FUNCTIONARY LABS PVT LTD

PROPOSAL 0023121

Proposal for LawStore UX Consulting

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1 Introduction

We are a digital Product Design company based out of Bangalore provid- ing product development services for small and large business across the country. With over 20 years of collective experience in building for the web . We are passionate about partnering with small & medium businesses in bringing out their vision in a utmost professional & user-centerered manner.

2 Our Design Process

Our Product Design approach is a combination of Lean UX principles, and Google Design Sprint, resulting in quick outcomes, and faster validations.

Our design process is split into 3 major parts:

2.1 Discovery

Discovery involves conducting inquiry into types of potential users of the application. This involves Strategic Analysis and Planning, Information Architecture, Interaction with potential users and business owners, doing a competitive analysis of the product landscape, talking with stake owners to understand business objectives etc.

This includes, but not limited to following activities

User Research

We will hold discussions and interviews with business stakeholders and other relevant business user groups to clarify the business goals and identify supplemental user information. While also researching into various aspects of the users that we intent to cater.

Competitive Analysis

We will review competitor apps to identify where LawStore needs to be positioned within the competitive landscape, work with the team to identify likes, dislikes, and opportunities in the space.

Persona Development

Personas are documents that describe typical target users that helps making business decision easier. This is mostly derived out of talking with different sets of users of the application, or on a hypothetical basis.

2.2 Define & Prototype

Based on the discovery, a usable interactive prototype of the application will be developed in close collaboration with LawStore. This enables both parties to put in thoughts and test practical implications and users perspective of the application. We'll test the applications flow, and usability in different aspects. This includes, but are not limited to following activities:

2.3 Design and Validate

This phase involves building a fully functional design system, Business owners and potential users are given this to test our interactions and the feed backs are validated, and applied on the next iteration.

3 Team

3.1 Muneef Hameed

Senior UX Designer with 10+ years of experience building for web. Worked with companies like *Cleartrip, Gamezy, Furlenco*, and *DocEngage*.

3.2 Santhanu Mohan

Artist and Illustrator by night, and UI Fanatic at day - Santhanu brings great aesthetics with great functions.