

GCF Case Study

Design Team



Design Team

(Girish, Pravanth & Samya)

THE STORY

The objective was to design, develop and deliver an event management website which would host upcoming events such as cyber crime conference in Saudi Arabia. But in order to provide a solution, there was no information pertaining to the event or the user's needs which would have helped us during the design phase. Hence we progressed forward with our **consultation approach** by providing couple of concepts as wireframes/ visual designs after a significant amount of secondary research. Through this approach, the stakeholders were able to visualize their requirements through these concepts, thereby providing more inputs.

In Short SITE team's initial ask from Cognizant :

- Responsive website for pre-login, Native Mobile application for Post Login and Registration flow for participants
- Application to be easy to use and compatible for English and Arabic languages through web and mobile devices
- Mobile Application screens for both iOS and Android.

WE DELIVERED

The team started with the available BRD to deliver CMS website & mobile app for their upcoming event Global Cybersecurity Forum. With the initial requirements and understanding of the business objectives and user needs, the team came up with proposed timeline to deliver the project. The initial deliverables include :

- Indicative persona's
- High level user journey's
- Proposed delivery approach and timeline

The final deliverables which were successfully launched include :

- CMS Responsive website (for Admin)
- Desktop website (to register for an event)
- Native app for IOS & Android (for the users who will attend the event)
- Style Guide, Assets, Design Specs, Redesigning Icons

Design Concepts shared

03 | 05
Mobile | Desktop

Consultation mode helped clients to visualize and share the requirements

Initial concepts delivered, helped in gathering requirements and helped to finalize the same.

Style guide, icons, Sign off of design in a day

Knowledge transition to client in understanding the design language and systems

Worked hand in hand with the client in making them understand the UX process

Thought process behind arriving at the design was well received by the client

User Groups identified -



Admin	Organizers, who moderate content, Approve/ Reject Attendees, Registration screening etc...
Attendees	The end users of the application, Ideally participants
Speakers	The session speakers, who are familiar with cyber security.
Media Partners	Media/ Strategic partners
VIP	Important members of Saudi region.



Name : Abbas
Age : 22
Occupation : Student
Status : Single
Location : Saudi Arabia
Architype : Explorer

PRIMARY GOALS

- To gather the Cyber field related knowledge
- To know more about industry requirements & tech trends
- To expand the professional network for future references

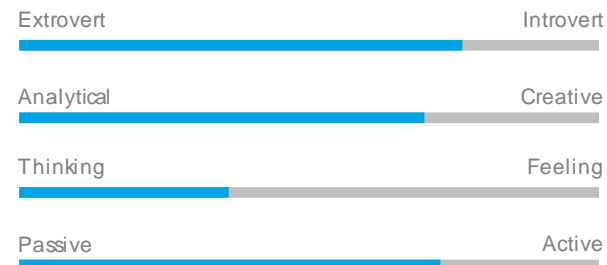
EXPECTATION

- To get a personal guidance to build better career
- To explore new, better opportunities as a plan post academics

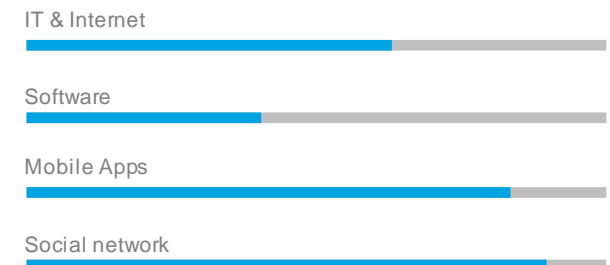
NEEDS

Abdul would like to get updated every time with trends and technology as per industry standards to make his future secure

Personality



Digital Maturity



Persona



Name : Aisha
Age : 32
Occupation : Project Manager
Status : Married
Location : Oman
Architype : Tech Savvy

PRIMARY GOALS

- To Know more about the cyber field so that can use it in tech based projects. She can get to know of pros and cons.
- To expand the professional, social network for future references

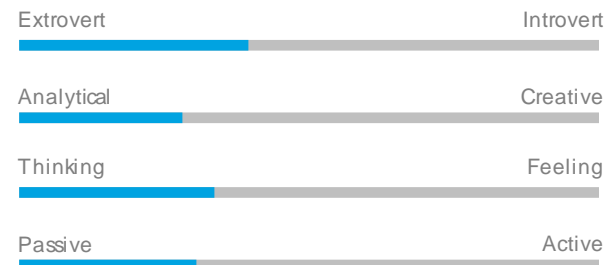
EXPECTATION

- To expand social network and connect with people of similar interest
- To explore new places, travel so that can know requirements based on demographics and other factors

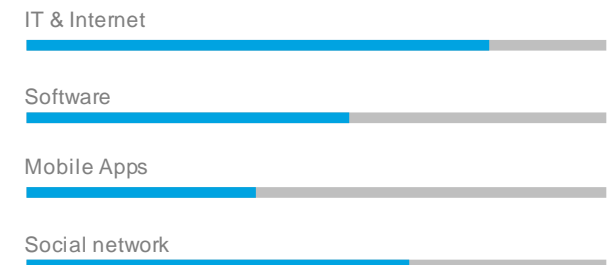
NEEDS

Aisha would like to get updated every time with trends and technology as per industry standards so that can implement into real life problems and project associated with it

Personality



Digital Maturity



When? What? Why?



When?

Before Event

During Event

Post Event

What?

Why?

of Delegates/
Sessions/ location

Aspirants will be able to view session details and where it is happening along with # of delegates who are part of it.

Forum Agenda/
Session/Speaker
details

Aspirants will be able to view the Agenda/ Speaker details in order to make themselves available for a particular session. Being an entry free conference these details would help the aspirants plan accordingly for GCF conference.

Media Hub/ Social
Media/ News

Helps in understanding/ following the latest news/ images/ updates about the event before hand.

*All Features of **before event** along with below mentioned

What?

Why?

Explore
participants

Participant will be able to find other aspirants and collaborate.

Share Contact
information

Participant can request for contact information. On approval the contact will be saved in their mobile device

Meeting
Management

Participant can request for a one-on-one meeting once they connect with each other.

Voting/ Polling/
Rate/ Social
media sharing

Participant will be allowed to rate/ poll and social media sharing of the session he had attended.

Book marking/
Notes

On book marking/ updating notes, the participant can refer/ get reminder during the event.

*All Features of **before & during event** along with below mentioned

What?

Why?

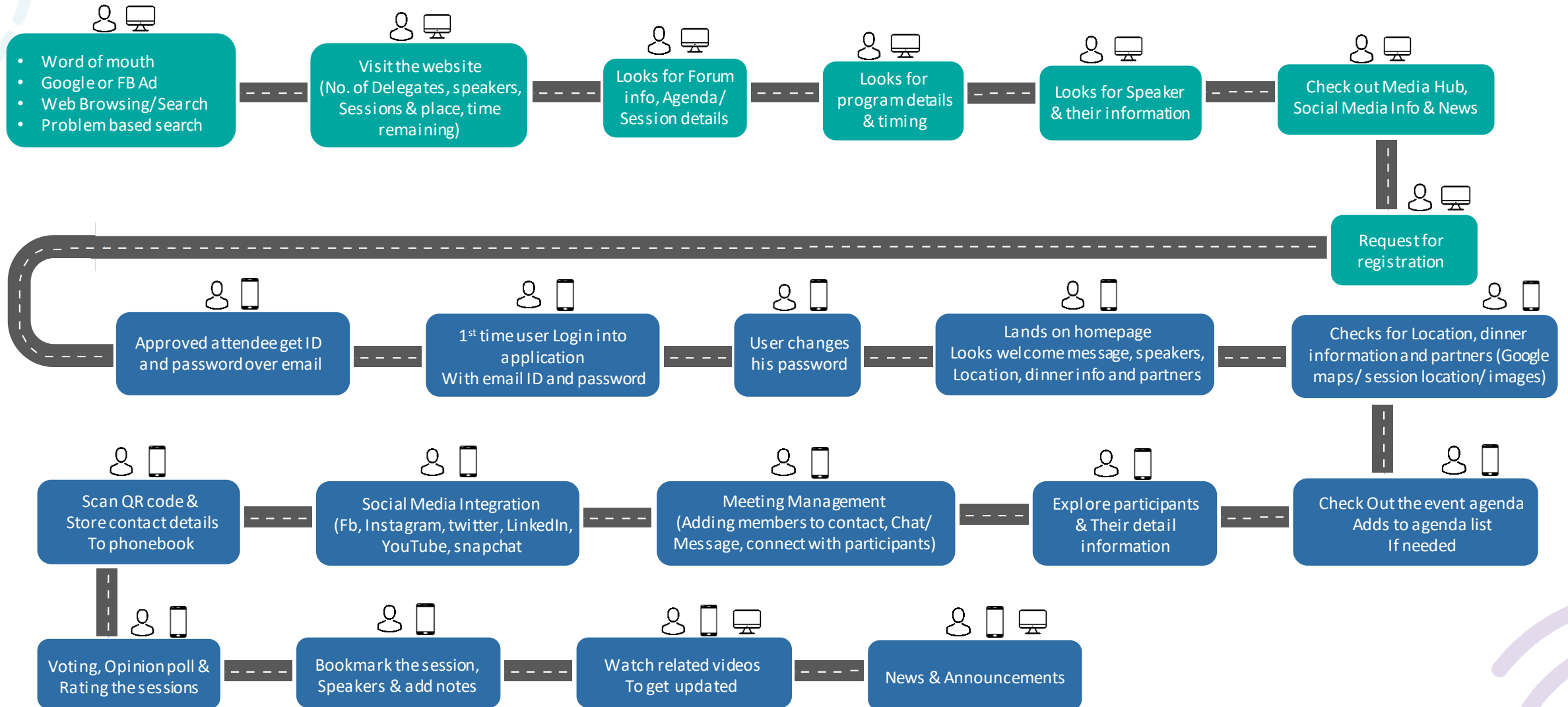
Check event
videos/ Pictures

The viewers will be able to find photos/ videos and other related information of the event.

Declaration/
News/
Announcements

Viewers will be able to view the event declaration/ news/ announcements post the event.

Application/ User Journey – Attendee (CMS & Mobile App)



Our Design Approach



We used a highly iterative and participatory Experience Design methodology. Our approach ensured capturing a rounded view of business objectives, application needs and technology landscape that eventually translates into an effective and elegant design solution.



REQUIREMENT GATHERING

- Business meetings with NCA's stakeholders
- Detailed requirement study
- Stakeholder interviews
- Identifying User Goals
- Formulating Journey's and refining requirements

SOLUTION CONCEPTUALIZATION

- Creation of personas
- Information Architecture
- Concept Design
 - Desktop
 - Mobile application

EXPERIENCE DESIGN AND VISUAL DESIGN

- Wireframe creation for all functionalities and form factors
- Iterations and Feedback implementation
- Defining components/ Style branding
- Visual designs
- Client walkthrough & Design Sign off

IMPLEMENTATION SUPPORT

- Design specifications
- Graphic assets
- Design reviews

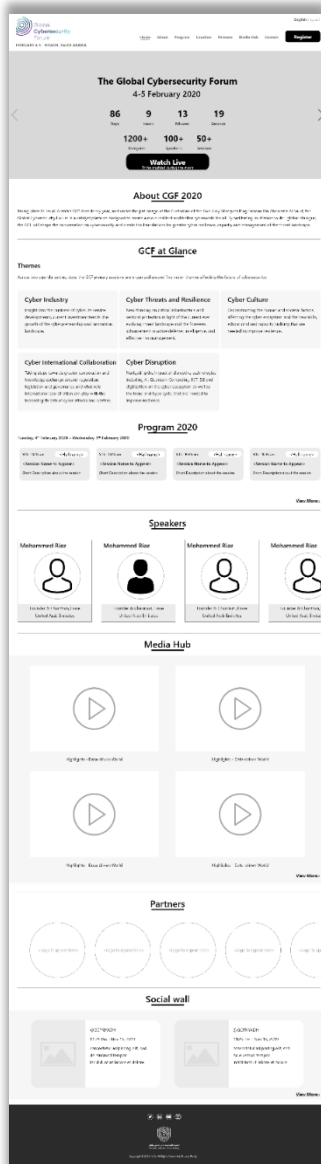
Wireframe sample

الهيئة الوطنية للأمن السيبراني
National Cybersecurity Authority



Responsive
Design

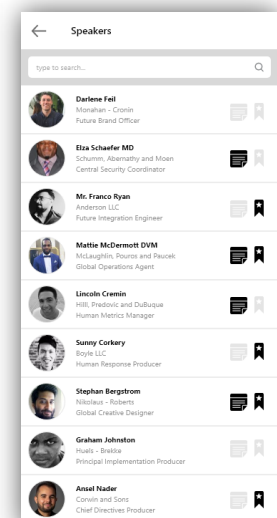
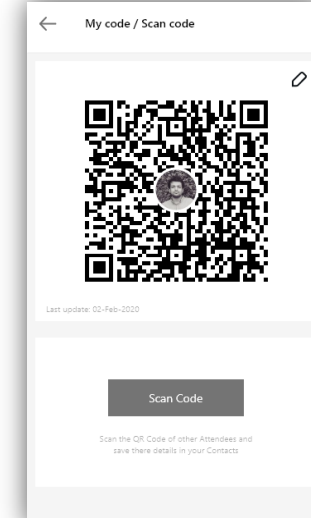
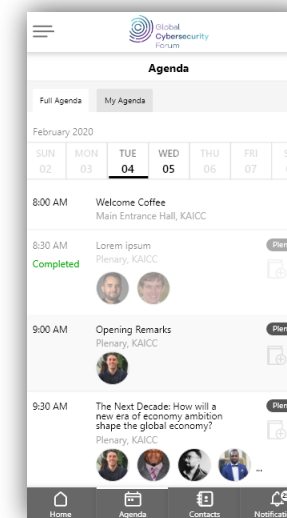
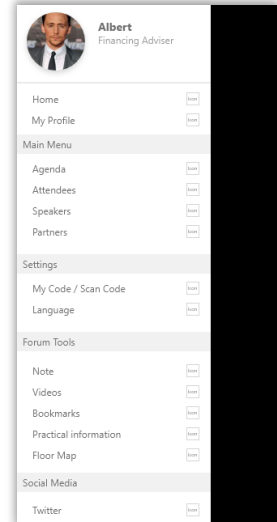
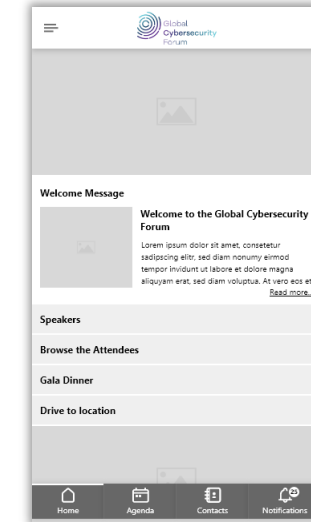
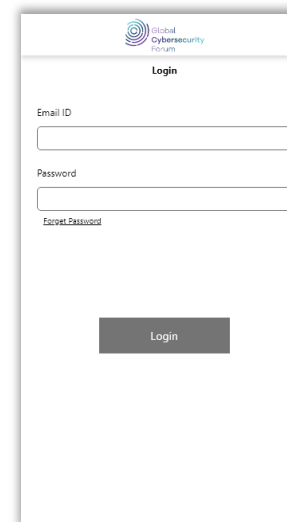
English



Arabic

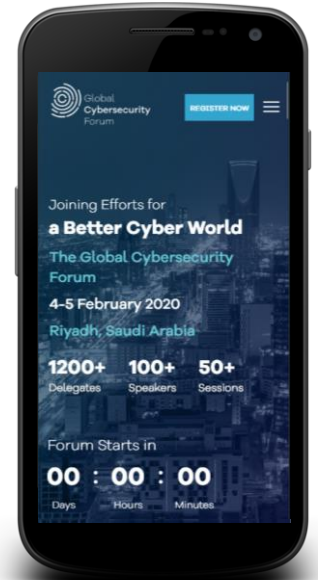
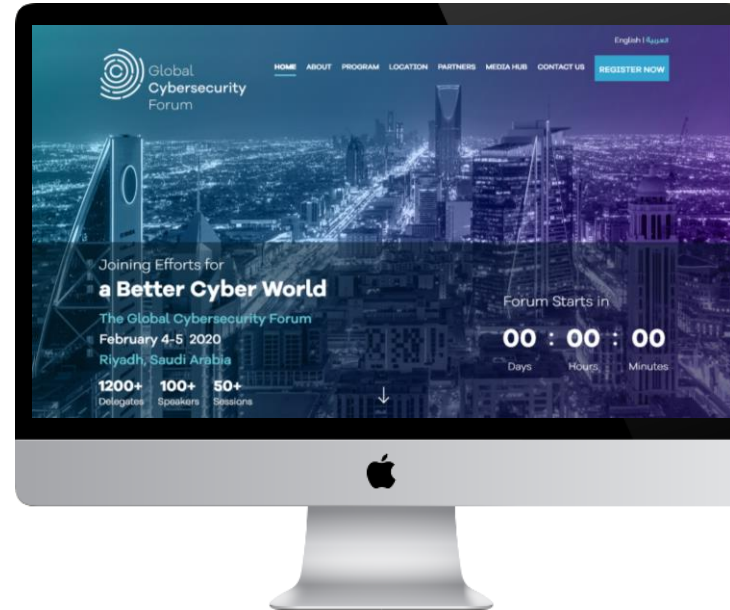


Mobile
App



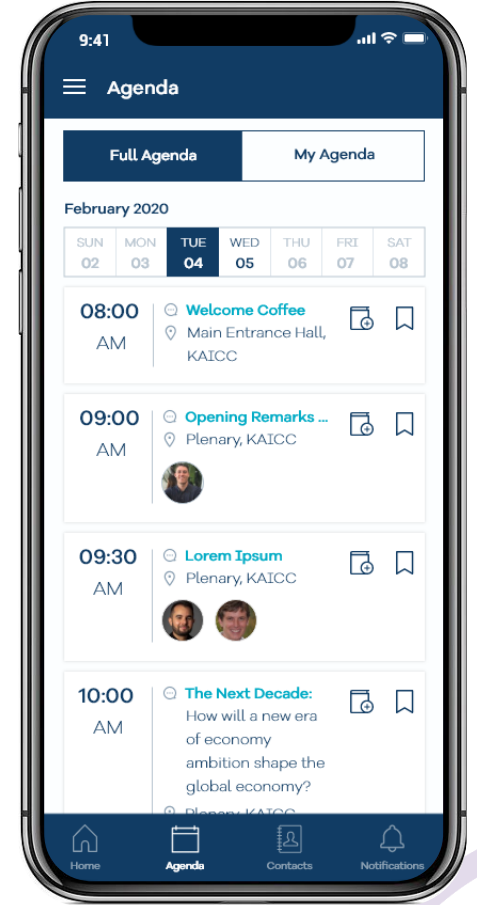
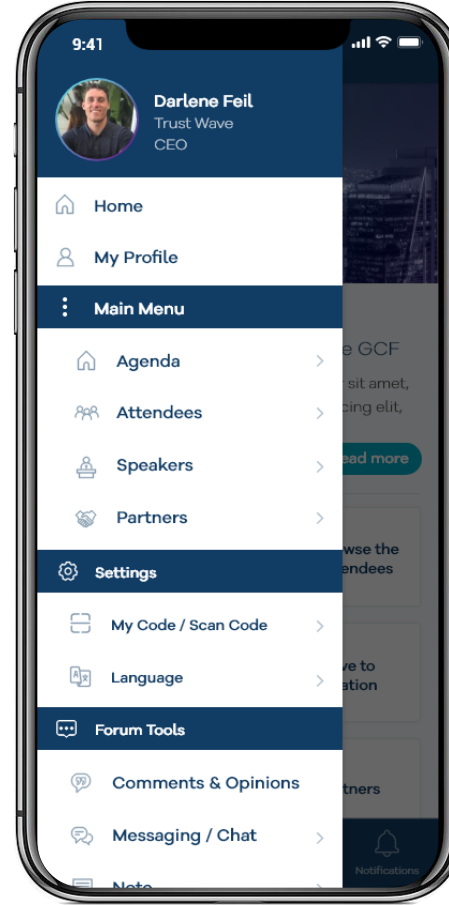
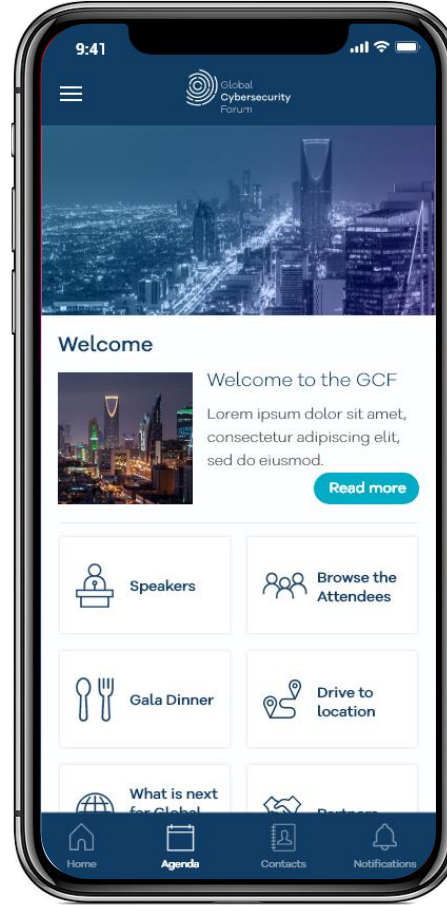
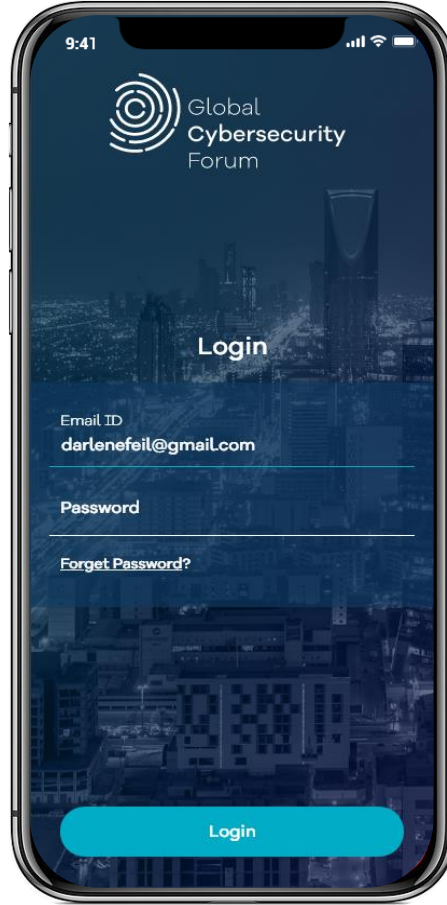
Visual Mocks

Responsive Design



Visual Mocks

Mobile App



Achievement out of design



FUTURISTIC DESIGN SOLUTION



OMNI CHANNEL EXPERIENCE
(RWD as well as Mobile app)



1500 + Downloads

Deliverables shared



WIREFRAMES

Final deliverable was a clickable prototype that helped clients envision the application through wireframes itself.



VISUAL DESIGN

Clickable prototype for all the visual deliverables sprint wise including Assets, Brand guidelines, Specifications.

Challenges faced



Requirement Gathering

- No proper requirements/ requirement document
- Requirements (BRD) derived from the wires shared during the offshore/ client connect on daily basis



Collaboration

- Onsite- offshore coordination (due to visa issues – 1st of its kind with Saudi, **100% offshore** model was executed)
- Model hierarchy - NCA > SITE(Vendor) > Cognizant



TIME

- We had time constraints in terms of execution from design till development. Hence, we had come up with **parallel approach** – wherein development would happen alongside visual design creation
- In order to make it successful, Experience design team was way ahead in getting signoff on the design requirement/ wire frames



Deliverables

- Since the vendor lacked clarity with regards to requirements/ design styles the deliverables were shuttling back and forth between NCA> SITE(Vendor) > CTS.
- We followed a **consulting approach**, wherein we communicated the exact need of client to the vendors there by getting their concurrence in Design styles that had to be followed

URLs to refer



- **Responsive Website**

<https://globalcybersecurityforum.com/>

- **Mobile Application**

https://play.google.com/store/apps/details?id=com.nca.gcf&hl=en_US

<https://apps.apple.com/be/app/gcf-riyadh/id1496110246>

An aerial night view of a city skyline, featuring a prominent skyscraper with a distinctive top on the left. The image is overlaid with a teal-to-purple gradient. The text "Thank You" is centered in the lower-left quadrant.

Thank You