

TRAINING OUTLINE

CI Orientation Program

Section 1 - Who we are?

Section 2 - What we do and how we do it?

Section 3 - Our philosophy

Section 4 - Our design process

Section 5 – What is Visual Design

Section 6 - Life beyond designing

Section 7 – Our recent works

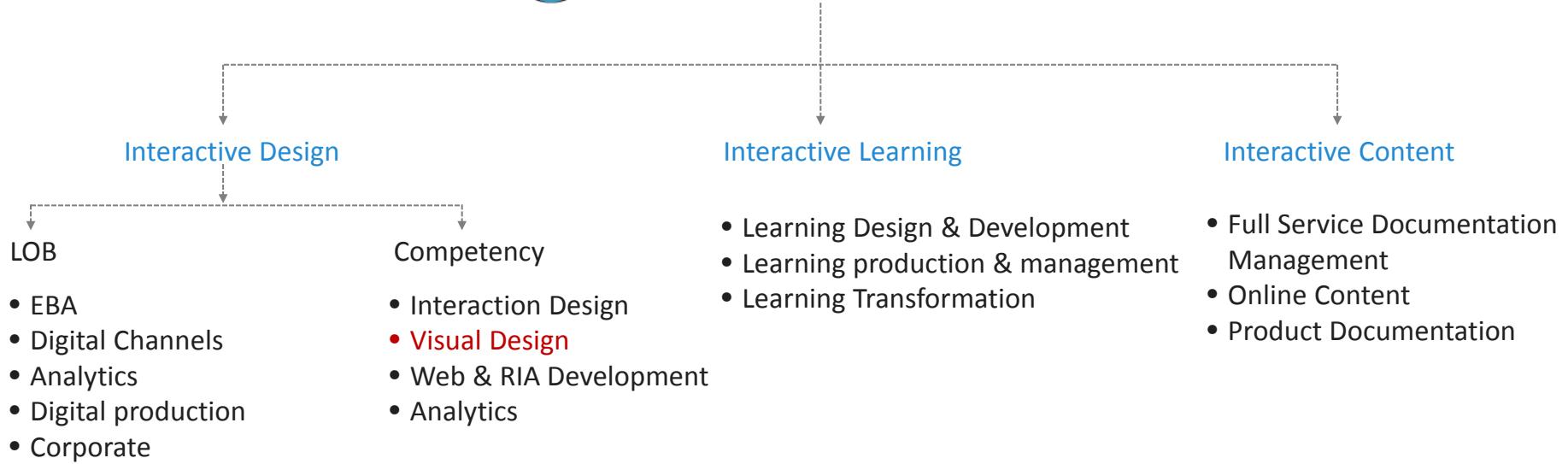


Who we are?

Who we are | Organization overview



Cognizant | INTERACTIVE



LOB : Lines of Business

Who we are | Organization overview



1500+ member strong global talent pool designing world class **User Experience** solutions across technology platforms.

We are one of the largest Design Services groups in the industry, **helping our clients create end-to-end value throughout the customer lifecycle and to deliver a Data-driven Multi-screen Digital Experience.**

Key Differentiators

- One-stop-shop for integrated UX **Design, Development** and **Measurement** services
- Experience across front-end technologies
- Leverage design experience and best practices from different domains
- Recent works got featured in CBS News, Nominated for Webby Awards
- SMEs with over 10 years hands on industry experience
- Experienced in seamlessly collaborating in a multi-disciplinary and multi-vendor environment
- Industry known “Two-in-the-box” model

- **Consultants (150+)**
Digital Strategists
UX Analysts (Domain/Technology)
Information Architects
Digital Analytics & Marketing Experts
Creative Directors
Social Media Experts
- **Designers (300+)**
Interaction Designers
Mobile Designers
Visual Designers
Flash Designers
Production Singers
Print design specialists
- **UI Developers (850+)**
Web Developers
Flex Programmers
Flash/Scripting Programmers
RIA Technology architects
Accessibility experts
- **Analytics & Marketing (100+)**
Analytics Tools Experts
Reporting & Insights Experts
SEO/SEM Experts





What we do & how we do it?



What we do & how do we do it | Overview



Creative Design (Static and Interactive assets)

- Creative asset production, support and maintenance
- Product tours and Demos (Flash-based)
- Banners / posters
- Presentations
- Logos
- Marketing material
- Mailers
- Creative design support

Content Publishing Services (Websites, Intranets & Portals)

- Development (design/strategy provided by client/agency)
- Maintenance / Support
- Migrations
- Porting sites to mobile platforms
- Accessibility compliance
- Converting presentations to HTML5

UI Testing

- Content Visual QA
- Content Textual QA
- Content Code Testing
- Accessibility Compliance Testing

Engagement Models

- Long term SLA/Program governance models
- Managed Services
- Ticketing Services
- Development Maintenance & Support
- Creative Maintenance & Support

What we do & how do we do it | Why we are here?



1. *We gather* requirements from our clients
2. *We analyze* the requirement and create Information architecture and wireframe
3. *We research* and do competition analysis
4. *We think* & do brain storming, trend setting, decide on color palette
5. *We scribble* our ideas



The last thing we do is “Design”.

What we do & how do we do it | For whom we provide design solutions?



Our client list includes:

Fortune 500 companies | World-renowned insurance providers and financial institutions | Top of the line retail chains | Travel and Tourism giants

Our philosophy

Our philosophy | Our motto



“Every employee should feel that he or she is contributing to something that will actually make a genuine and positive difference in the lives of customers and colleagues.”



Our philosophy | Our belief



OUTSIDE

The market
The competition
The numbers
The client

INSIDE

Purpose comes from the inside



Our philosophy

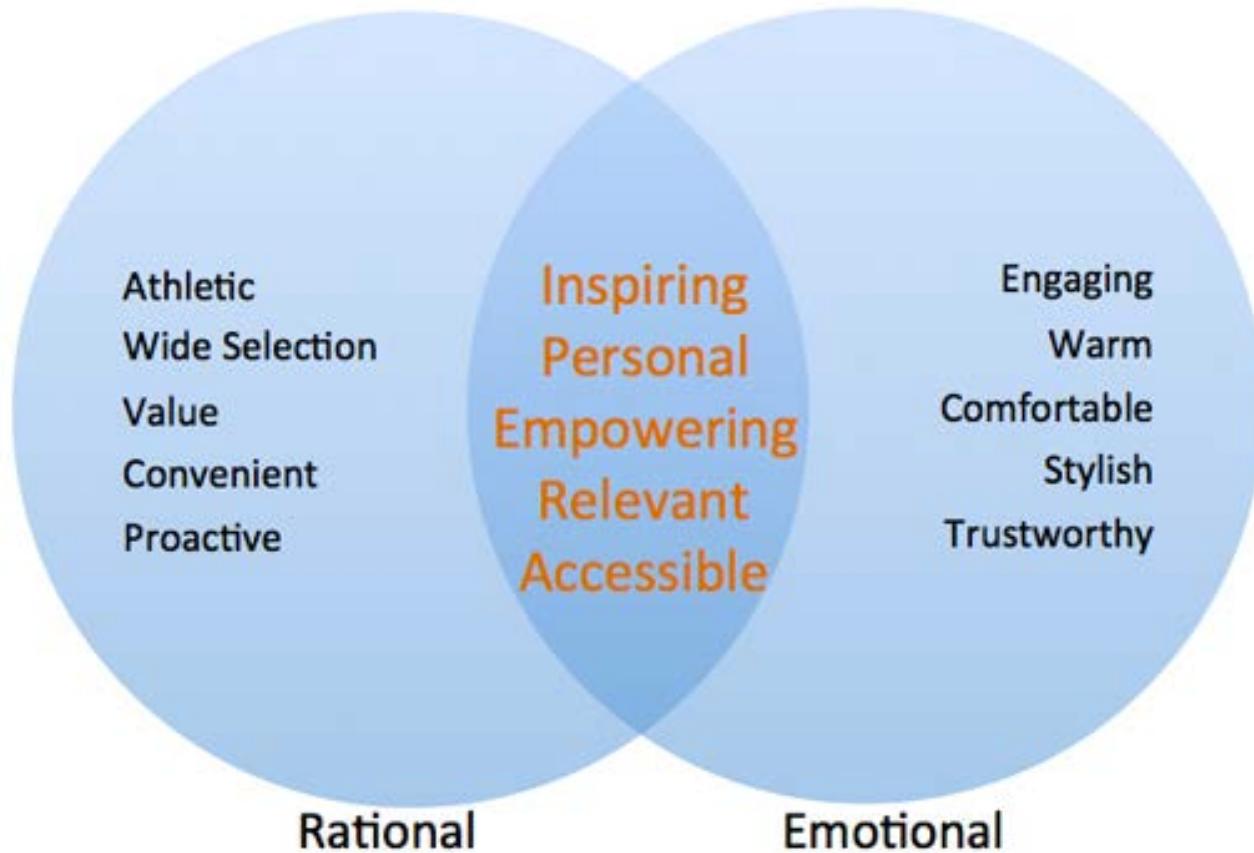
1. Don't just design. **Think.**
2. Don't Just think. **Validate.**
3. Don't just validate. **Implement.**
4. Don't just implement. **Make it perfect.**



Our philosophy | What we offer?



We offer “Solutions”. Not just designs!



When does the magic happen?

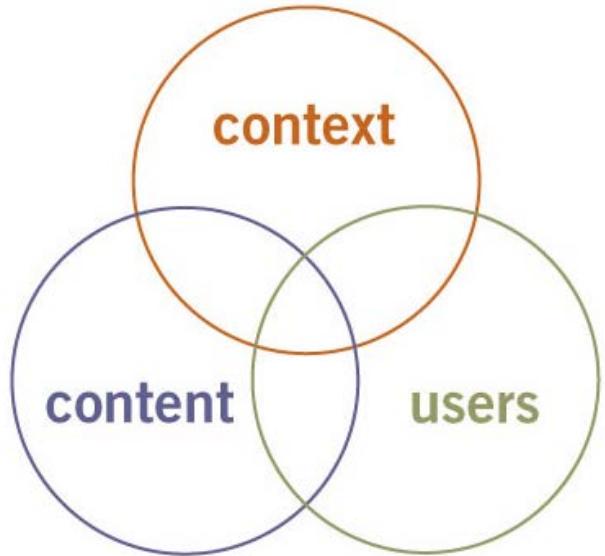
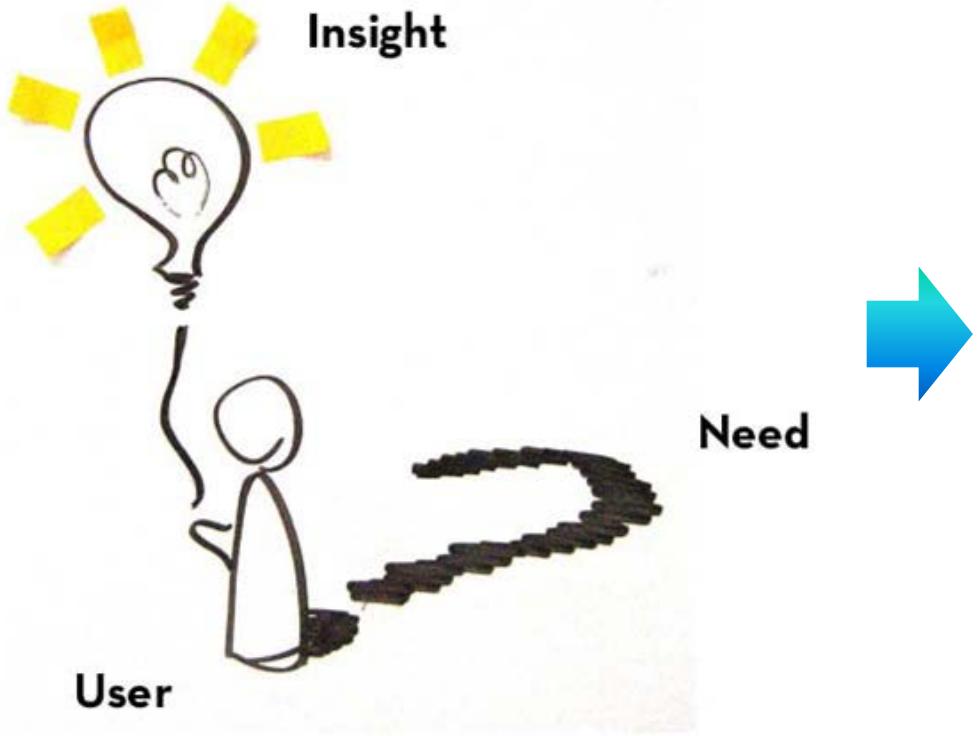
When your work has right balance Rational & Emotional Quotient.

Our philosophy | What do we think about ourselves?



Our design process

Our design process



What is Visual Design

What is Visual Design



Communicating through Design

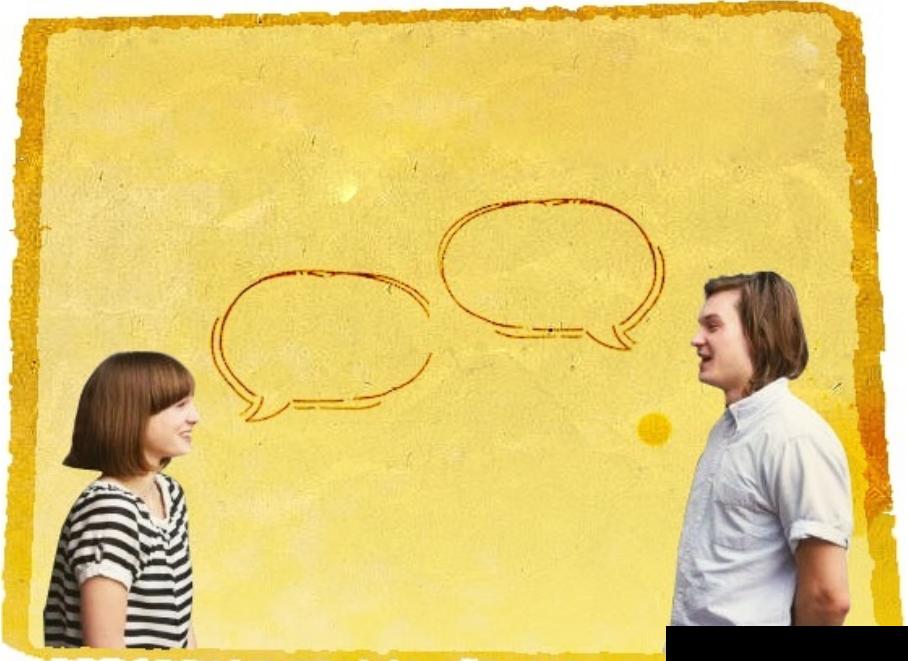
Communication is a variety of behaviors, processes, and technologies by which meaning is transmitted or derived from information.

The first communication that human had was visual communication drawn in caves even before the discovery of language.

Visual Communication is the conveyance of ideas and information in forms that can be read or viewed.

The subject includes Graphic Design, Illustration and Animation for; books, print, magazines, screen-based media, interactive web design, short film, design for advertising, promotion, corporate identity, packaging design & more.

What is Visual Design



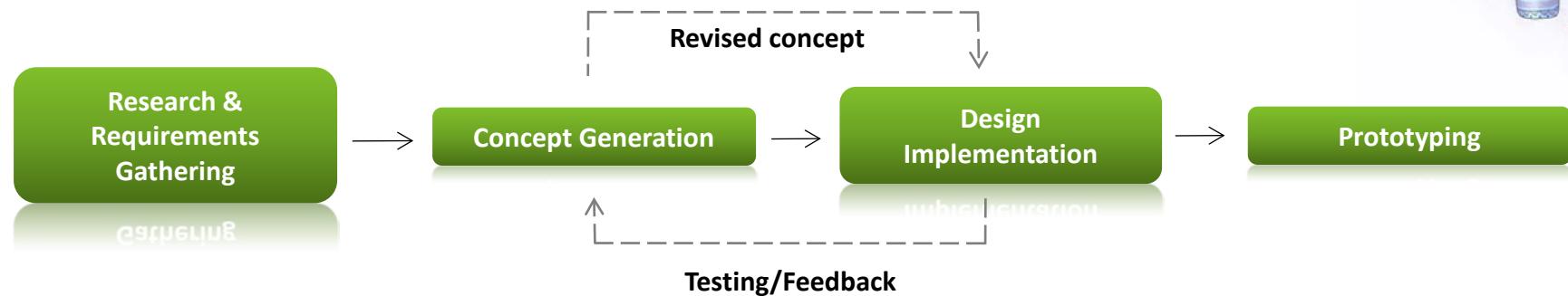
We go on many places like our favorite store, our favorite person or even our favorite website. But sometimes we create an emotional relation with any one of them.

It also applies in the field of web page designing. If your design is creative and engaging, the visitor prefers to come again and again on this site. That is how a designer communicate with the help of design.

A **Boundary** across which two independent systems meet and act on **Communicate** with each other



What is Visual Design | Visual Design Process



Activities

- Stakeholder Interviews
- Research - Client Branding material, existing artworks, URL's, other Products if any, Competitors sites & branding materials,

Internal Output

Questionnaire Document

Client Deliverables

Creative brief Document

- Visual Design Review
- Pencil Sketches
- Concept Generation based on creative brief document
- Update concept based on client feedback
- Brand Perception Test

Client Deliverables

Visual Design Review

Visual Design Concepts

Brand Perception Test doc

- Apply finalize visual language to internal screens

Client Deliverables

Internal screens

- Design Specification
- HTML Pages
- Graphic Slices

Client Deliverables

Specifications Doc

HTML Page Types

What is Visual Design | Why Process



Provide:

- Parameters to evaluate visual design
- Scientific approach towards art
- Buy-in on every step from client so less chances of re-re work
- Consistent and quality deliverables

What is Visual Design | Offerings/ Opportunities



- Visual Design Review (Static / Interactive)
- Concept Sketches
- Icon Design
- Standards and Guidelines
- Logo Design
- Flash Graphics – Interactive banners, Demo etc.

Improve the user experience in:

- Websites / Web Applications/ Portals
- Mobile / iPad Interfaces
- Software Products
- Physical Interfaces

Life Beyond Designing

Life Beyond Designing



1. *Your behavior & communication* is as important as your skill.
2. *Always communicate* what you think, what you want to do and how you perceive things.
3. *Follow proper channels* to communicate.
4. *Be creative!* That's the primary reason you are here!



Our design process | Challenges & Opportunities



You grow as we grow | Your contribution matters

1. Your contribution is important.
2. Prepare yourself for the global platform. Your work will be noticed!
3. Know the latest in Technology and Trends.
4. Remember 3P's "Perception, Perfection & Packaging".

Got noticed? Document it.

1. Archive all the appreciation mails in proper folder.
2. Always send a copy of appreciation mails to your supervisor.

Life Beyond Designing



Arrange | It's not how good you are, it's how good you want to be!

1. *Arrange and document:*

- Arrange every artifacts in proper folder structure.
- Arrange project related emails in proper folder.

2. *Learn from your peers:*

- Folder arrangement that is already in process.
- The grouping standards which is being practiced.

3. **Collaborate:** Work in a manner where multiple team/people will work on the same file. Maintaining proper structure is important. Create design documentation and style guide where necessary.

4. **Archive:** Once the project is over, create an archive folder and put all the unused or older versions. The final deliverables should be kept in a separate folder.

5. **Update:** Always make it a habit to update your ***latest resume, profile and portfolio*** following CI templates. Ask your supervisor for the latest templates.



Life Beyond Designing



Leave | Plan Early. Spend lovely!

1. **Plan:** Plan early. Apply for leave. Check whether leave is approved.
2. **Inform:**
 - Inform your project manager and supervisor in case of sudden leave.
 - Remind your project manager and supervisor again before your planned leave date.
3. **Communicate:** Leave your communication address/phone no. to your project colleagues & HCM Manager.
4. **Update:** Update your latest contact details in HCM so that people can reach you in need.
5. **Respond:** Respond if something is urgent.



Life Beyond Designing



Timesheet | It's you & Your work. Documented!

1. ***Be regular:*** Fill up the timesheet on a regular basis. You and your department loses man-hour if you don't fill up timesheet.
2. ***Be aware:*** Make sure your project does not have any separate timesheet. Some accounts have their own timesheet apart from Cognizant timesheet.
3. ***Be time-proof:*** Fill up the timesheet before going on a vacation.
4. ***Be responsive:*** In case of any confusion/clarification ask your HCM Manager before submitting the timesheet.



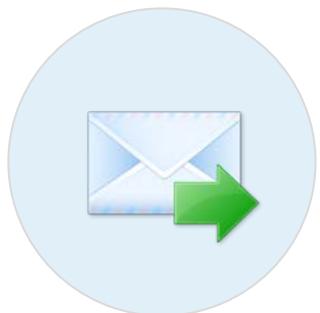
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Life Beyond Designing



Escalation | It's time to act!

1. ***What is it?*** Escalation is a written complaint/concern against your work/you.
2. ***Why?*** Escalation often happens because people fail to communicate the actual work status on a timely manner.
3. ***What to do?***
 - Be calm. Analyze the situation but do not sit idle. It's time to act.
 - Do not take any action/write mails till you discuss the matter with your supervisor/HCM Manager.
4. ***How to prevent?*** Be responsible. Be responsive. Set clear expectations and deliver in a timely manner.



Cognizant | INTERACTIVE

Life Beyond Designing



E-Mail Etiquette | The Do's and Don'ts

1. ***What matters?*** It's not how good your language is. It's how good you communicate.
2. ***What not to do?*** Do not forward junks. Respect people's time and company's bandwidth.
3. ***How to share?***
 - Share learning in proper DL(Distribution List)/groups.
 - Do not use "reply to all" button until necessary.
4. ***Email expectations:***
 - You are supposed to check all mails before deleting the unnecessary ones. Make sure none of the important messages gets deleted/ goes to spam.
 - Create separate email folders for projects. It'll be easy to track updates.
 - Making a habit to check all mails before you leave for the day always helps.



Life Beyond Designing



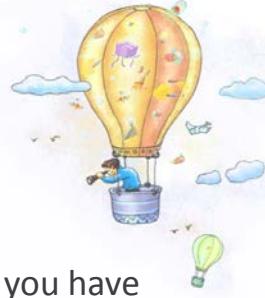
Know your Role | Act on them

1. ***Know your goals.*** As an associate, you have certain goals (which are set via HCM) and certain expectations which are set by your supervisor.
2. ***Know your role.*** If you are not sure, ask your supervisor.
3. ***Your contribution matters:*** Each and every associate and their contribution is important for growth.
4. ***Ask for feedback.*** It always helps.
5. ***Express*** your opinion through proper channel.



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Life Beyond Designing



Presentation | Never “Send” your design. “Present” it.

1. ***Document your design:*** When you are done with a design, create a justification document on how you have perceived the design and how others should perceive it. It can be in the form of a mail, word doc or power point deck or flash.
2. ***Present your design:*** Presentation should be neat and should include business understanding, focus group/target audience and how our solution is aligning with the requirement. In some case detailed understanding of how we approached the problem and where from we drew our inspiration can also be required.
3. ***Be creative with your presentations.*** Remember, although you can get hint or template from the previous project presentations, as every requirement/design is unique the solution approach is also different. Be creative, use your own method of explaining which covers all of the above aspects.
4. ***Present personally.*** If it's possible or the situation demands, be prepared to present your design over call or Video Conferencing.



Useful Contact No.s

Important Contact No.s | Keep them handy. They saves life at times!



Closer to you

Department Level:

- ✓ HCM Supervisor
- ✓ Current Project Manager
- ✓ Project colleagues
- ✓ One or two general colleagues



At your desktop

Organization Level:

- ✓ Local Admin
- ✓ GSD NSS
- ✓ Transport Helpdesk
- ✓ Facility Helpdesk
- ✓ Telephone Operator



Our Recent Works

Our Recent Works



O MapTrend

I WANT TO

- Find industry growth info
- View highest industry growth
- View benchmarking

FOR THE FOLLOWING

Select Industry or Select

Select Location USA City State Zip Code

Show Show top Show bottom

SHOW **CLEAR**

The map shows the United States with various cities and state boundaries. Five specific locations are highlighted with orange callouts and labeled with their industry code and value:
 - Montana: 53472, \$3.3M
 - New Jersey: 53472, \$3.1M
 - California: 53472, \$2.7M
 - Texas: 53472, \$3.3M
 - Washington: 53472, \$3.3M

[Montana](#) [Texas](#) [Washington](#) [New Jersey](#) [California](#)

FirstData.

First Data MapTrend

MapTrend is a First Data product which provides its users with insightful rich information on geographic and domain specific performance of particular industries or best performance trends over specified time periods, as well as compares their performance with their similar business peer groups.

Our Recent Works



Inspiration MS Surface - Lowes

This customer engagement application was designed and proposed for Lowes - a leading chain of home need stores. The proposal was to build an engaging application that allows the users to explore the products and content of Lowes.

Our Recent Works



Al Hilal Bank

Al Hilal is a new generation Islamic bank which plans to launch this bank wide loyalty program application that provides the ability to recognize and reward customers, based on their relationship with the bank. The bank aims to make this loyalty program a differentiator in the market place and compete with the competition.

Our Recent Works



iExcellence

INTERACTIVE EXCELLENCE
 HELPING YOU TRANSFORM
 DIGITAL EXPERIENCES

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Got Questions?

If you have questions, or would like further information on Interactive Excellence Please email the contact for your region.

US: Interactive.Excellence@aexp.com

International (Non-US): Interactive.Excellence@aexp.com

Interactive Excellence - Amex

iExcellence is an internal tool that helps to review interactive projects to ensure they follow the Interactive Guidelines (iGuide). Any new project that gets started in Amex based on the complexity and duration they will be governed by this tool. Business managers/ Project Managers will key in the new project details in this tool providing details on projects estimates, channels supported, costing, deadlines, etc..

Our Recent Works



delta lloyd | Pension Meter

FR NL Close X

1 Introduction 2 Calculate Retirement Pension 3 Calculate Additional Income 4 Simulation Result 5 Contact Me

Introduction

Calculate the income you have at retirement and compare them with those you would like to have.



Calculate the income you have at retirement and compare them with those you would like to have.

In some cases, default values are available. They are indicative of four as the most probable values. At any time, you can adapt them to suit your needs. All amounts are still gross. The results are only estimates, as accurate as they are.

I have read the [general terms and conditions](#) and I accept them.

[Start Simulation](#)

Pension Gap Simulator - Delta Lloyd Life

Pension Gap Simulator is a tool to be used by the public & brokers in Belgium to know their financial needs at the time of their pension to enjoy a comfortable retirement. The application supports various platforms - Flex, Smartphone and iPad. This tool is very unique on the Belgian market. And the animated character, called Fred, is very helpful for moving from one step of the simulation to another one within the application.

<http://www.pensiometre.be/>

Our Recent Works



Underwriting Desktop

Welcome George | Logout

Review Analysis Modeling

360 Degree View Submission Details Location Intelligence What-If Analysis?

Pricing Simulation

Submission Details | Case ID 12365 | Alfax Properties Line of Business : Property

Social Media Score 15%

30 Days 60 Days 90 Days Overall

Twitter: 58 Followers (↑ 158 Tweets) **Facebook:** 5 Posts (558 Friends, ↓ 11 Likes)

LinkedIn: 5 Posts **YouTube:** 508 Viewers

Post Comparison Graph

No. of +ve/-ve posts

Days

Post Comparison Graph (Twitter)

Negative Posts (Red line) Positive Posts (Green line)

Day	Negative Posts	Positive Posts
10	500	500
20	2000	1500
30	1000	1800
40	1200	800
50	1500	2000
60	1200	1500

Top Traffic Referrers

Referrer	Visits
DIRECT	85
GOOGLE	156
FACEBOOK	52
YOUTUBE	43
LINKEDIN	12

Visitors Loyalty

Visits	Visitors
1 VISIT	35
2 VISITS	16
3 VISITS	25
4 VISITS	80
+ 5 VISITS	158

Top Keyword Phrases

Marketing Ad is appealing
Products are good
Poor Customer Service
Bad Service

New Visits Returning Visits

10% 75%

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H3 Insurance - Cognizant

The H3 Insurance Future of Work is a conceptual and futuristic concept. This will enable commercial underwriters to focus on analyzing and pricing the risk and reduce unproductive tasks like data validation and preparation. The client is highly appreciative of our final deliverables.

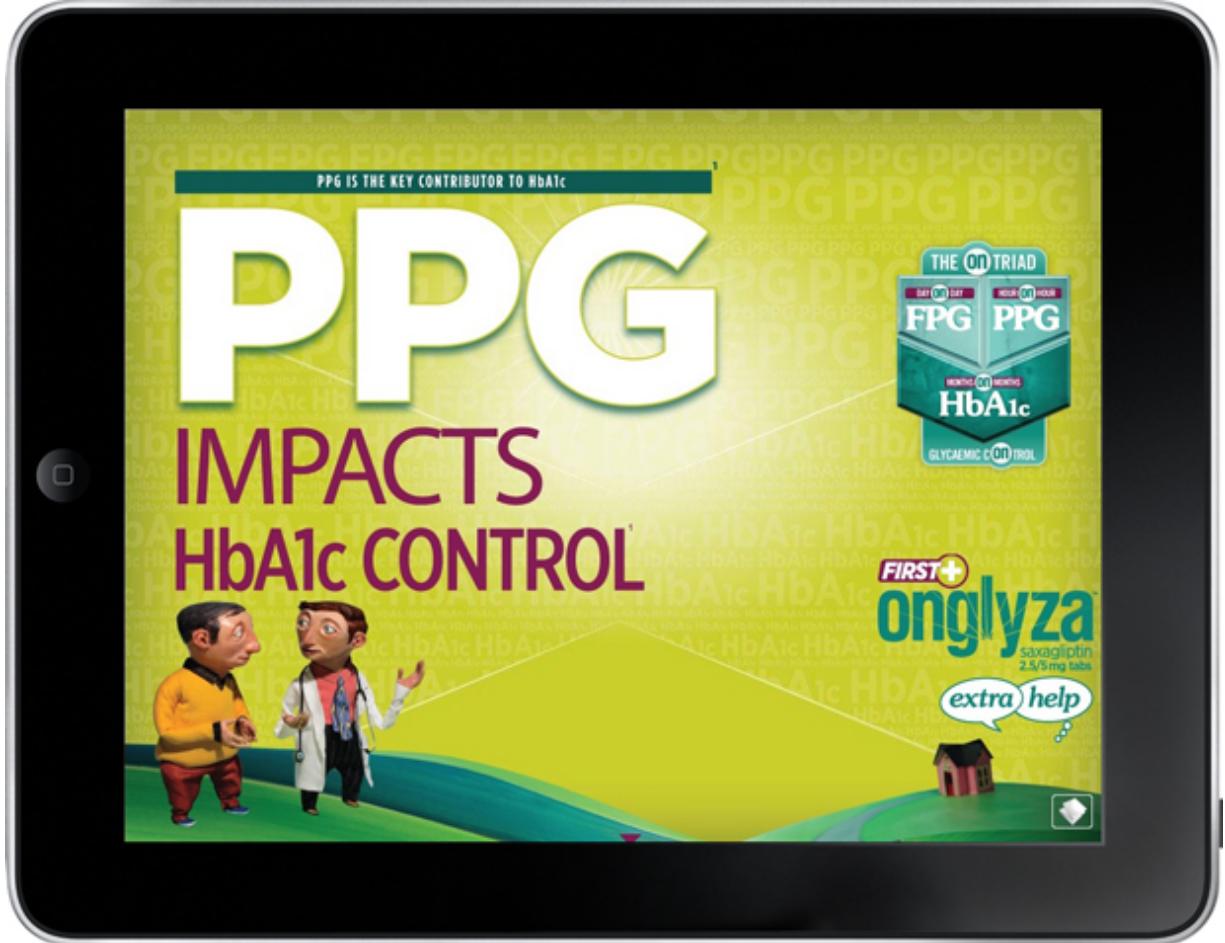
Our Recent Works



Coffee at Work

Coffee @t Work is prosperity application, an internal initiative by Cognizant. The visual design was started with the themes like casual, easy, warm, to demonstrate an easy workability through this application. However the visual designer put keen eyes to justify all visual elements harmoniously. Word map, the core attraction of this application shows the experts of respective domain available at that instance, to whom user can approach for help. This world map, depicting day & night is also helping to reduce the cultural differences.

Our Recent Works



Onglyza - Astra Zeneca

This is an iPad application of AstraZeneca's Class A product - Onglyza. This application would be used by the Medical Representatives to showcase the product to the medical fraternity. This not only augments the brand identity but also creates a unique client and medical fraternity engagement. Interactivity, a key feature would enable the client to capture unique data for each visit to the doctor and capture real time data.

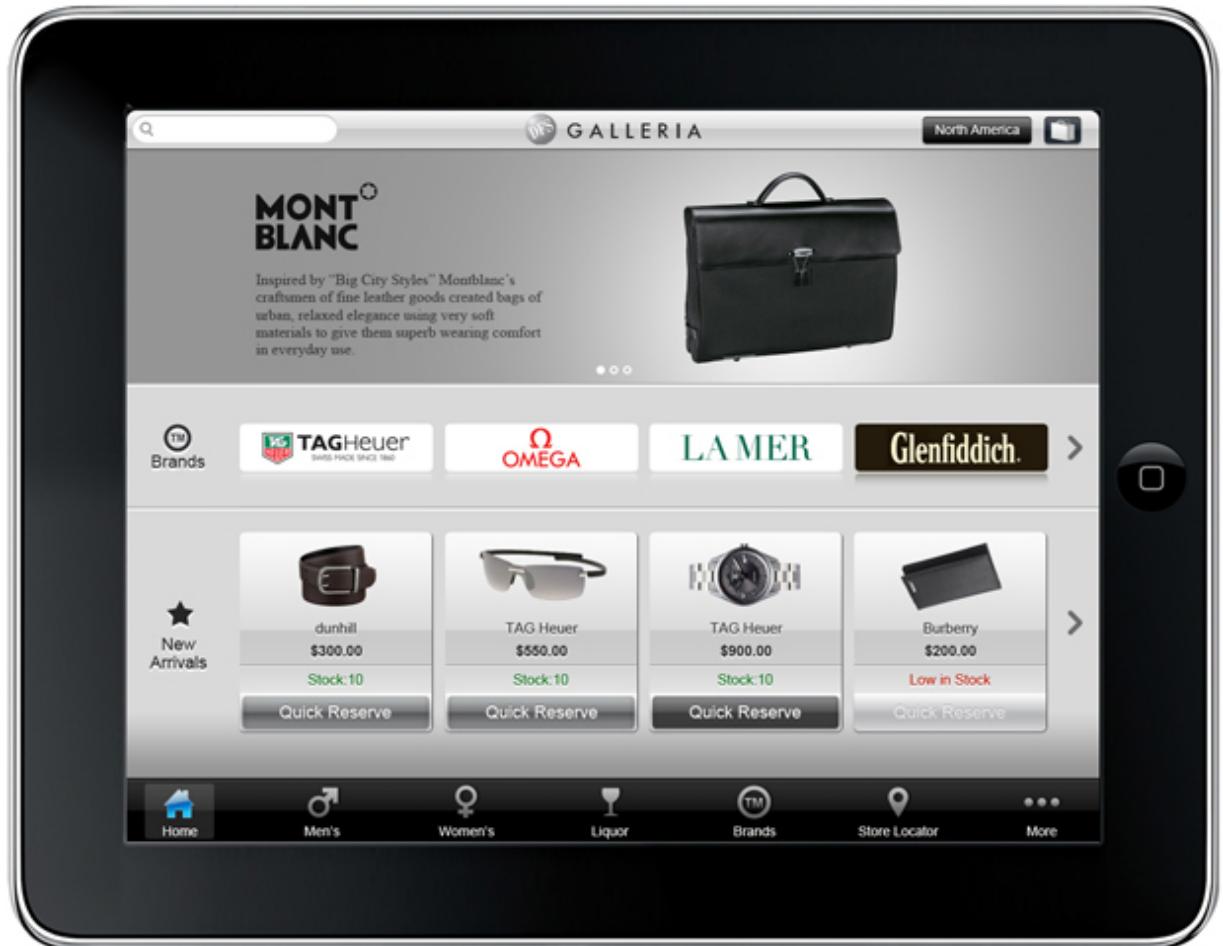
Our Recent Works



Leading Private Bank in US

Design explorations for a leading bank in the US. Prior to engaging with Cognizant Interactive, client had engaged with 2 other local design agencies. However, we built design credibility in this account by showcasing these design explorations. The designs were created for the banks micro site catering to Checking Account and Credit Accounts and one option where we had highlighted all the services offered. The users used this app to get the necessary information required for choosing a particular service. The target audience being the younger generation and young families that would be using the iPad, similar stock images were used to give it that young and trendy feel.

Our Recent Works



iPad App - DFS Mobile Store

DFS Mobile Store iPad app is an in-store application designed entirely by CI to take the DFS shopping experience to the next level. Customers can select/ review/ purchase products using the iPad. The application provides detailed description/specs for all their listed products.

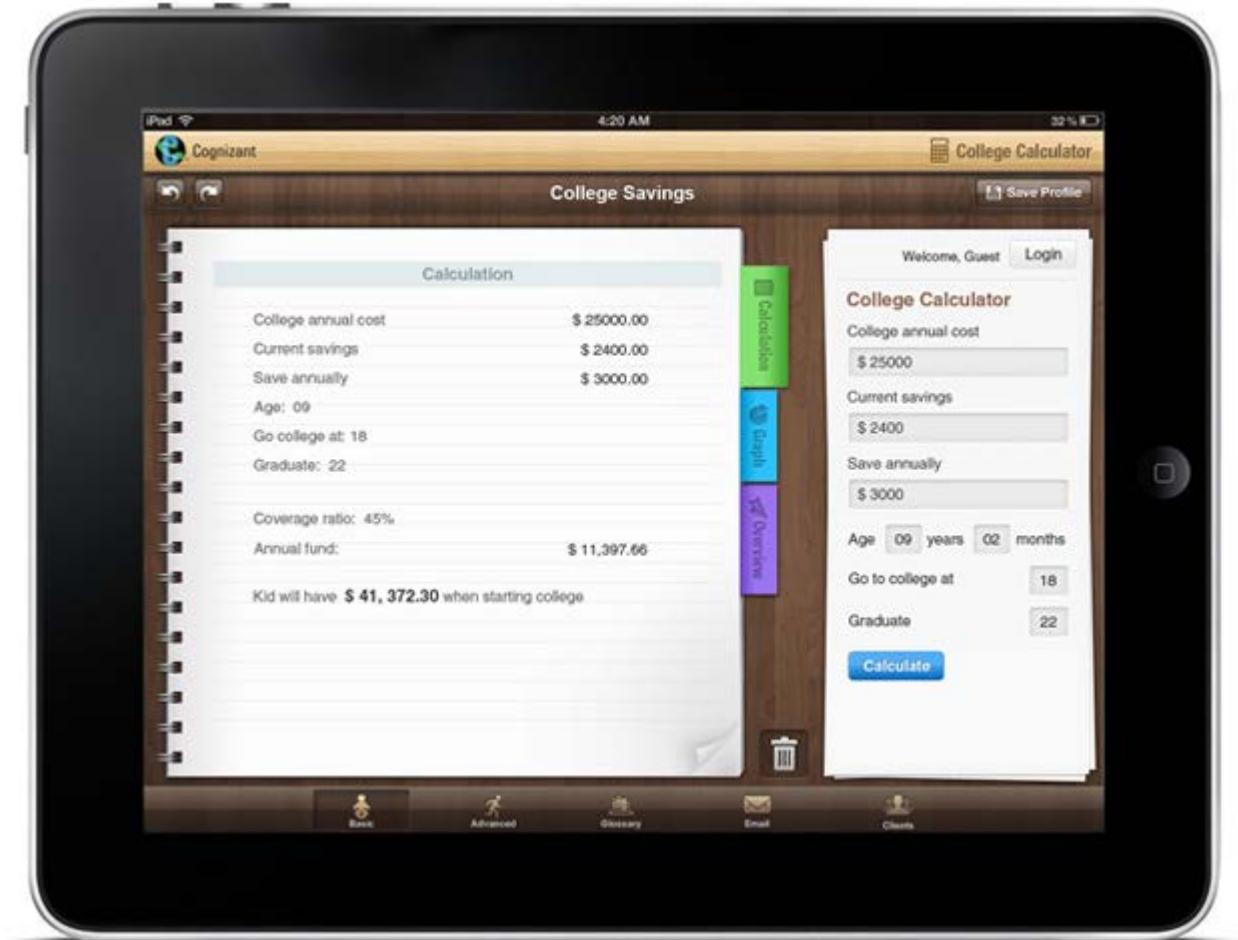
Our Recent Works



iStore - H3

The H3 iStore is an iPad/desktop microsite, with a rich UI which has a theme of a market place to showcase H3 insurance team's capabilities and their products to their clients. The client is impressed and appreciated the creative output.

Our Recent Works



College Fee Calculator

This iPad native application calculates and compares the college fees to suit the user and help the user to pick up the right college. It will also help the user plan their savings for education. The application UI has the features: minimalistic design, sophisticated colors, task driven approach and suitable for both generations - parents and students.

Our Recent Works



Cheer Meter App

The Cognizant IME vertical came up with a very novel idea of extending the stadium experience to home viewers. A demo of this application was essential to bring this concept to the market. Cognizant Interactive (CI) was chosen as the design team for the same with the typical brief of "we want that wow factor" and when CI delivered, the vertical team was indeed wowed and everyone including Patricia Angela and IME consulting were happy and satisfied with the efforts.

Our Recent Works



iPhoneApp - Office Locator

"Office Locator" is an iPhone App designed for Kimberly Clark. This was mainly to help Kimberly Clark (KC) clients and their officials to locate KC offices all over the world while traveling. They can easily locate the nearby offices or can search for a particular office in a particular place.

Our Recent Works



Money Network App - First Data

The project involves creating of mobile channels and corresponding native applications targeted at users of Money Network cards for account management – both on iOS & Android platforms. The project mainly aims at increasing adoption rate, improving brand experience, and reducing customer service costs via SMS or calls by pushing self-serve features through the application.

Our Recent Works



VIRGIN 3G

Contact Us | Store Locator | QUAKER

Quaker Products

- Instant Oatmeal Chocolate Chip
- Crunchy Cookies Apple & Cinnamon
- Soft Baked Cookies Chocolate Almond
- Stila Cookie Bars Strawberry
- Whole Hearts Original

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All rights reserved © Quaker Oats, 2012

VIRGIN 3G

Contact Us | Store Locator | QUAKER

Quaker Products

Instant Oatmeal Chocolate Chip

Buy now

Happiness and nutrition come in a warm bowl of Quaker Oats, and now with Quaker Instant Oatmeal you can enjoy them no matter how busy your day is. These are the same wholesome oats you've come to expect from Quaker in easy-to-carry single-serving packets that cook in only 90 seconds because they have been finely cut. As the perfect launch pad for flavor, top oats with fruit, nuts or a swirl of honey and start your day.

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All rights reserved © Quaker Oats, 2012

Quaker Oats - PepsiCo

In order to create their presence in the growing mobile domain, Quaker wanted to design a mobile website for Quaker Oats. Complimenting the current online website but also enabling users to interact with QuakerOats.com on-the-go and in-store. The mobile website has key features like product search and details, recipe search and Healthy living etc.

Our Recent Works



Aetna - Provider Directory

Aetna International Provider Directory is an iPhone & Android multi-geo, search-on-the-go application fitted with basic information for locating providers, filing claims and know the updated status. The tool was initially developed for China, resulting in high acceptance and was later adopted for other regions like Canada, Europe, Middle East and Hong Kong. The regional specific visual themes were created to give a unique localized flavor. It also has a local language version for ease-of-use.

Our Recent Works



Coke Ad Campaign - Google

This is a Mobile based Christmas ad campaign. The landing page is more of a discovery. The user taps the hot spot in the composition and is lead to the next scene where Santa opens a bottle of Coke and sends his well wishes to the earth. The cap of the bottle travels collecting goodies that make up a Merry Christmas. At last the user ends up in home where everything is all set for the night. Santa rises in the background holding the bottle of Coke and smiles.

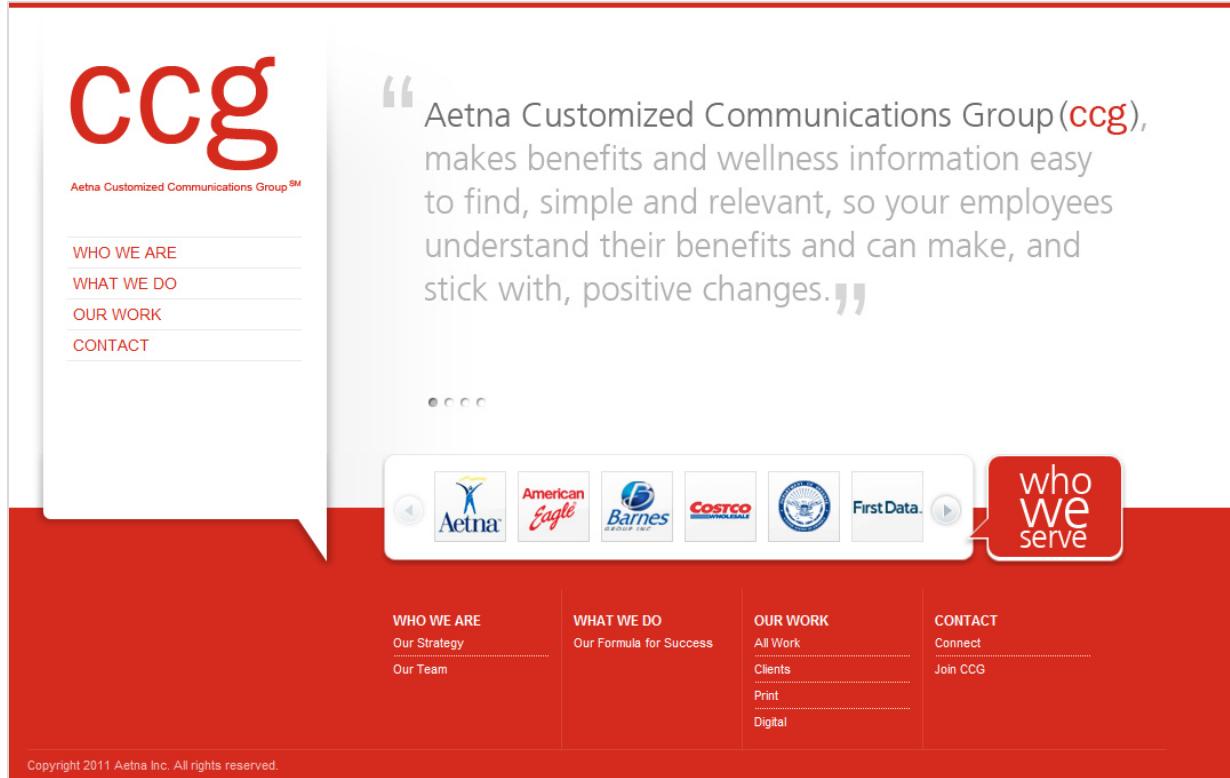
Our Recent Works



MorganDirect - JPMorgan

MorganDirect is an e-trading service from JPMorgan which powers to efficiently execute Foreign Exchange transactions. An outstanding industry standard GUI, balancing business goals and user expectations was delivered which enhanced business traction. It was recognized in 2012 as Digital Fx Awards by Profit & Loss Magazine as **BEST MOBILE PLATFORM AWARD**.

Our Recent Works



The image shows a screenshot of the Aetna Customized Communications Group (CCG) website. At the top left is the CCG logo in red. Below it is the text "Aetna Customized Communications Group™". To the right is a large quote: "Aetna Customized Communications Group (ccg), makes benefits and wellness information easy to find, simple and relevant, so your employees understand their benefits and can make, and stick with, positive changes." Below the quote is a horizontal navigation bar with four items: "WHO WE ARE", "WHAT WE DO", "OUR WORK", and "CONTACT". In the center is a section titled "who we serve" with logos for Aetna, American Eagle, Barnes & Noble, Costco, and First Data. Below this is a footer with four columns: "WHO WE ARE" (Our Strategy, Our Team), "WHAT WE DO" (Our Formula for Success), "OUR WORK" (All Work, Clients, Print, Digital), and "CONTACT" (Connect, Join CCG). At the bottom left is the copyright notice "Copyright 2011 Aetna Inc. All rights reserved.".



Aetna CCG Website Redesign

The previous website of CCG was more like a printed piece. The new website has been given a unique, fresh and new look, at the same time Client brand guidelines are maintained. The website has neat, simple, yet impactful presentation which compliments the user experience. It also reflects the intuitive, engaging, simple, attractive & informative nature of the new website.

www.aetnaccg.com

Our Recent Works



Welcome to Aetna International

[Home](#) | [Individuals & Members](#) [Employers](#) [Brokers](#) [Doctors & Hospitals](#) [Health Management Services](#)

[International](#) ▾ [English - US](#) ▾

Aetna International...
offering flexible and comprehensive health care programs

Aetna International provides the tools, programs, and services designed to deliver comprehensive health benefits and health management solutions worldwide. Our Aetna International business is one of the industry's largest and most prominent U.S.-based international health benefits providers, supporting more than 445,000 members worldwide.

[More details](#)

Looking for insurance? We've got you covered. [Get an instant quote](#)

Your health is important to us
Our goal is simple. We are dedicated to empowering you to live a healthier life, wherever your international travels take you.

[Plan before you go](#)

[International health guides](#)

An Active Member of
The Forum For Expatriate Management [TotallyExpat.com](#)

Secure login
MEMBER
EMPLOYERS
DOCTORS & HOSPITALS

Quick tools
Get an instant quote
How to make a claim
Tools for members
Member downloads & links

[Customer care](#) [Contact us](#)

International Service Center
(Available 24-hour)

Direct or collect
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US Toll free:
+1 800 231 7729

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[More details](#)

 Aetna International is an Official Honoree of the 2012 Webby Awards

Aetna International Web Strategy

Aetna International plans to make significant enhancements to their Web capabilities in order to establish and retain their leadership position in the international healthcare market while expanding their expatriate and health management services business and as part of this globalization strategy.

www.aetnainternational.com

Our Recent Works



Our Recent Works



“

Coming together is a beginning.
Keeping together is progress.
Working together is success.

-Henry Ford

”

