of sequential sign-off a single point of contact (Product Owner)

DURING INTERACTIVE PROTOTYPE DEVELOPMENT

1. It is assumed that all pages are information only pages with static content
2. The Design Systems and Interactive prototype will be developed using Adobe XD
3. Development, Integration and Hosting of the web pages is not in scope of this engagement.

DURING USABILITY TESTING

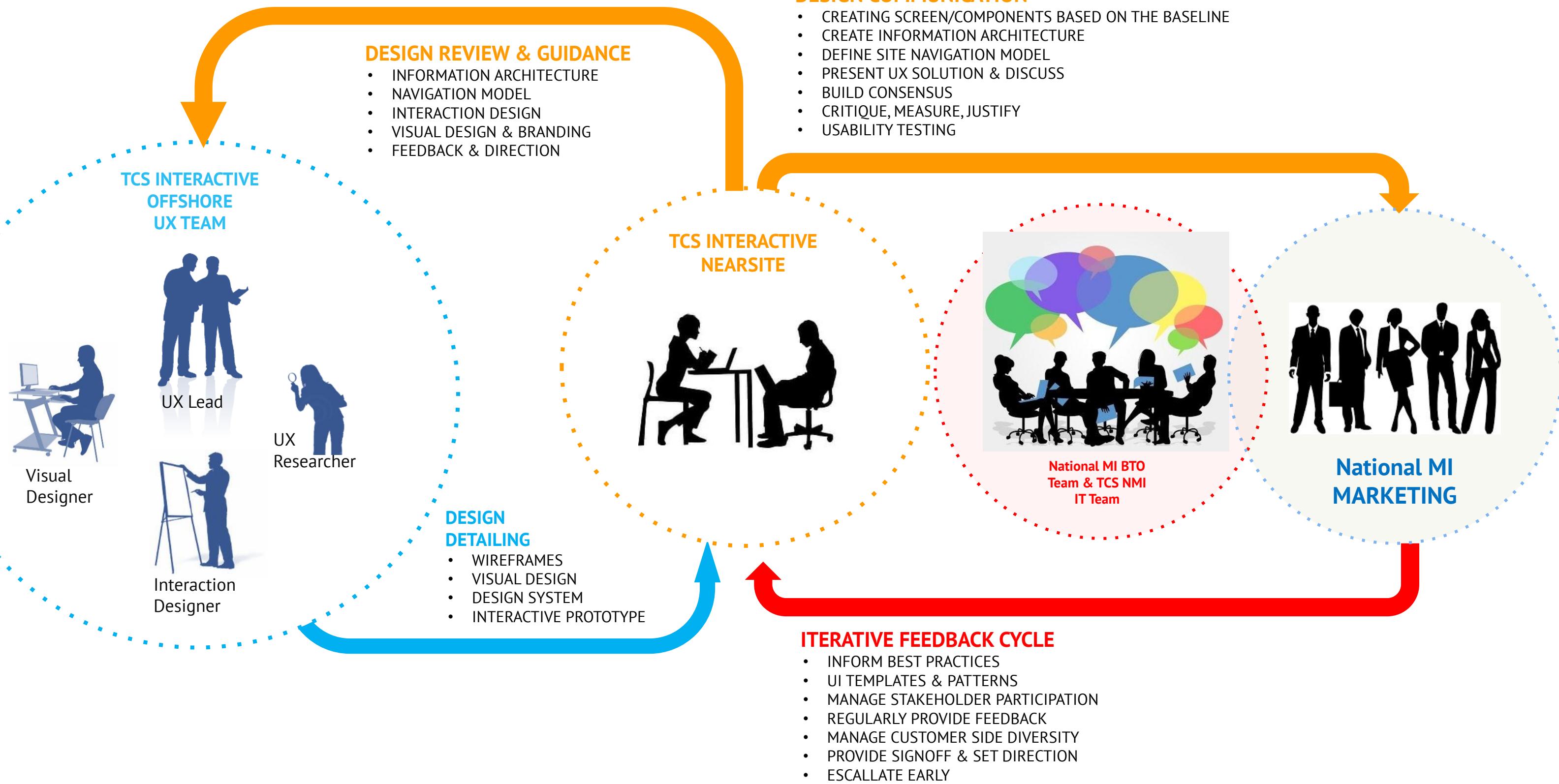
1. National MI will identify and recruit total 10 end-users during each round of Summative usability testing.
2. Users identified for the usability testing should not be efficient users.
There should be a healthy mix of end-users with varied levels of software proficiency.

END STATE

1. The credit Union website (Cu.nationalMI.com) will be retired and will redirect visitors to a credit union related section in nationalmi.com site.



The governance for such an important redesign program would largely depend on clear definition of the roles and responsibilities of National MI and TCS Interactive team.



RESPONSIBILITY MATRIX

The governance for nationalmi.com redesign program would largely depend on clear definition and demarcation of the roles and responsibilities between all stakeholders.

NATIONAL MI marketing team will have most of the definition setting responsibilities at the beginning of the project. The UX deliverable(s) created by TCS Interactive will be reviewed by NATIONAL MI marketing team. NATIONAL MI BTO team & TCS NMI IT team would mostly have the consulting responsibilities.

This situation sets up a unique 3-way matrix of Delivery, Review and consulting responsibilities. TCS Interactive , NATIONAL MI marketing team and NATIONAL MI BTO team & TCS NMI IT team can have any of the following responsibilities against any of the responsibility parameters.

Usually, all three should have different responsibilities but, on some rare parameter like Version Control, will assume shared responsibilities.

RESPONSIBILITY	WHAT IT MEANS
DELIVER	Owning the responsibility of delivering the final deliverable(s) under that track and setting up the team to able to do so.
REVIEW	Critically looking at interim/end deliverable(s), providing directions/feedback to drive the track in right direction. Owning Business goals, direction setting and sign-off responsibilities.
CONSULT	Critically looking at processes and Deliverable(s) and provide directional feedback on time. But not owning Business goals, direction setting and sign-off responsibilities.
AWARE	Having knowledge on the happenings. May proactively provide feedback/directions but does not own these.

RESPONSIBILITY PARAMETERS	NATIONAL MI BTO TEAM & TCS NMI IT TEAM	TCS INTERACTIVE UX TEAM	NATIONAL MI MARKETING TEAM
Defining initial Requirement and scope	Consult	Review	Deliver
Making relevant Knowledge materials available & providing access to relevant digital properties	Consult	Review	Deliver
Feedback management	Consult	Review	Deliver
Sign-off management	Consult	Review	Deliver
Stakeholder availability & time management	Aware	Review	Deliver
User availability & time management	Aware	Review	Deliver
Requirement specifications	Consult	Review	Deliver
GUI guidelines, brand assets, style guide	Review	Consult	Deliver
Heuristic Evaluation, competitive benchmarking	Consult	Deliver	Review
Information Architecture and Navigation model creation	Consult	Deliver	Review
Wireframe & Visual Design comp creation	Consult	Deliver	Review
Visual Design concept creation	Deliver	Deliver	Review
Visual Assets library & Playbook creation & maintenance	Consult	Deliver	Review
Clickable Prototype Creation	Aware	Deliver	Review
Usability testing	Aware	Deliver	Review
Design System creation	Aware	Deliver	Review
Risk identification & mitigation strategy	Consult	Deliver	Review
Quality benchmark adherence and monitoring	Consult	Deliver	Review
Version Control	Deliver	Deliver	Deliver

02

TCS INTERACTIVE
A CAPTIVE
DIGITAL AGENCY WITHIN TCS

TCSinteractive

TATA CONSULTANCY SERVICES

We are on a mission to help our clients innovate, create, and deliver industry-leading digital experiences by applying human-centered design.



TCSinteractive

TATA CONSULTANCY SERVICES

EXPERIENCE

- 500+ customers
- 300+ engagements
- 4000+ associates
- 300+ designers
- 13 Agile engineering centers

DIFFERENTIATORS

- Design-Led Transformations
- 4D Design Approach
- Lean UX, Agile Engineering
- ROI by Design™
- Industry Solutions
- Digital Experience Framework
- Digital Experience Modernization Approach

14 Design Centers

Designing unified, consistent and predictable experiences across all touch points & channels through strategic business, & end user goal driven result oriented UX approaches.

Digital Reimagination Studio – Santa Clara | Dallas | Chicago | New York | Paris | London | Bengaluru | Chennai | Delhi | Hyderabad | Kochi | Kolkata | Mumbai | Pune



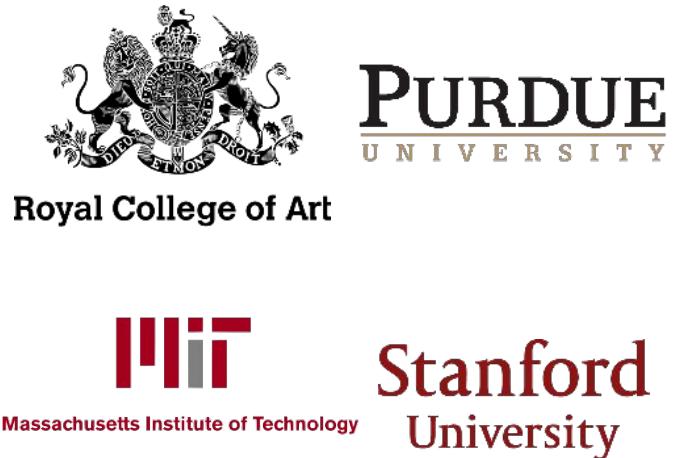
KEY CUSTOMERS

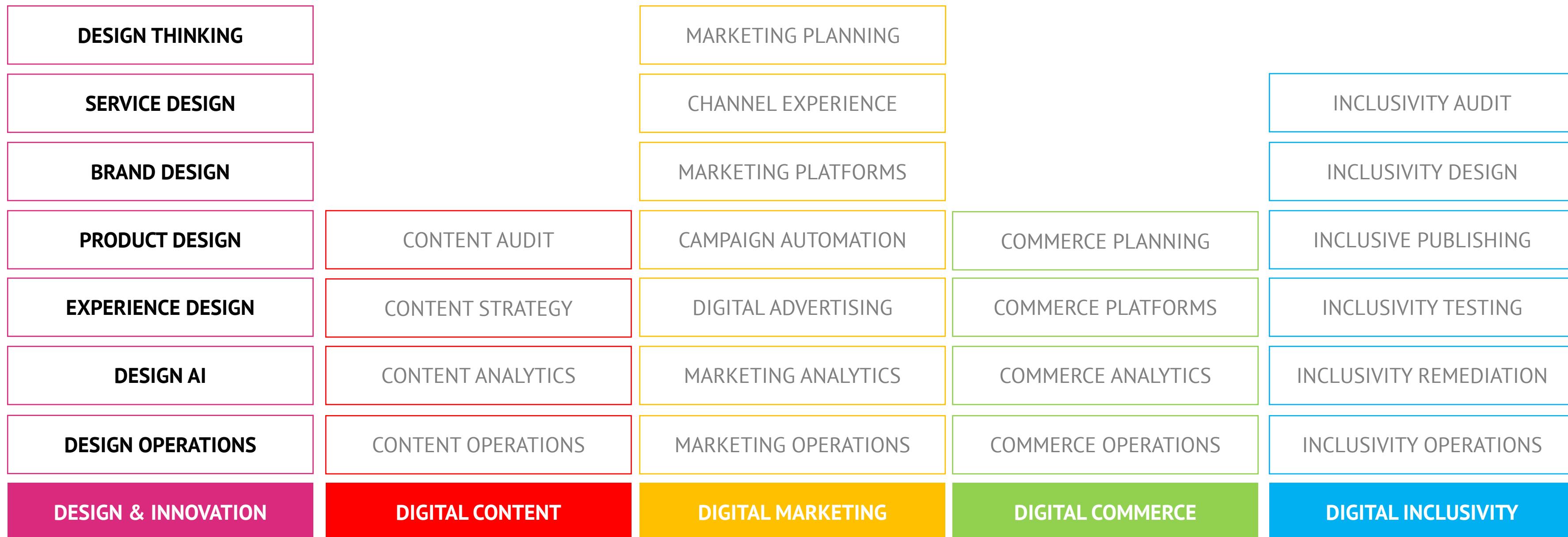


INDUSTRY PARTNERS

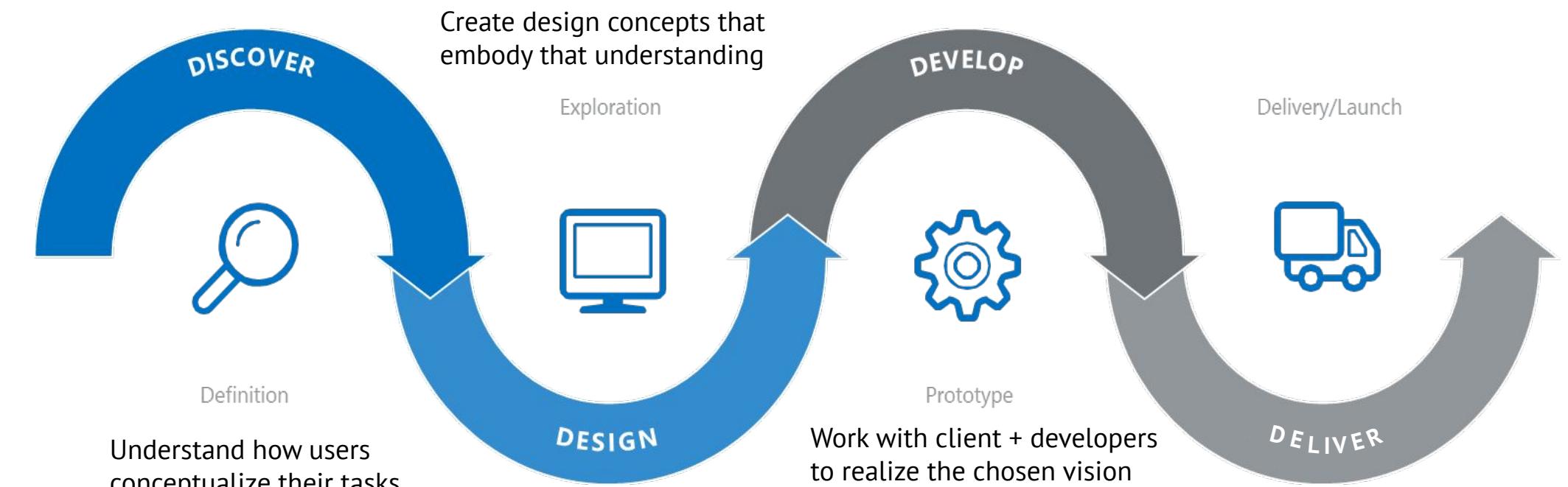


PARTNERSHIPS





- TCS follows a 4-step iterative design and validation approach to experience design. Each step has the sub tasks, their order of execution and the expected deliverables.
- Some of these sub-tasks are participatory where both client and TCS are involved hands-on.
- This process could be aligned with both Agile and waterfall development strategies.
- In a project, we may also select a subset of activities and not ALL of these!



	DISCOVER	DESIGN	DEVELOP	DELIVER
ACTIVITIES	Co-Discover Workshop	Personas & Journey Maps	Interactive Prototype	Style guide Specification
DELIVERABLES	Brand Analysis Report	Persona & Journey Maps	HTML/CSS	Style guide
ACTIVITIES	Contextual Inquiry	Information Architecture	Formative Usability testing	Graphic asset library creation
DELIVERABLES	Heuristic Review Report	Low-fidelity Prototype	Visual Specifications	Interaction pattern documentation
ACTIVITIES	Heuristic Reviews	High-fidelity Prototype	Localization	Summative Usability Testing
DELIVERABLES	Competitive Analysis			
ACTIVITIES	Competitive Analysis Report			
DELIVERABLES	Statement of work	Mood Boards & Visual Design	Accessibility Report	Usability Test Report



reddot design award



DIGITAL IMPACT
AWARDS
WINNER



Appy Awards
WINNER



CEA
The Corporate
Engagement
Awards 2018
WINNER

MEA
MEDIA EXCELLENCE AWARDS
2018

CIO
100
AWARDS

C
Corporate
Content
Awards

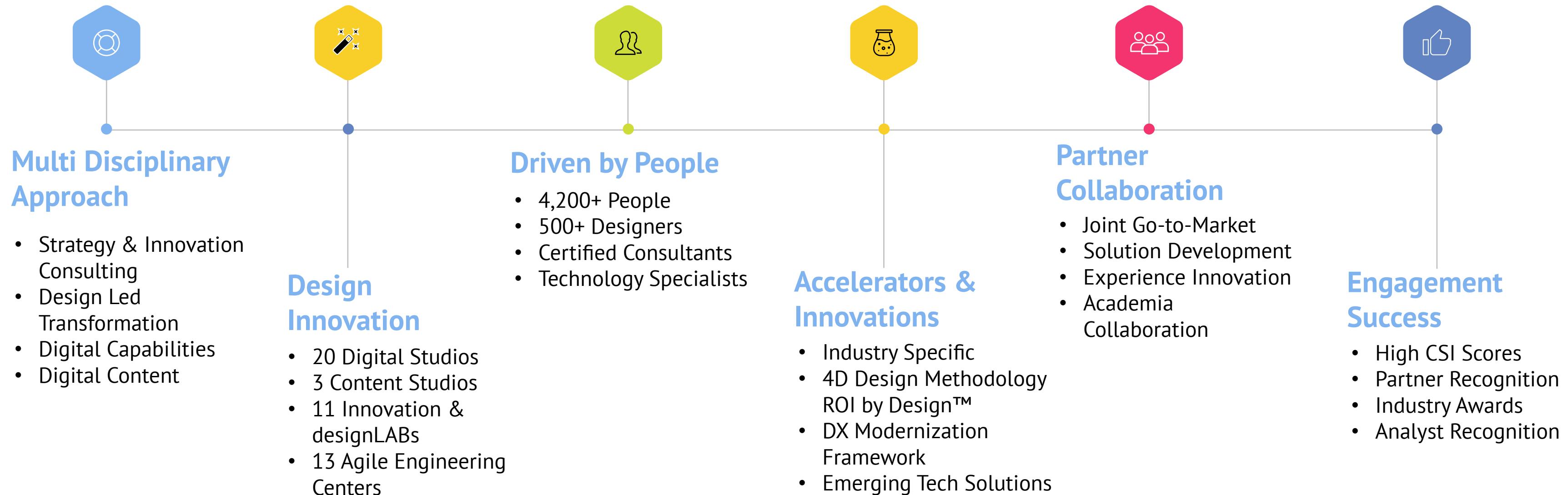
AMO
Asia
Mobile
Awards
亚洲移动大奖

A
2019 Adobe
Experience
Maker Awards



UX
UK
AWARDS
Celebrating excellence
in user experience

YAHOO!
SPORTS TECHNOLOGY
AWARDS



03

TCS INTERACTIVE
CASE STUDIES



STRATEGIC UX REVAMP : THAI AIRWAYS ONLINE PORTAL

Location

Los Angeles, CA

Industry

Commercial Aviation

Timeframe

JAN 2016 – APR 2016

Team Size

06 Offshore, 03 onsite

Engagement Area

Website Development, Contextual Inquiry , Competitive Benchmarking, IA, Design directions, UX Design, Usability Testing

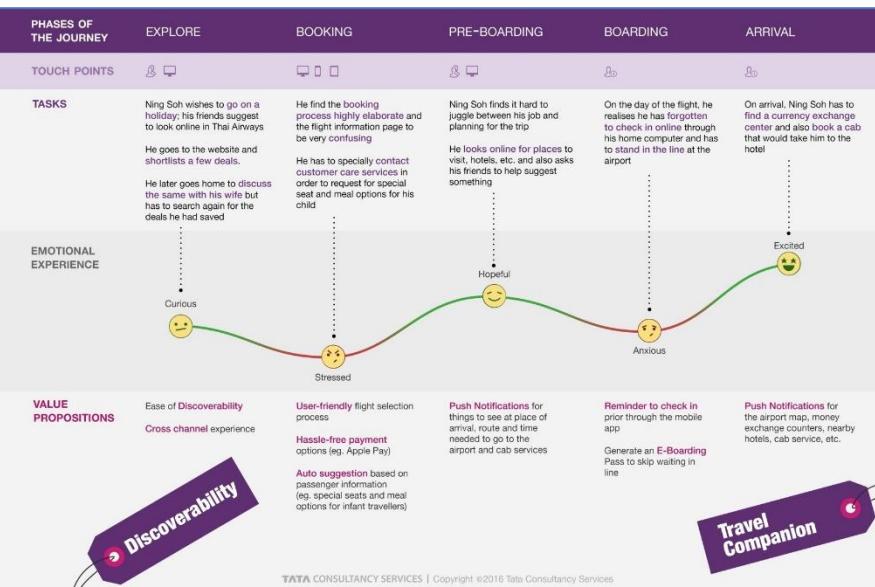
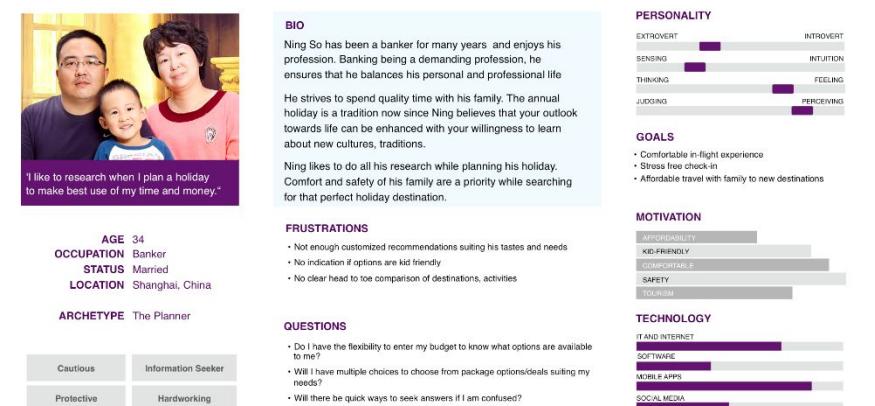
Engagement scenario

The commercial aviation major needed a responsive ecommerce site and a dedicated app to help millions of customers browse flight and book tickets online. Boosting online revenue through an enriched user experience and differentiate their service from their competitors.

NING SO – SHANGHAI, CHINA



"I like to research when I plan a holiday to make best use of my time and money."



AREA OF ANALYSIS	FEATURES	LOCAL COMPETITORS		INTERNATIONAL COMPETITORS			THAI AIRWAYS
		SINGAPORE	CATHAY PACIFIC	QANTAS	QATAR	EMIRATES	
Home Page	Geolocation Does the website automatically detects and displays current location and change currency, offers etc accordingly?	Yes	Yes	Yes	Partial	Yes	Not Automatic
	Promotes Airline or Destination What does the home page caters to users - promoting the Airline brand or destination?	Airlines	Destinations	Destinations	Destinations	Destinations	Airlines
	Recent Search Are the user's previous search details are stored?	No	Yes	No	No	No	No
Booking	Number of steps for booking What are the number of steps for booking?	5	7	4	6	8	5
	Edit Search parameters Does the website allows the users to modify the search parameters after viewing the search results?	Yes	No	Yes	Yes	Yes	Yes
	Provision to select location easily Does the website allows the user to choose from his list of countries to locate the respective options?	No	No	Yes	No	No	Yes

Challenges

Existing design wasn't user-friendly, had too many options and unclear messaging. Users were easily getting confused and Redesign was expected to compel users into action resulting in higher sales. The time frame to complete the redesign was just 8 weeks.

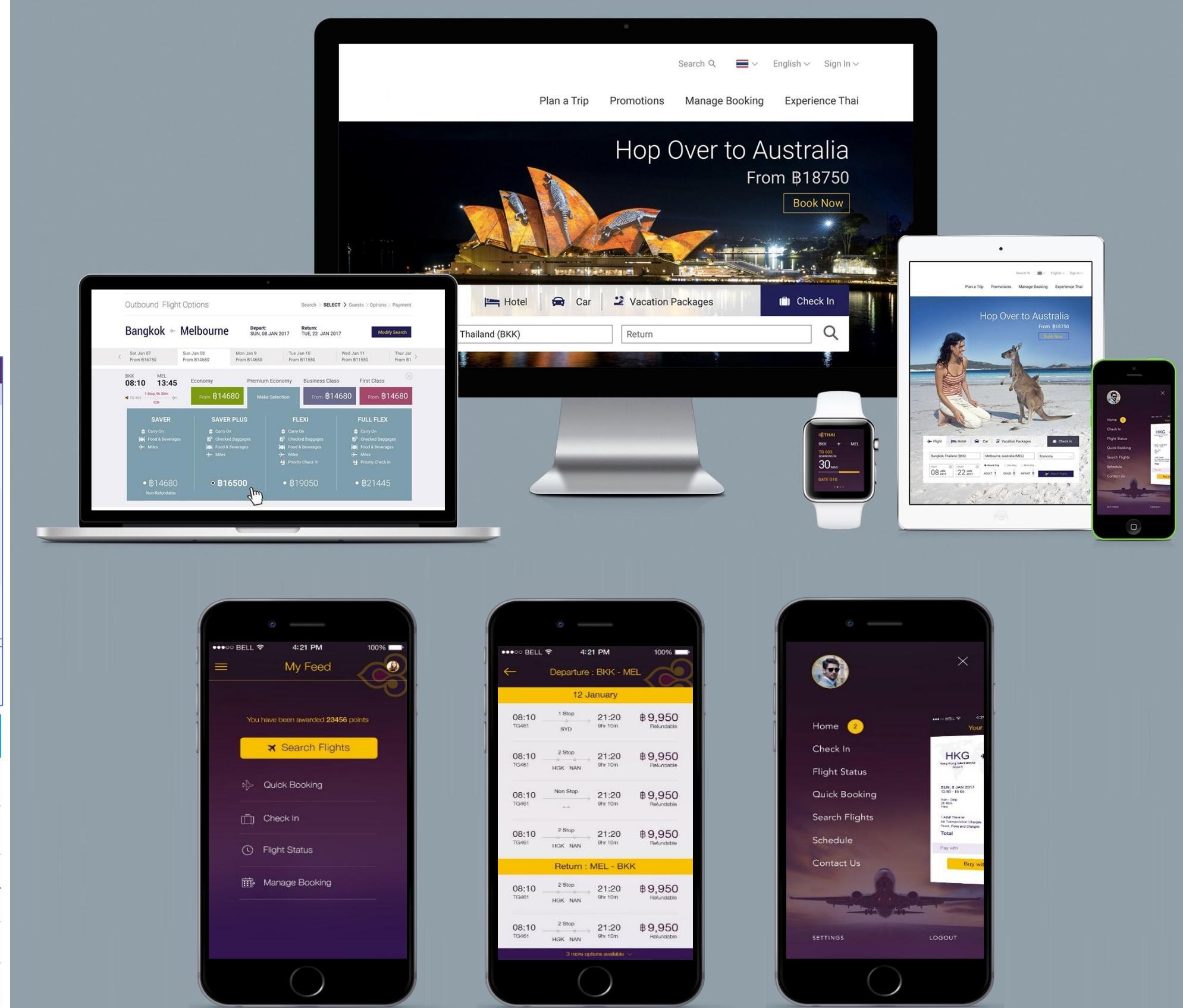
Involvement Summary

In the beginning of a 12-week exercise, User empathy exercises, Competitive Analysis, Persona and User Journeys were made. TCS Interactive led the Contextual Inquiry to research through the key audience and functions of the application. We analyzed various traveler types, their objectives and goals and mapped their entire booking-to-journey experience to find out possible areas of improvement. We also conducted Competitive Benchmarking to find out how customer brand stands against its closest competitors.

The existing site wasn't responsive, and it lacked many useful functionalities. Important functionalities were buried deep in the menu. Many disconnects were found in the flow, in many cases the processes were broken.

Once the design directions were finalized, the aim was to declutter & introduce a Point of Focus, introduce single Page Functionality and seamless transition. The new design was fully responsive.

The updated design increased booking through site by 34% in just 2 months. It also increased adoption of self-service, reduced help calls and adoption of paperless itinerary.



Location

Pune, INDIA

Client

TCS, TATA

Industry

Software Services

Timeframe

JAN 2017 – AUG 2017

Team Size

Team of 60+ Designers

Engagement Area

Website Development, Contextual Inquiry , Competitive Benchmarking, IA, Design directions, UX Design, Usability Testing

Engagement scenario

TCS wanted to re-architect and re-design their site. Objective was to transform overall user experience from 'Read a Lot' to 'See a Lot' worthy of a global leader

Challenges

TCS's corporate website used traditional web design and offered limited experience. Existing site was not frequently used by analysts and customers due to poor experience. It also lacked focus on content branding and provided limited responsive capabilities to support multi-device, multi-browser support

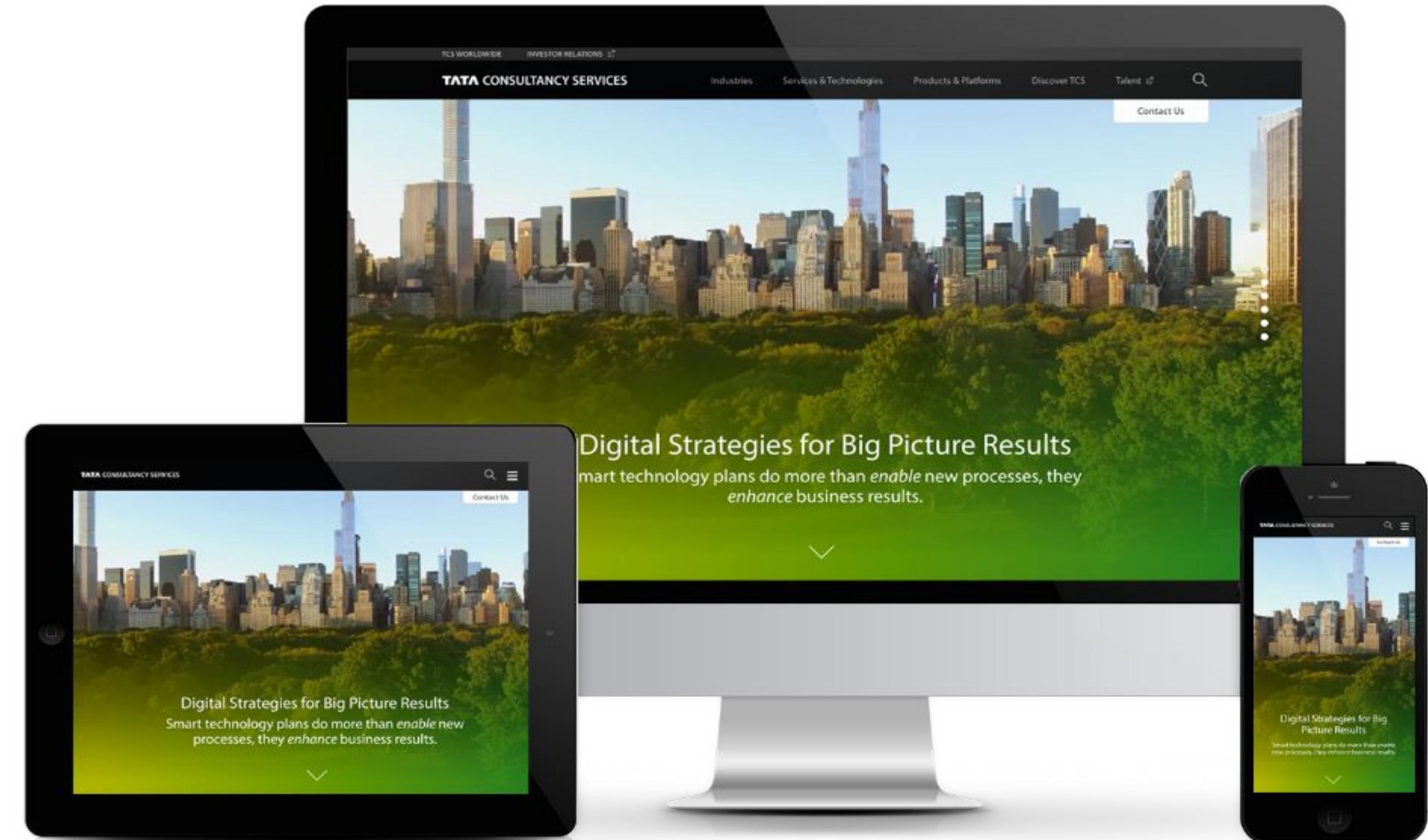
Involvement Summary

This extremely large scale reimagination included the following high-level activities:

- Discovery/Research
- Content Strategy Definition
- User Experience and Visual Design
- Site Development using Adobe Experience Manager
- Content Management
- QA and Deployment

The new TCS.com website promoted uniform TCS brand with consistent web user experience and delivered a modern, dynamic experience to reflect its position as a global leader in digital transformation. The new site increased user penetration by multi-channel support (Web, Mobile, Social) and helped to boost TCS's business by providing users to-the-point information related to solutions, case studies. This is a completely SEO compliant website which managed different type of content (web, digital assets, blogs etc.) within single platform.

The information architecture of Adobe Experience Manager on Azure makes it easy to find relevant and current information about all aspects of the company. The infrastructure is also highly scalable and easy to change and deploy, and with a more elastic platform in place, TCS.com has become a digital channel for enhanced collaboration. TCS customers, partners, and other visitors are now actively engaging with us through the new TCS.com website.



Reimagining Customer Experience for a Major European Airline

Location
Santa Clara, CA

Industry
Aviation

Engagement Area
Website Development, Contextual Inquiry , Competitive Benchmarking, IA, Design directions, UX Design, Usability Testing

Business Objective

- Easy authoring and quick change of content
- Support variation in country specific content
- Support multiple languages across countries
- Scheduled publication of content
- Multi channel delivery without duplication
- Personalization based on site visitor attributes
- Integration with Analytics
- Seamless integration with transactional UI apps
- Asset migration

Solution / Technology Stack

- Key AEM Features - Multi Site Manager, DAM, Delayed Activation, Core Logic in OSGI Bundles, Sightly
- Multilingual content structure using MS Translator
- Campaigns and Segments based on geo location
- Integrations with CRM for integrated customer profile and maintain centralized offer engine
- Tech Stack : Adobe Marketing Cloud (AEM, Target, Campaign), Adobe Analytics Cloud, Java, Angular, Azure Cloud

Benefits

- Single platform powering 19+ markets, multiple channels, mode of payments
- Increasing Customer experience and insights.
- Usage has grown to more than 16 million unique customers.
- Around 64% of the total page views that were recorded last year (2018) contained personalized content from Adobe Target.
- Over 68 million emails were sent from Adobe Campaign platform in 2018 containing personalized content resulting in better experience for the customer.

The screenshot shows the SAS homepage with a search bar for "From: New York, NJ EWR" and "To: [empty]". Below the search bar is a banner for "DISCOVER THE LOW FARE CALENDAR" featuring a photo of a colorful street. There are three main promotional sections: "SUSTAINABILITY" (Read more about the way to more sustainable travel), "UPGRADE" (Bid for an upgrade using points or cash), and "SAS PLUS" (Enjoy flexible tickets, fast track, lounge and much more). Below these are flight price tables for routes like New York to Stockholm, Copenhagen, Bergen, Stavanger, and Helsinki.

The screenshot shows flight search results for "New York, NJ EWR – Stockholm ARN". It lists flights for Tuesday 13 Aug, Wednesday 14 Aug, Thursday 15 Aug, Wednesday 18 Sep, Thursday 19 Sep, and Friday 20 Sep. For each day, it shows "OUTBOUND" and "RETURN FLIGHT" options. For example, on Wednesday 18 Sep, there are two flights: "EWR 17:35 - 10:10 +1" and "ARN 16:15 - 21:05". The "SELECTED" flight is highlighted in blue. At the bottom, there is a summary: "TOTAL 466.94 USD Taxes & carrier-imposed fees" and a "SELECT RETURN" button.

Location | Industry | Engagement Area

Pune, INDIA

Industry
Telecom

Engagement Area

Website Development, Contextual Inquiry , Competitive Benchmarking, IA, Design directions, UX Design, Usability Testing

Business Objective

- Provide Omni-Channel product foundation focused on enabling and optimizing Performance, Flexibility, Usability and Customer Experience
- Marketing Control on Experience, Personalization, Geo-Location, and Asset Management
- Enable business partners to be competitive by allowing them to swiftly deliver ad hoc campaigns and promotions as needed.

Solution / Technology Stack

- AEM 6.4 CMS Implementation
- AngularJS & associated libraries used over for SPA development.
- Desktop & Tablet friendly UI built using HTML5/CSS3.
- SAAS used as CSS preprocessor for fast and future proof solution for CSS.
- Industry best practices used for Responsive design, Angular Component Development, Build & Deployment using Gulp & Grunt

Benefits

- Successful deployment of End to end single line Cart to Checkout flow to production with zero blocker/critical issues
- Production release on daily basis
- Increased customer engagement and conversion with seamless experience across channels
- Optimized customer journeys with simple and easy Single Page Application for Shopping journey
- Redefined the way consumers and businesses buy wireless services through leading product and service innovation

The screenshot shows a shopping cart summary for a T-Mobile customer. At the top, it says "T-Mobile" and "My Stuff". Below that, it introduces "T-Mobile ONE™—now with taxes and fees included" and offers "Get 2 lines of unlimited LTE data on T-Mobile ONE™ for just \$100/mo. with AutoPay".

The cart contains one item:

DEVICE	PLAN	PROTECTION & MORE
Apple iPhone 6s Silver/32 GB	T-Mobile ONE Taxes & fees included. All in. All unlimited For a limited time, get 2 unlimited lines for \$100/mo. with AutoPay—taxes and fees included. Now, activate HD video streaming and 10GB of high-speed Mobile Hotspot data for FREE on all T-Mobile ONE.	Premium Handset Protection with Lookout Mobile Security Premium Free Wi-Fi Calling

At the bottom, it shows the price breakdown: "\$46⁹⁹ / \$134⁰⁰" (Today + taxes and shipping) and "Monthly Includes \$10 monthly AutoPay discount". It also says "Based On: AWESOME CREDIT". There are "Check out" and "View order details" buttons at the bottom right.

Participatory Gaming Experience: MARATHON CITY THE SPRINT TO WIN

Location
Industry

Santa Clara, CA
Social

Engagement Area

Game Development, User Research, Wireframes & Interaction Design, Video narrative Script & Storyboard, Motion Graphics, Sound and Video editing

Project Description

Marathon City participatory gaming experience extended fan engagement at TCS New York City Marathon and equally appealed to marathon participants, their families, and marathon fans. This One-of-a-kind Dual-screen gaming experience with interconnected UI represented simultaneous inclusivity and was enjoyed by participants of all ages and abilities!

This game was conceptualized, designed and developed by TCS Interactive Santa Clara Studio.

Activities

- User Research
- Wireframes & Interaction Design
- Video narrative Script & Storyboard
- Motion Graphics
- Sound and Video editing

Impact

Participation:

7000+ players at 2018/2019 marathons. User satisfaction rating: 93% "very happy"

Installations:

Adobe Summit, TCS Summits, Blitz, LBG, CBA, London Marathon, NYC Half-marathon, EBC, Pace Ports (NYC, Tokyo)

Press:

VentureBeat, DMNews, Sport Techie, Metro Print & Online Editions, Adobe Blog, TCS Blog



reddot award 2019 best of the best interface design

"The Sprint to Win game is outstanding. The idea to create a sports challenge in which all people can participate, fosters a spirit of inclusion and thus strengthening people's sense of community. It is also the playful implementation of this ingenious concept that testifies to the high design competence with which the technical functionality and the character design of the avatars has been realized."

Red Dot Jury





THANK YOU !
TATA CONSULTANCY SERVICES