



# KPMG DIGITAL

Transforming Businesses Through Design & Development



*cutting through complexity*



TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

## DEVELOPMENT METHODOLOGY

### An agile process...

- Deliver Frequently
- Welcome Changing Requirements
- Continuous Attention to Technical Excellence
- Collaboration over Negotiation
- Working Software over Comprehensive Documentation



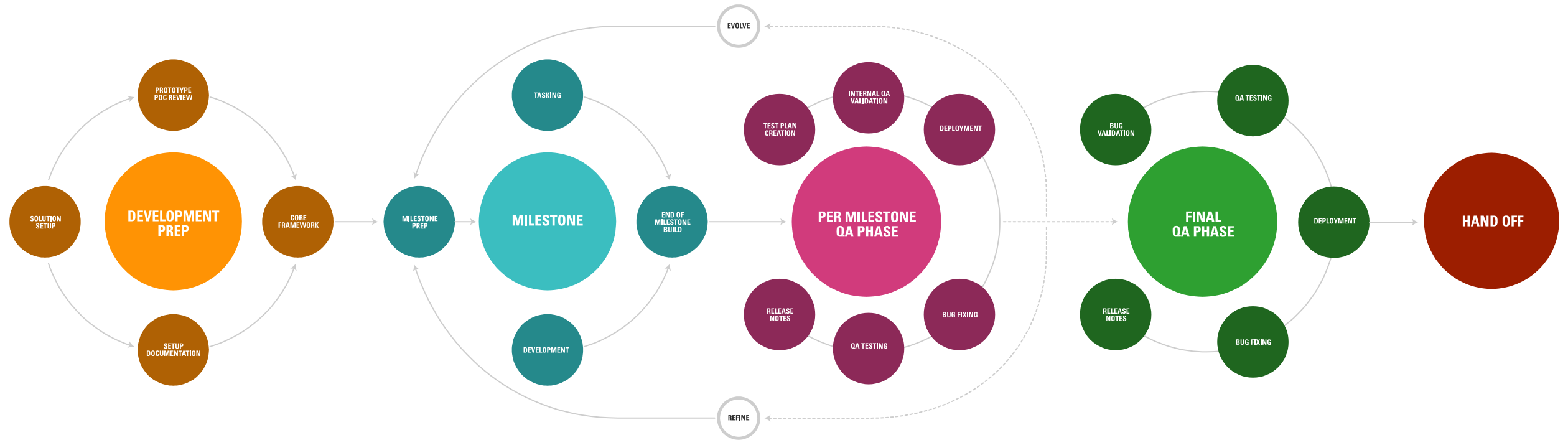
### that doesn't compromise the experience

- Focus on Design
- Project Leadership
- Quality Assurance



TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

# OUR PROCESS



BEGIN WITH  
**Preparation**

LOOPS OF  
**Milestones**

END WITH  
**Final QA &  
Hand Off**



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# OUR PROCESS – DEVELOPMENT PREP

DEVELOPMENT

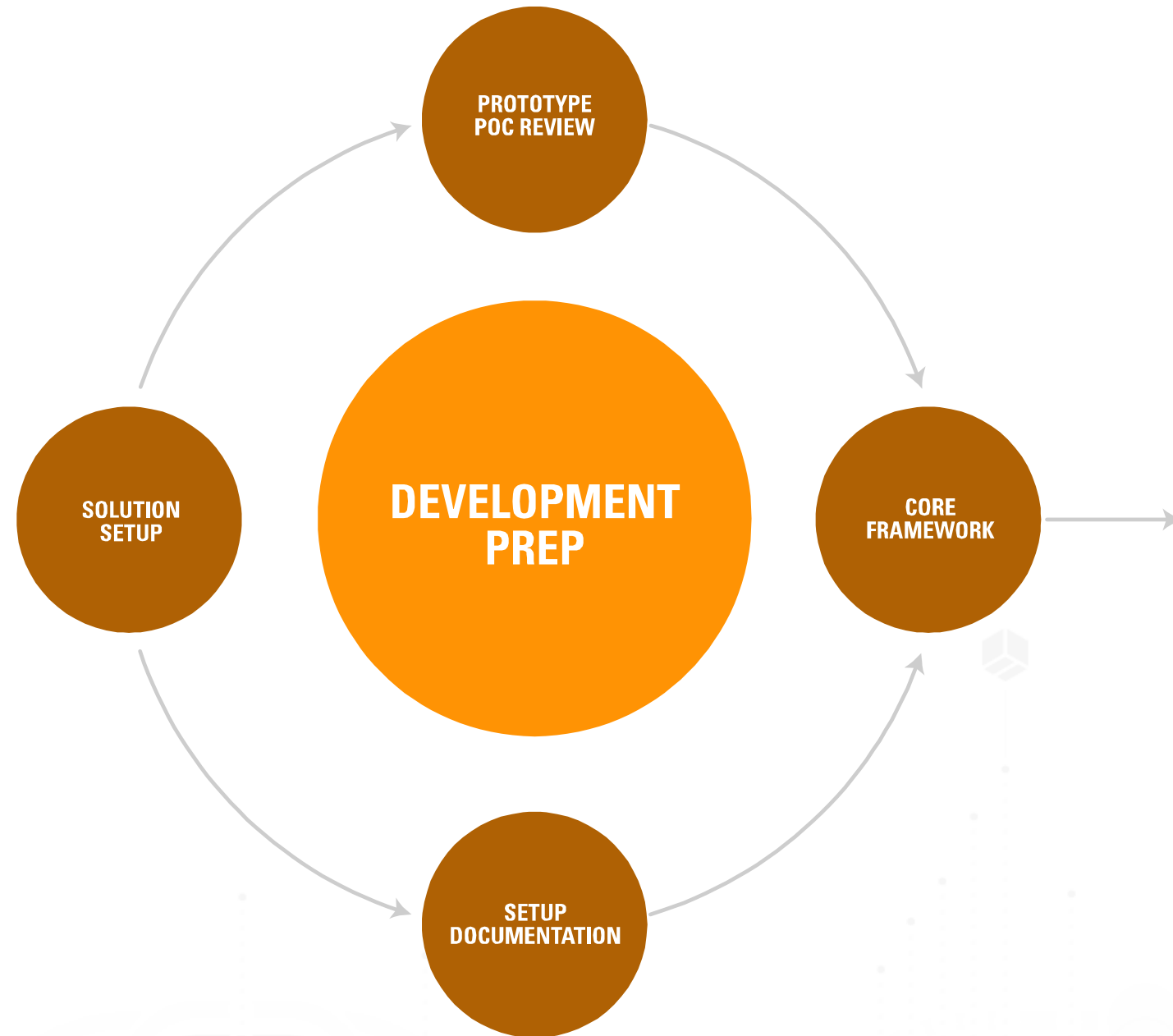
## Preparation

**Solution Setup** – establishing a repeatable development environment setup

**Core Framework Setup** – Core application framework structure in place so developers can hit the ground running on day one. Source Control Setup, Early start to Core Architecture (navigation, service integration, event management, view management) within the application.

**Prototype/Proof of Concept review** – Investigate any prototypes for reusability of technology or libraries.

**Setup Documentation** – Document all things surrounding core framework setup.





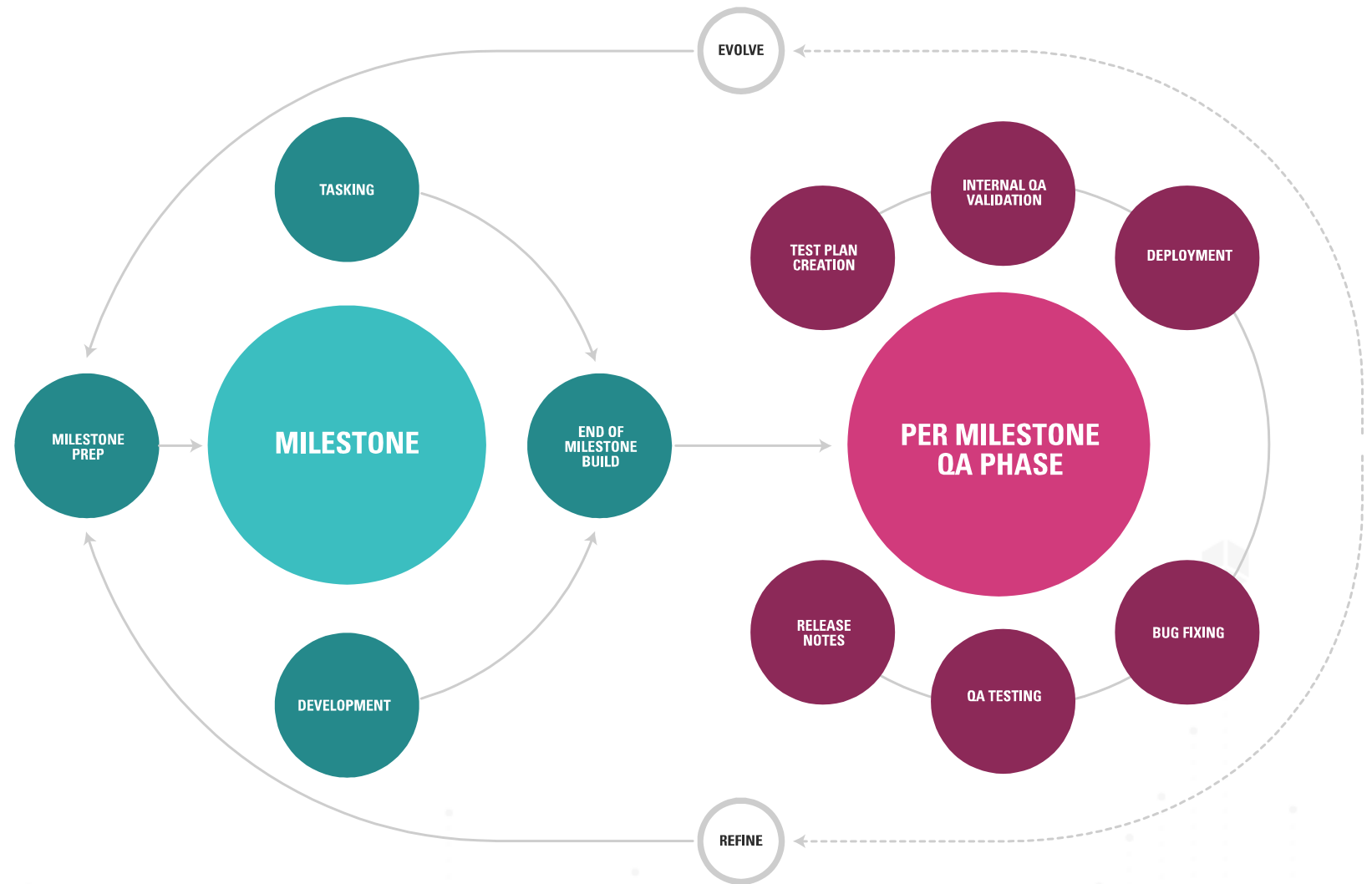
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# PER MILESTONE PROCESS

DEVELOPMENT

## Rinse & Repeat

The core of our development process is a repeatable cycle of defining, tasking, creating, building and testing rigorously.





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# MILESTONE OVERVIEW

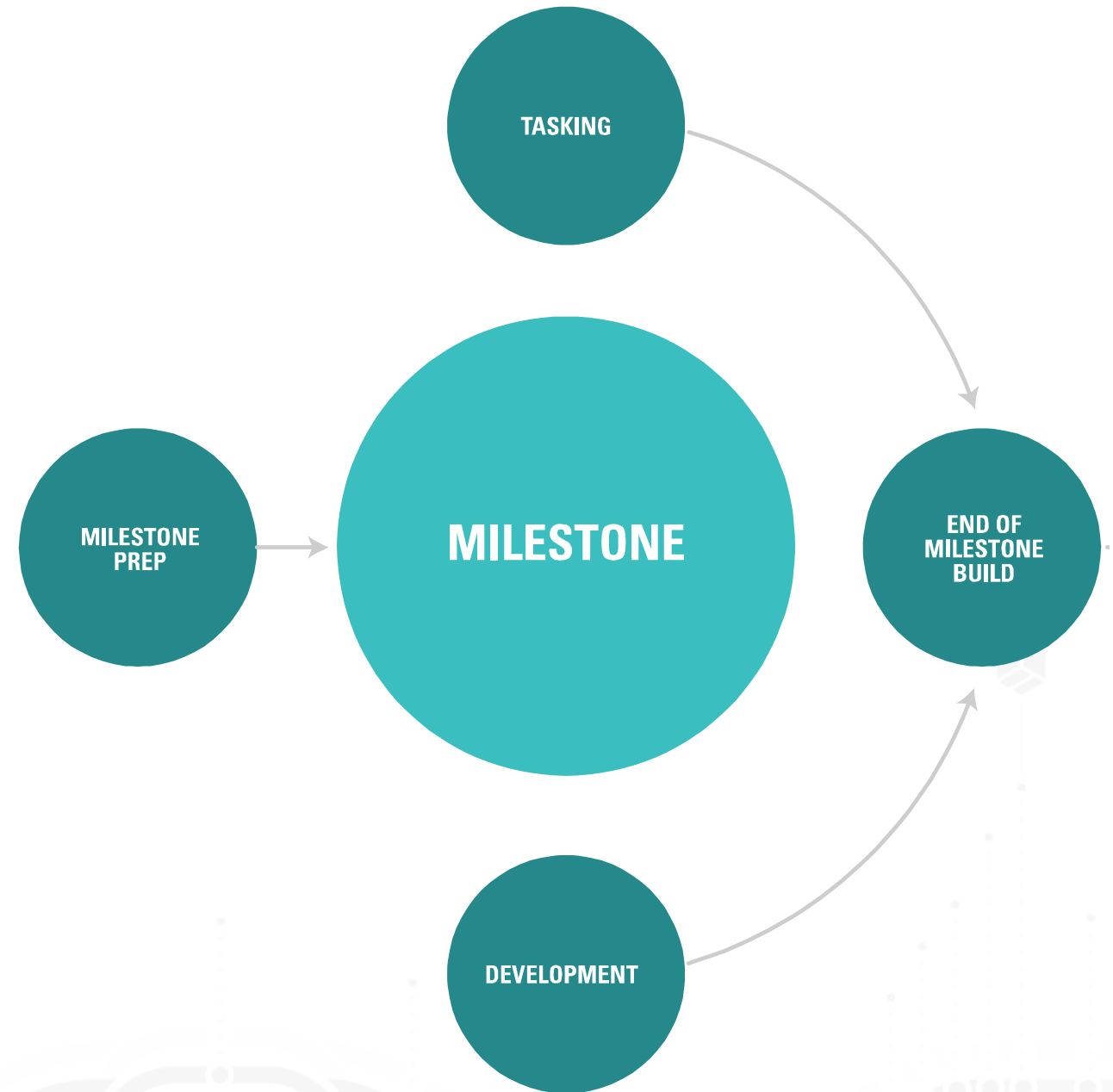
DEVELOPMENT

## Milestones

**Tasking** – Component Architecture breakdown into Detailed Tasks for Milestone/Sprint Project Management

**Development** – Execution of Tasks coupled with daily team communication, development assistance and periodic code reviews to ensure quality standards are being met.

**End of Milestone Build** – A work-in-progress release of the application with some functionality.







## DEVELOPMENT

### Per-Milestone QA

**Milestone Test Plan Creation** – Test plans created to ensure functional tasks have been met at milestone end

**Per-milestone Internal QA validation** – Internal validation is a small amount of testing prior to milestone delivery to QA in order to ensure there are no obvious blocking issues.

**Per-milestone deployment** – A task to account for the time it takes to branch/tag the source code and create a production build and deploy it to the testing server.

**Per-milestone release-notes** – Release notes describing what was delivered in the milestone build and what was not.

**Post-milestone QA testing** – Time for Cynergy QA testers to run through the test plans for the milestone and document any defects. Only applicable if the client is not handling QA.

**Post-milestone bug fixing** – Time allocated for the developers to fix issues found during the QA testing.





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# FINAL QA PHASE

DEVELOPMENT

## Final QA Phase

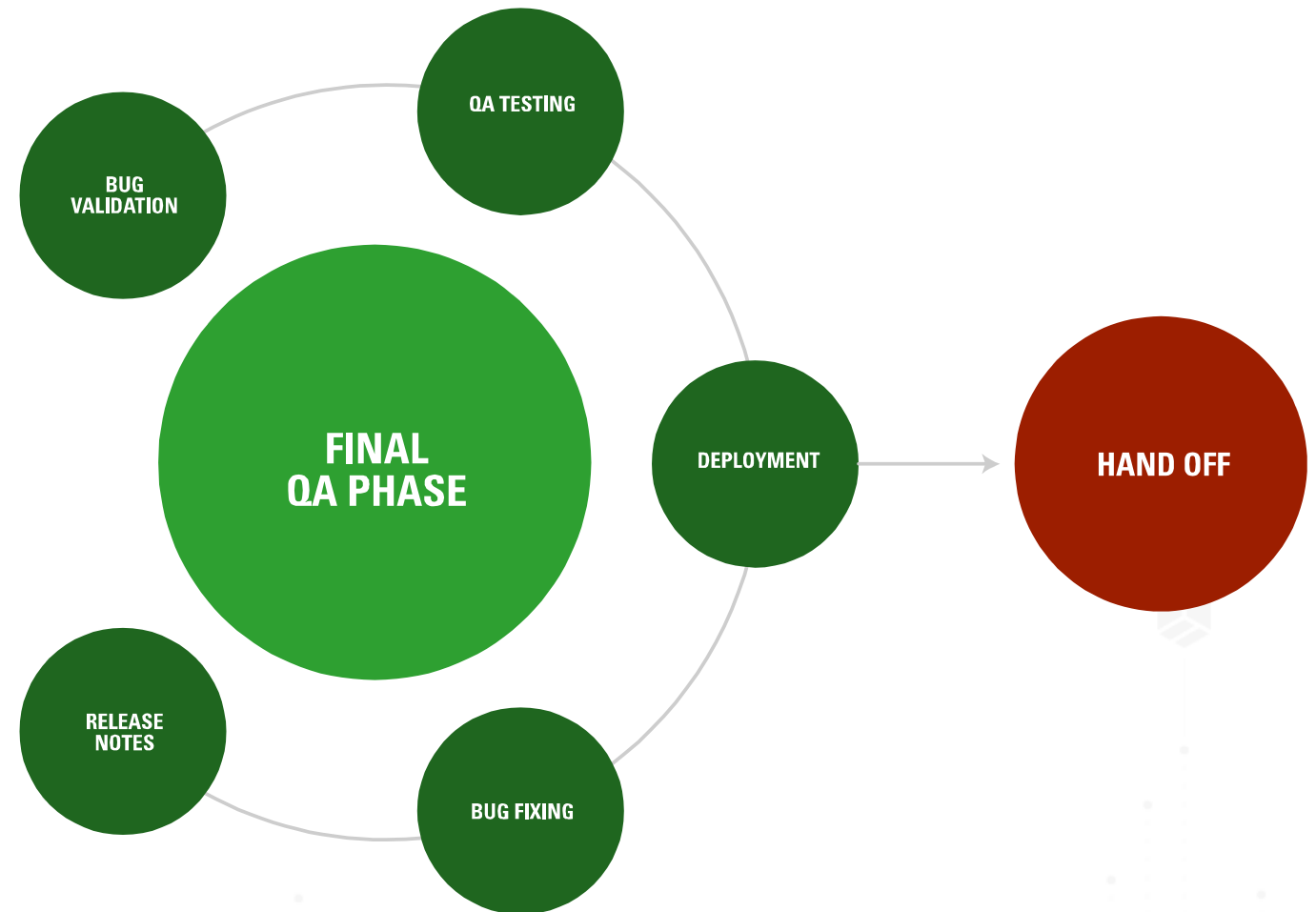
**Deployment** – Time allocated for multiple QA builds during the Final QA phase.

**Release notes** – Release notes describing what is being delivered at each build to QA.

**QA testing** – Time for Cynergy QA testers to perform regression testing for the entire application by running through all test plans. Only applicable if the client is not handling QA.

**Bug validation** – Time allocated to determine if bugs found (usually by the client QA team) are actually bugs for Cynergy to fix. This is typically an issue with client QA when the client has also done the service work.

**Bug fixing** – Time allocated for the developers to fix any issues found during the QA testing.





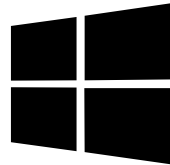


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# TECHNOLOGY & PLATFORM AGNOSTIC



iOS



Windows Phone



PhoneGap



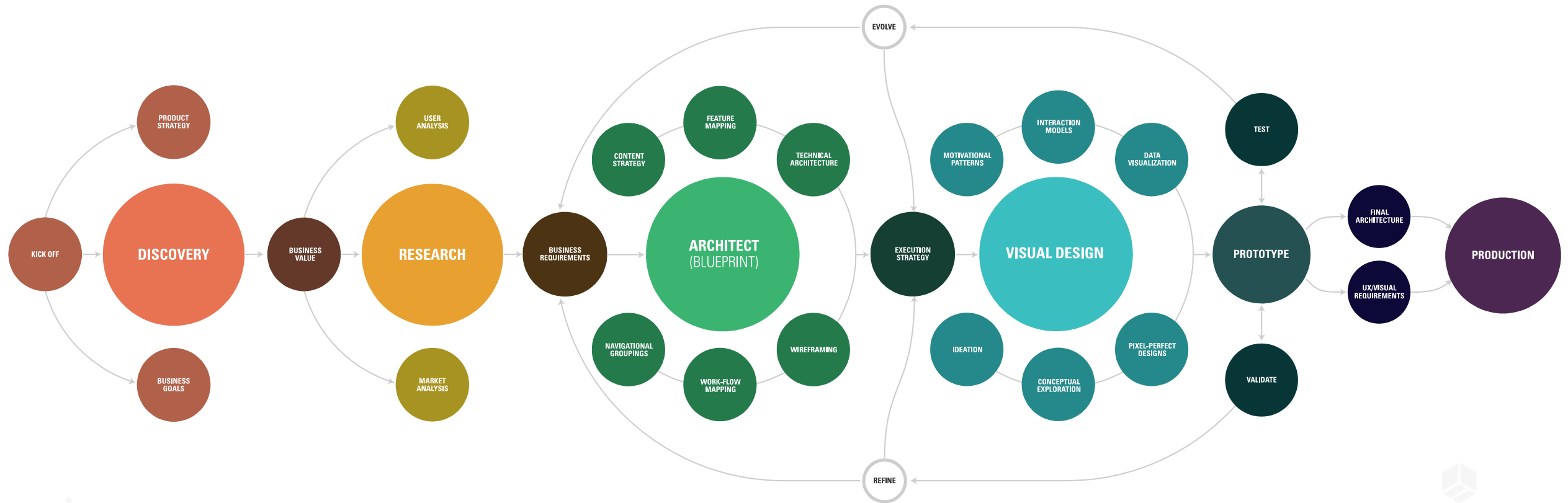
## A WEALTH OF EXPERIENCE IN PLATFORMS & TECHNOLOGIES

*Whether desktop, mobile or an embedded system we have a wealth of experience designing  
And developing experience solutions across a wide range of platforms.*



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# DIGITAL EXPERIENCE SOLUTIONS



## THE ANATOMY OF SOLUTION DESIGN

*Defined execution strategy of a solution that is customized to the specific integration, process and business needs.*

*Creates deep understanding of how to approach a problem, visualizes and validates the proposed solution and creates a road map that leads to the complete and successful implementation.*

*Actual deliverables, flow of process and outcomes can vary depending on individual project needs, scope and complexity.*



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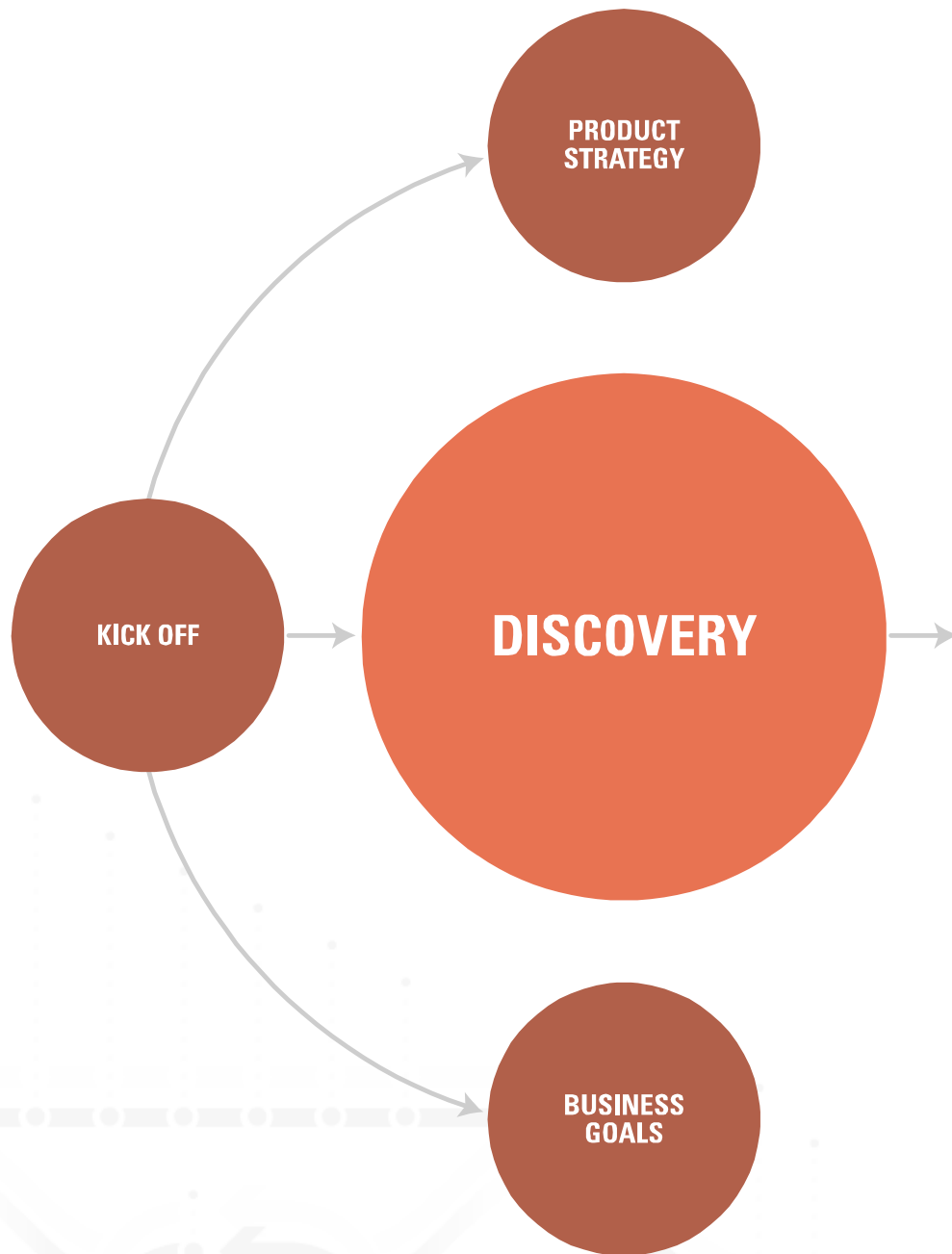
# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Discovery

### Areas of Focus

- Knowledge Transfer
- Business goals
- Product road Maps
- Documentation synthesis
- Business Value



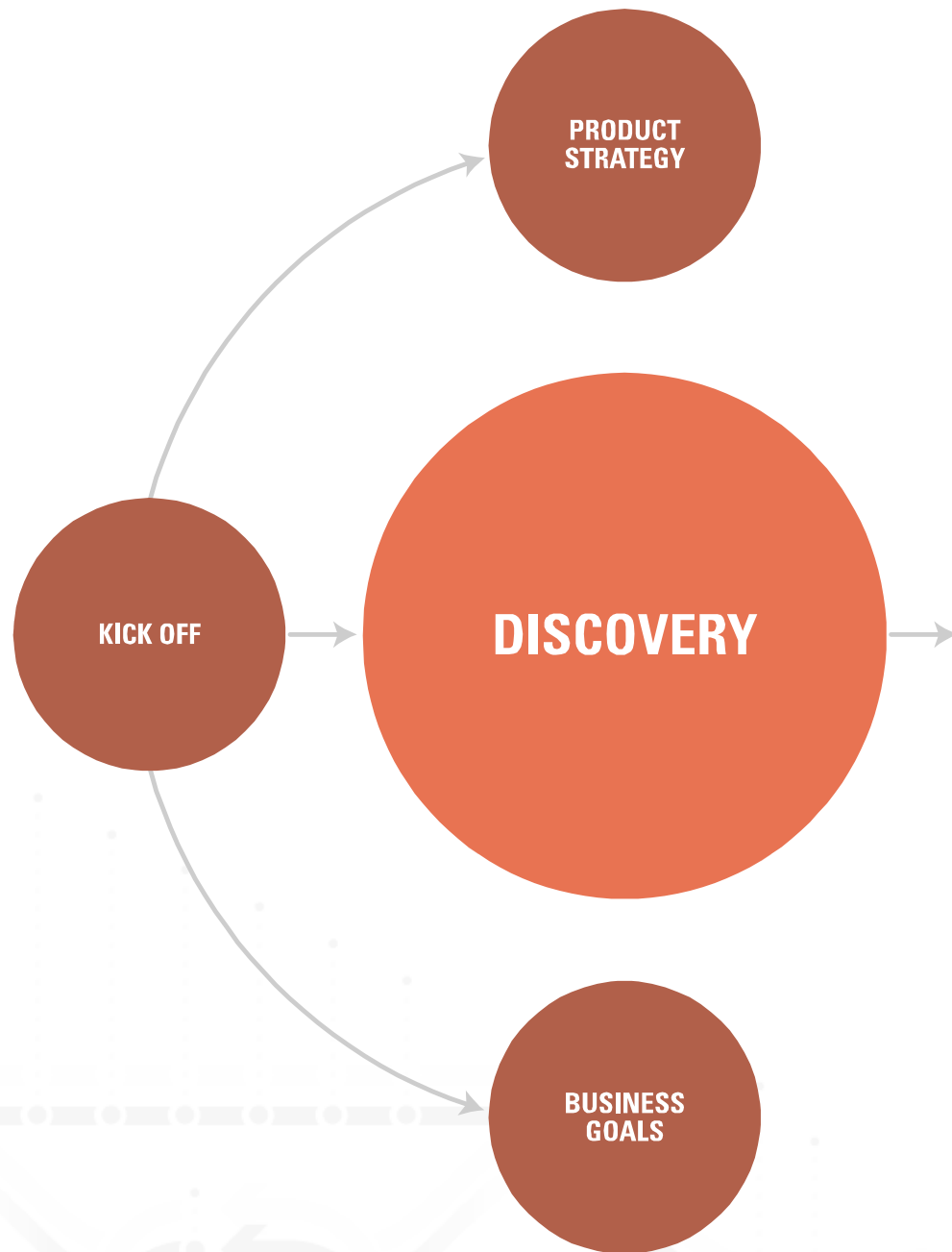


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# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Discovery



### Activities

- On-site kick off
- Stakeholder Interviews
- Requirement gathering
- Technological considerations
- Terminology gathering
- Existing research gathering
- System Analysis



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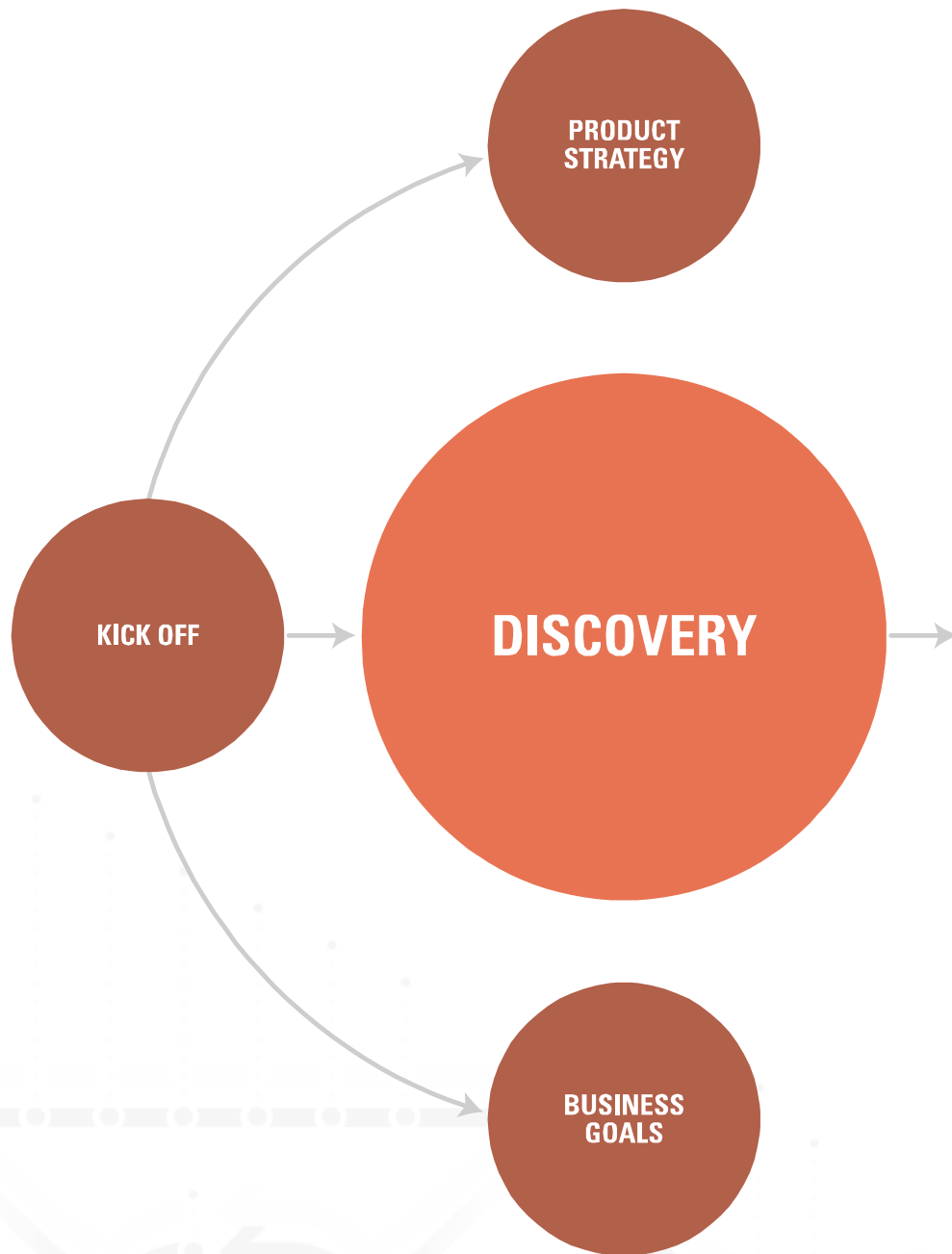
# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Discovery

### Outcomes

- Project orientation
- Business value documentation
- Research activity plan
- Terminology repository



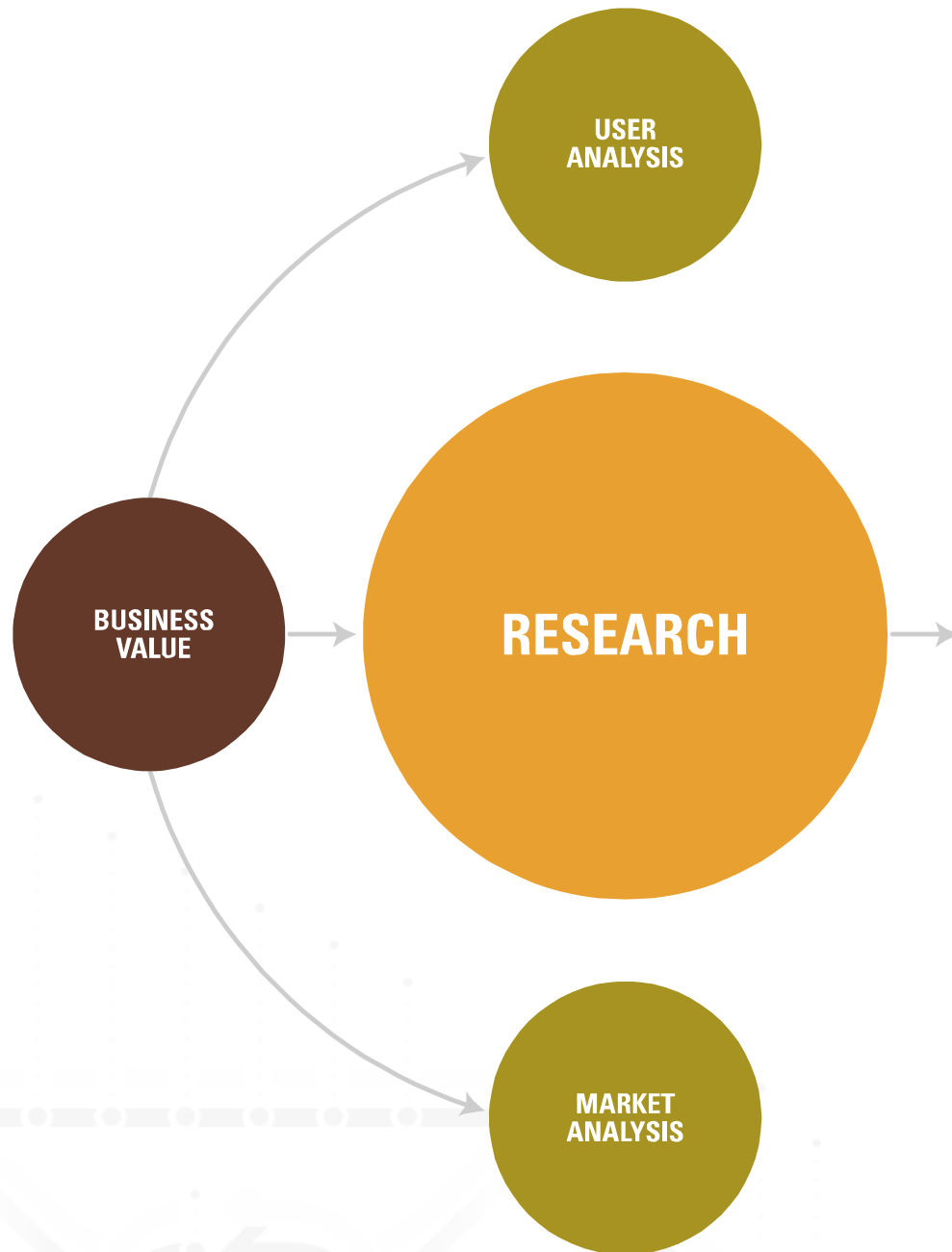


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# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Research



### Areas of Focus

- Ethnographic research
- SME interviews
- Market research
- System requirements
- Regulatory constraints
- Identify points of innovation
- Provide fresh perspective
- Behavioral motivators

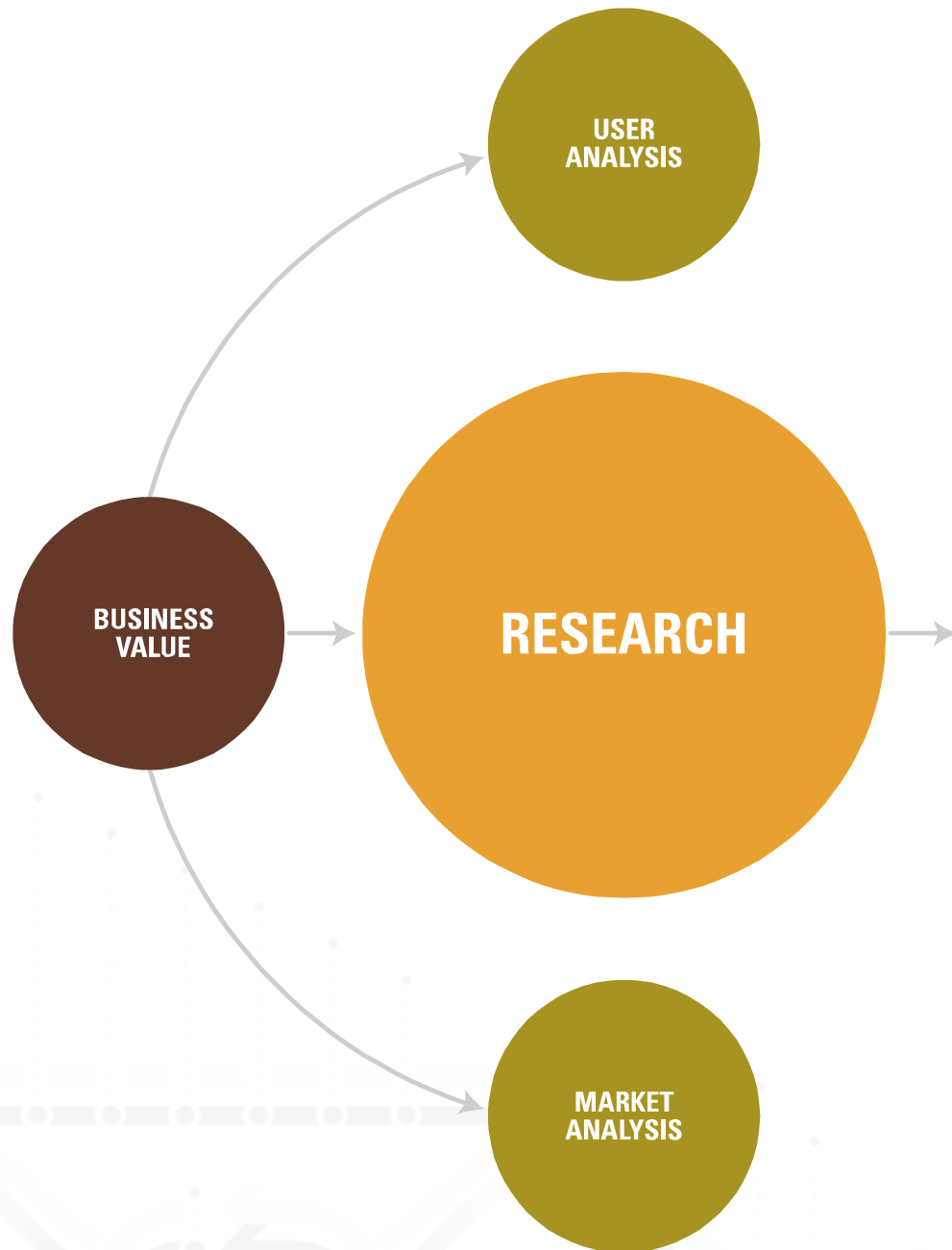


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# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Research



### Activities

- User interviews
- Site visits
- System analysis
- Task analysis
- Market Analysis
- Brand analysis



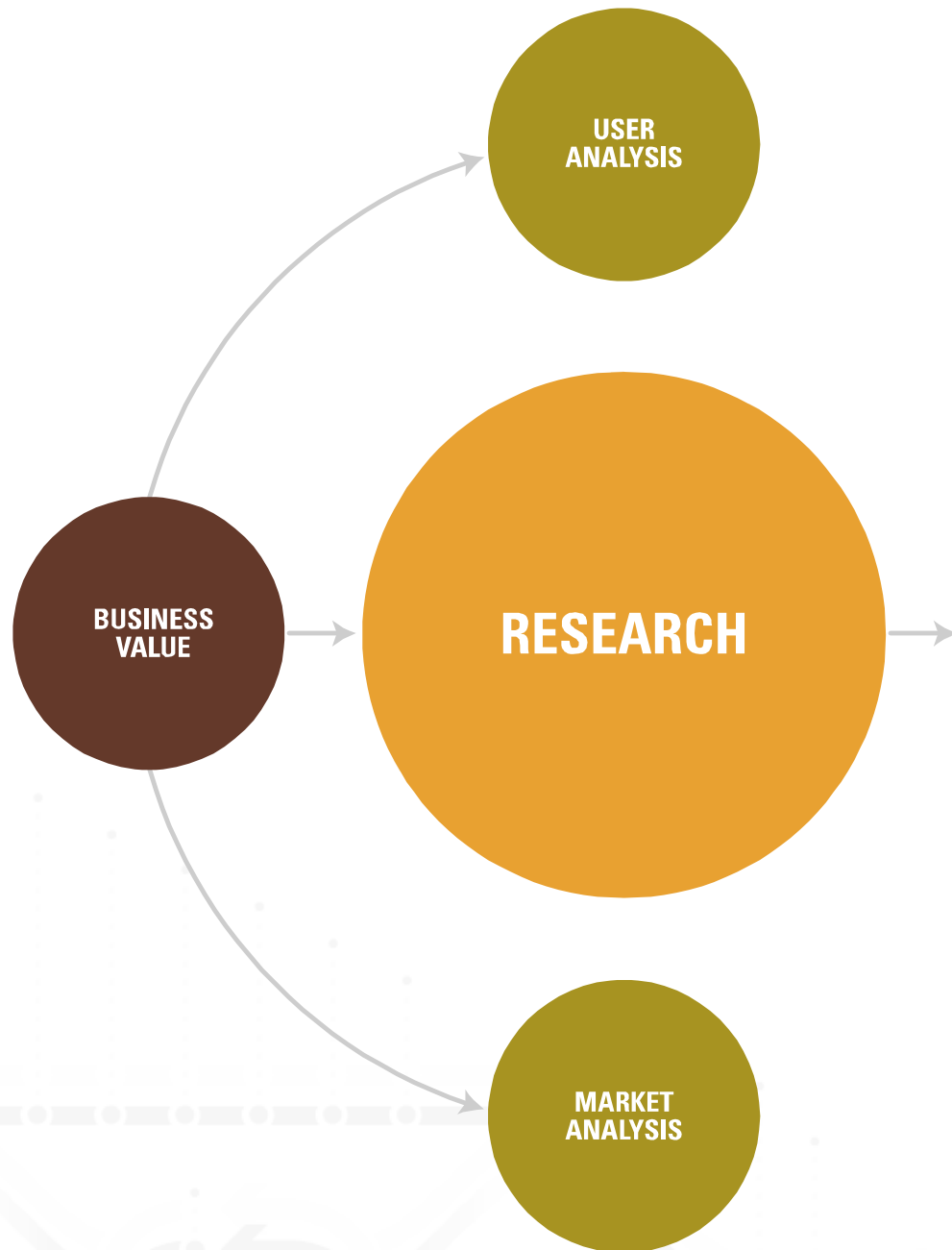


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# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Research



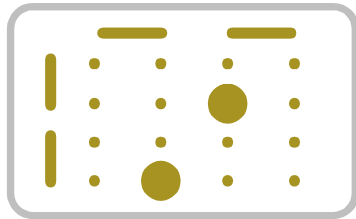
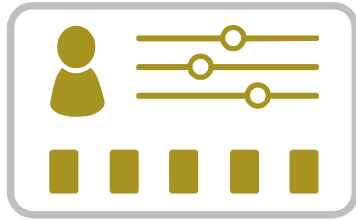
### Outcomes

- Personas & persona maps
- 3D Customer Journey maps
- Ethnographic research findings
- Technological recommendations
- Business requirements



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# PERSONAS & PERSONA GRIDS



## Personas & Persona Grids

### Why We Need It

While most companies focus on a handful of personas, we believe in getting a better understanding of the user community. Persona Grids allow us to analyze and understand the larger user community through a behavioral and functional lens that gives us a deeper understanding of the users and is the foundational research behind journey mapping.

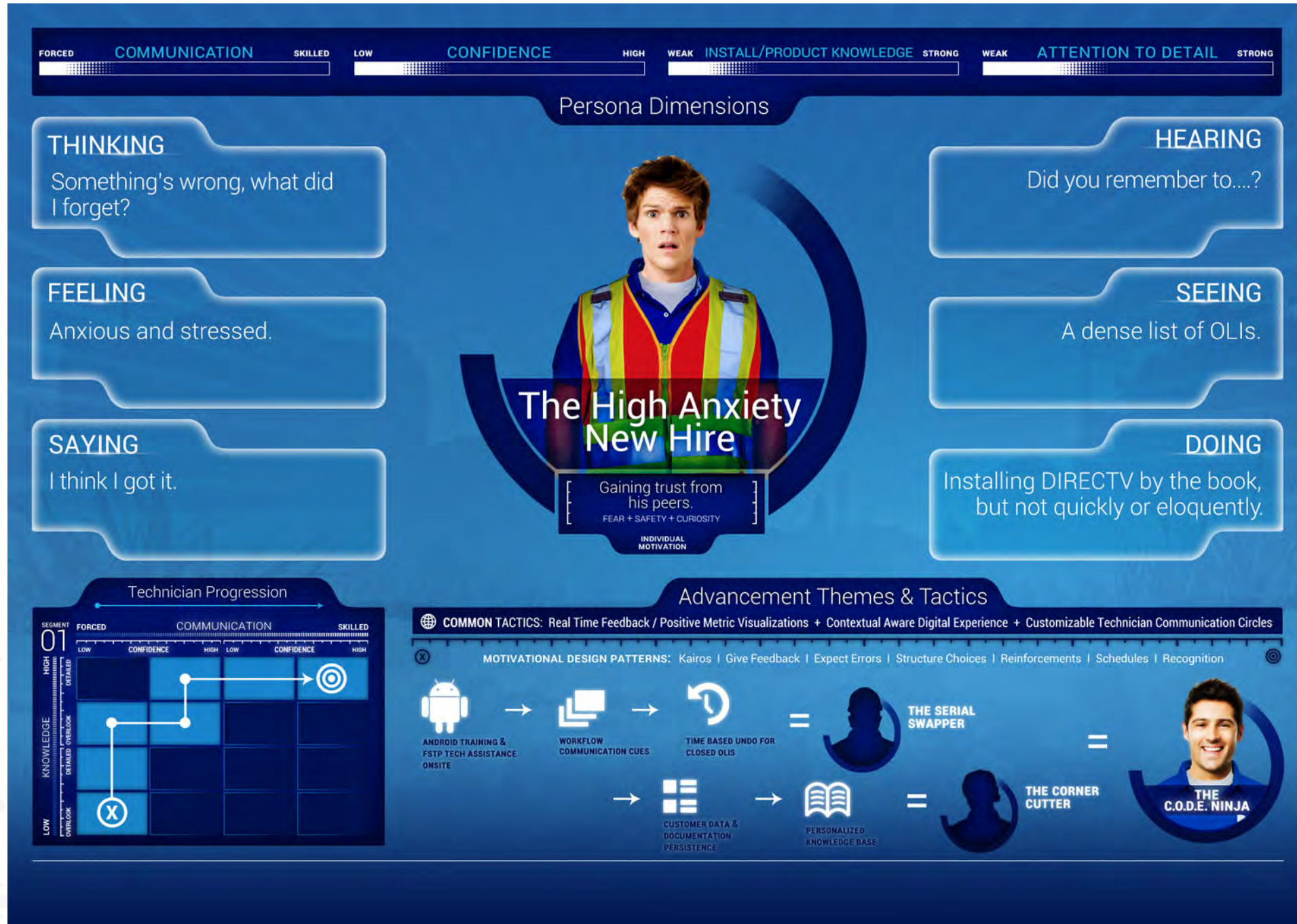
### How It's Used

The Persona Grids and Personas will provide teams a better understanding of the users for a particular set of user stories. Having a deeper (behavioral and functional) understanding of the users while provide a robust foundation for designing the solution that will meet the business objective.



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# PERSONAS







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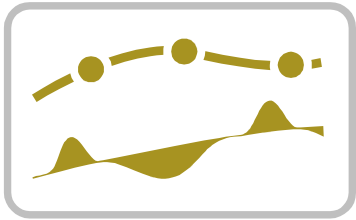
# PERSONA GRIDS





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# 3D CUSTOMER JOURNEY MAPS



## 3D Customer Journey Maps

### Why We Need It

3D Journey Maps are customer focused, and are better at helping prioritizing strategic initiatives. In combination with the Personas Grids, they provide an in-depth view of the customers and their interactions with your business.

### How It's Used

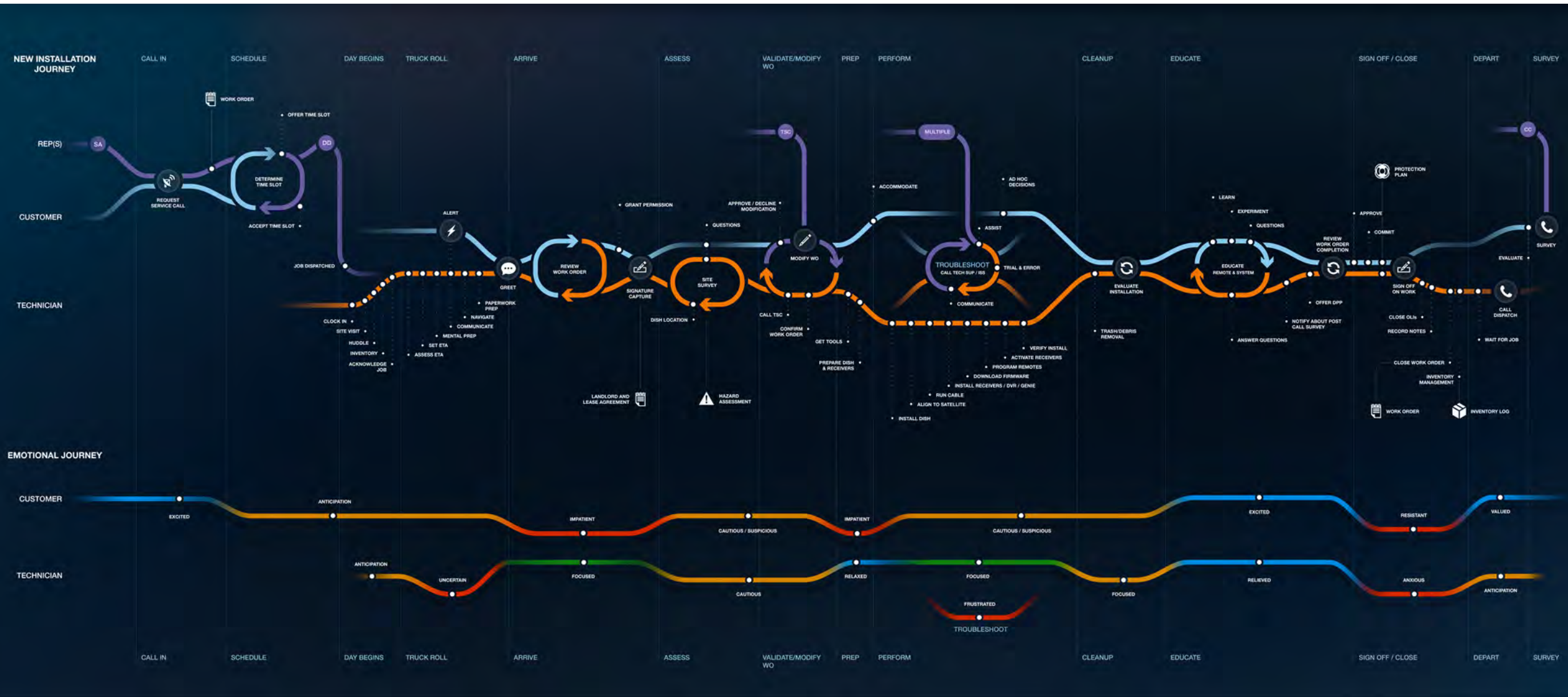
The 3D Customer Journey Maps will help prioritize the 'User Stories' that need to be worked on. In combination with the Personas Grids, they will provide teams a better understanding of the user story, the users and will lead to a better solution definition.





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# 3D CUSTOMER JOURNEY MAPS





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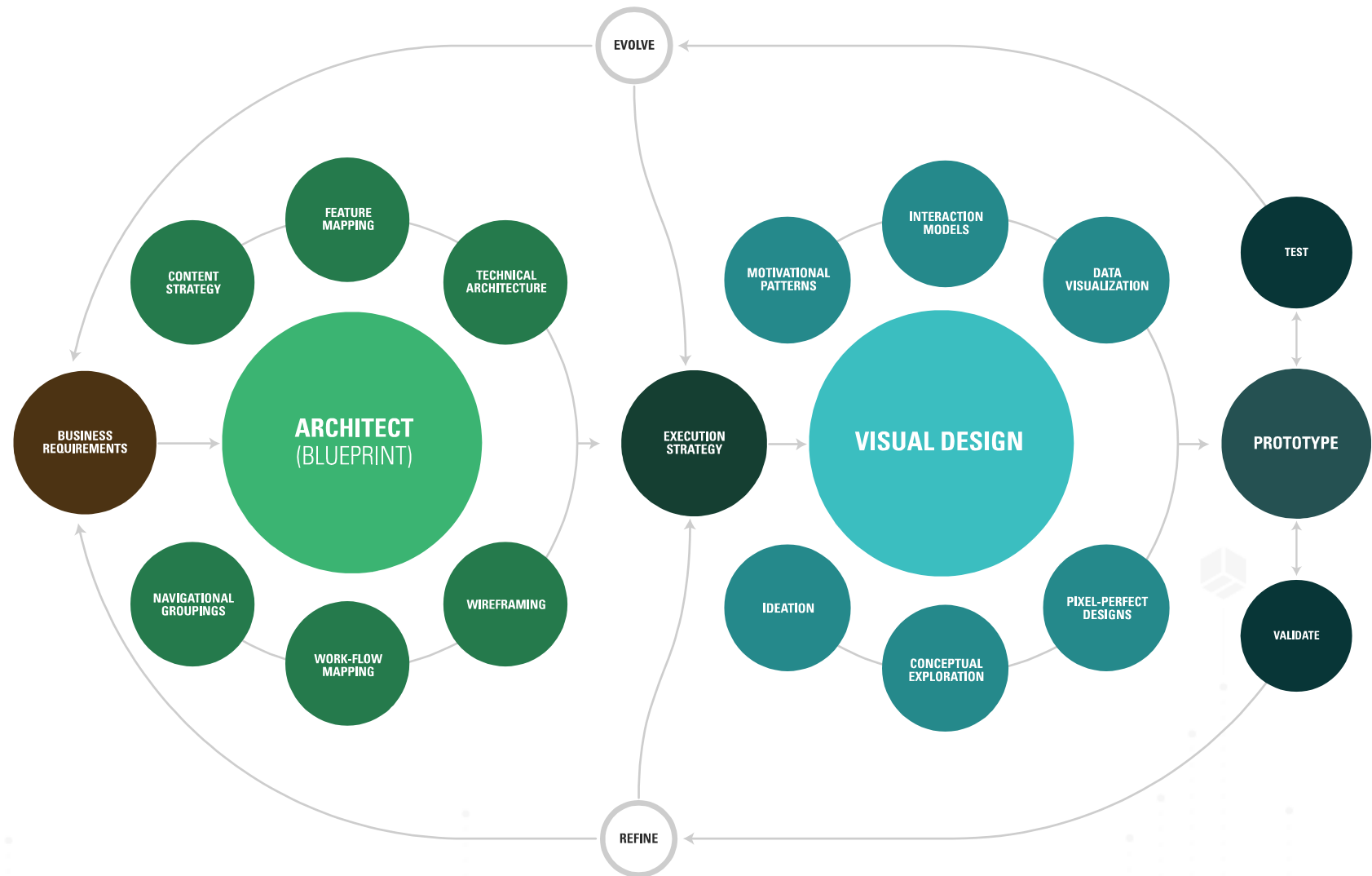
# DIGITAL EXPERIENCE SOLUTIONS

THE CORE

## DESIGN FLOW

The core of our digital experience design process is a repeatable cycle of architecting and visually representing the business value and requirements to users.

This extensible process applies to all life cycles of software design, allowing us to help clients quickly validate assumptions of business value for an experience.





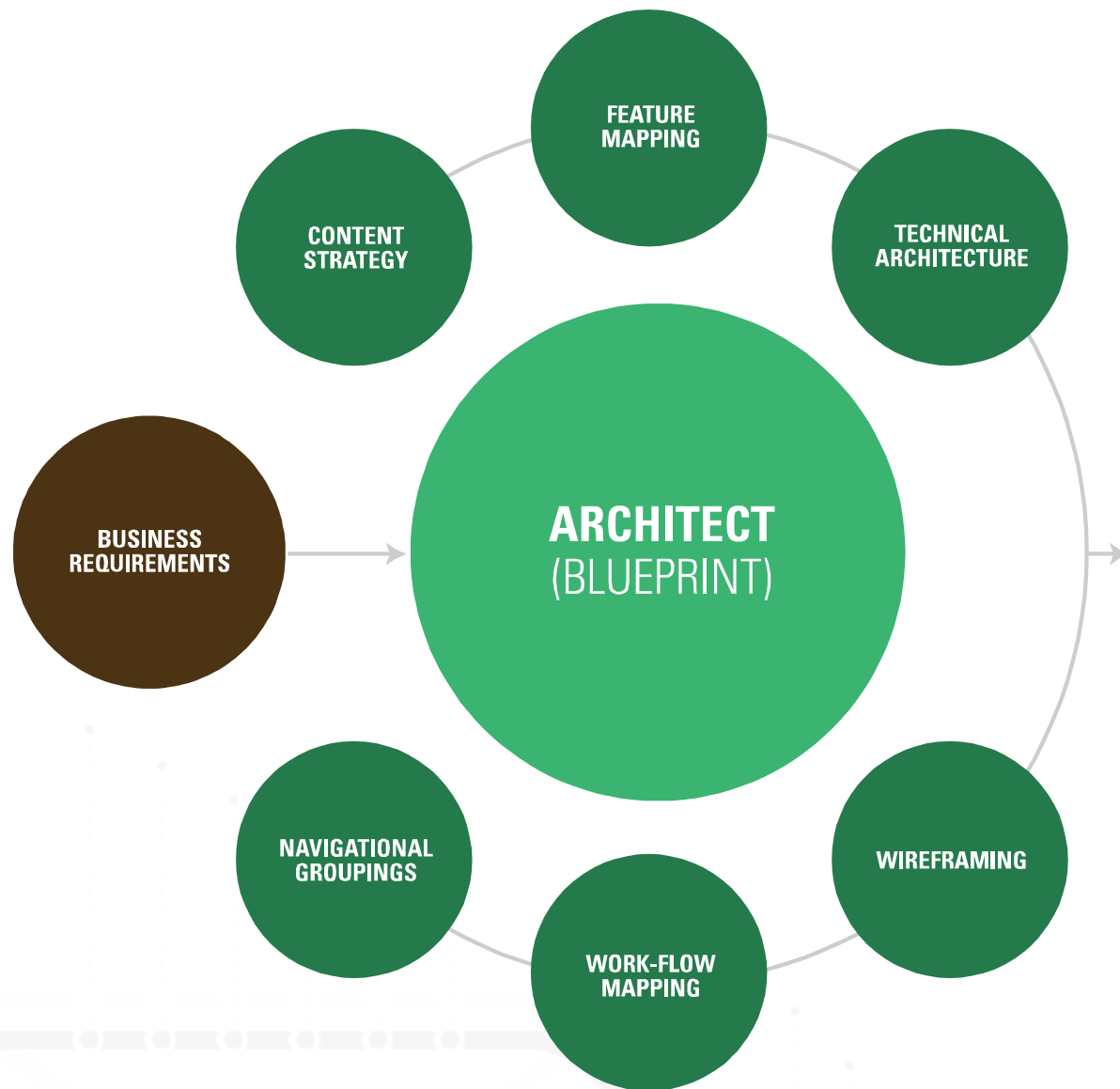


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# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Architect/Blueprint



### Areas of Focus

- Product definition
- Experience Architecture
- Define navigational models
- System integrations
- Functional requirements
- Content strategy

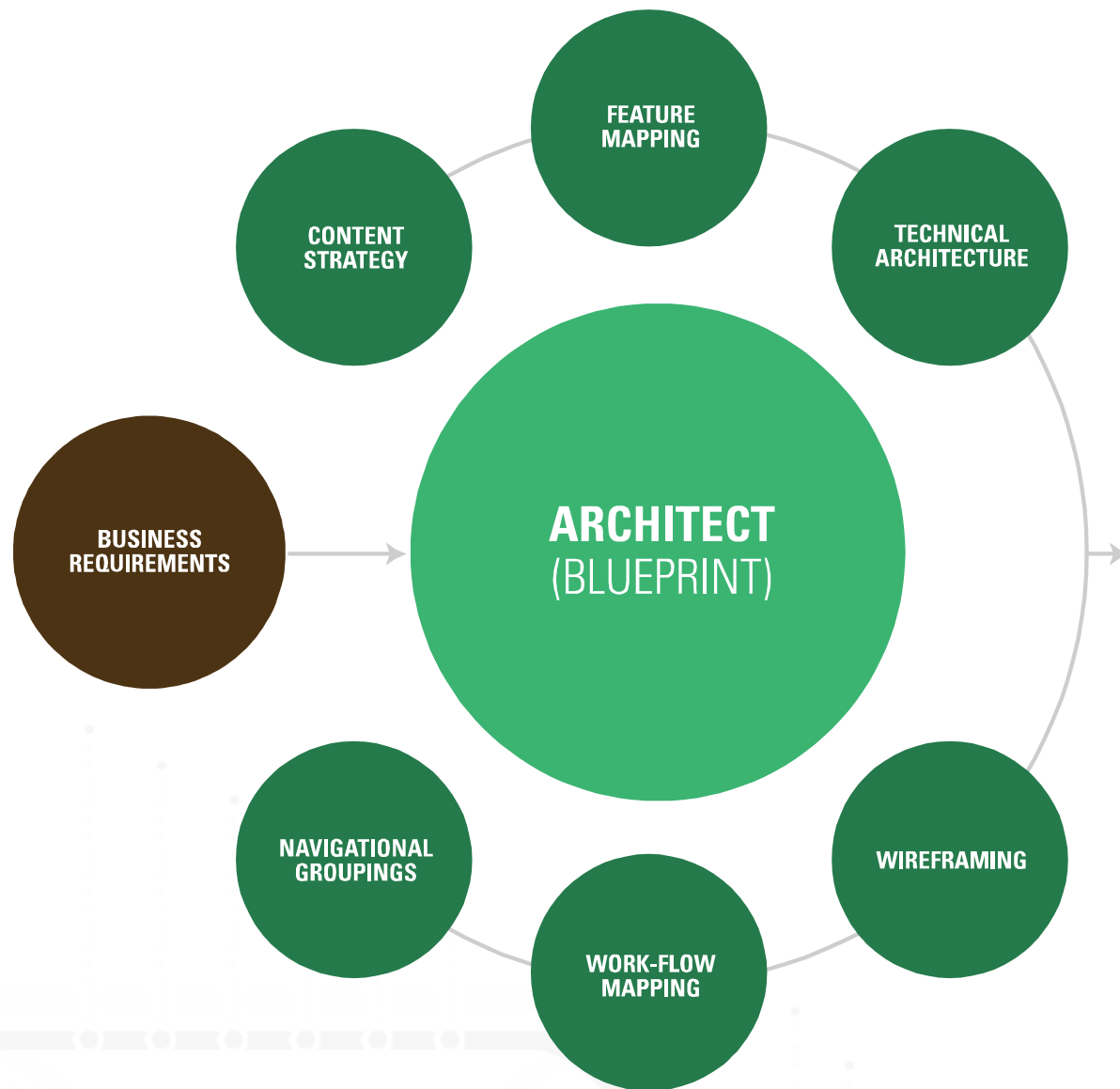


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# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Architect/Blueprint



### Activities

- Define business needs and values
- Define scope and phase planning
- Define and prioritize feature sets
- Work-flow mapping
- System architecture
- Structural ideation
- Content Definitions & Hierarchy

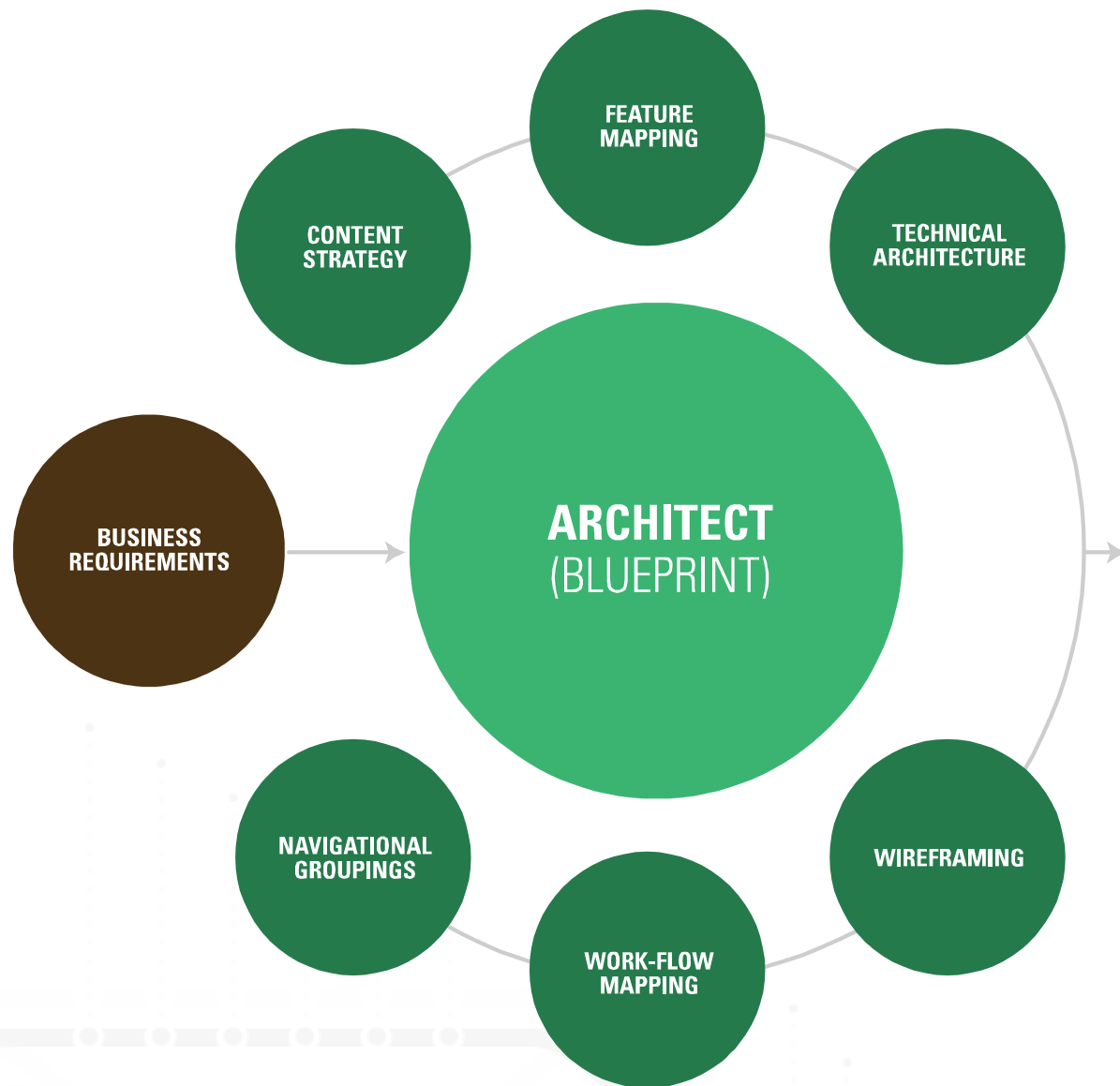


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# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Architect/Blueprint



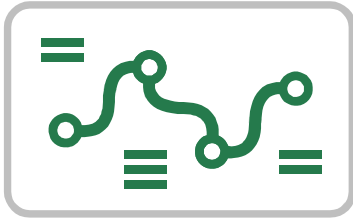
### Outcomes

- Feature Maps
- Work-flow diagrams
- Technical architecture
- Site maps
- Priority schedule
- Experience guidelines
- Wireframes
- Execution strategy



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# BUSINESS PROCESS DIAGRAMS



## Business Process Diagrams

### Why We Need It

In combination with the 3D Customer Journey, they provide a deeper understanding of the business processes behind a particular customer touch-point.

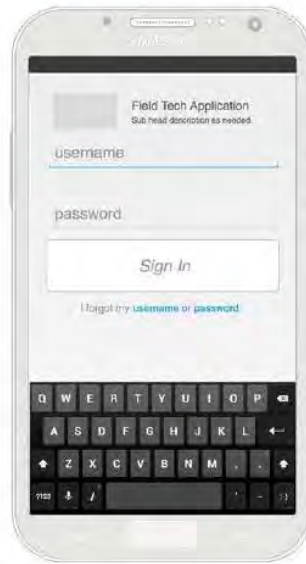
### How It's Used

The Business Process Diagrams will inform the prioritized 'User Stories'. They will provide visibility into the backend business processes, and in combination with the Persona Grids and 3D Customer Journey Maps be able to provide the requirements to teams to develop solutions for particular 'User Stories'.

# BUSINESS PROCESS - OPTIMIZED

## ACCESS

### 1.0 LOGIN Version 3.0



### 1.1 Login Failure Message Version 2.0



### 1.2 Processing Login Request Version 1.0



### 2.0 Dashboard Version 3.0

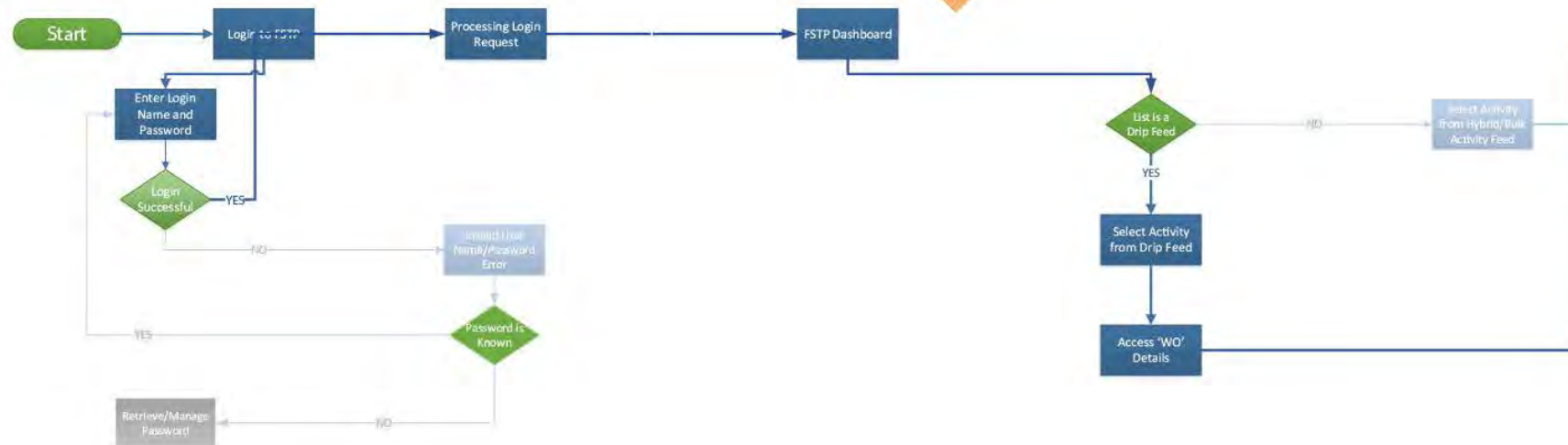


### 2.1 Hybrid/Bulk Activity Feed Version 3.0



ONBOARDING  
A

DASHBOARD  
VARIATIONS  
B



# BUSINESS PROCESS - OPTIMIZED

## ACTIVITY PREP

### 3.0 Activity Prep Version 2.0



### 3.1 Acknowledge Work Order Version 1.0



### 3.2 Confirm Acknowledged Status Version 1.0



### 3.3 Modify ETA Version 2.0



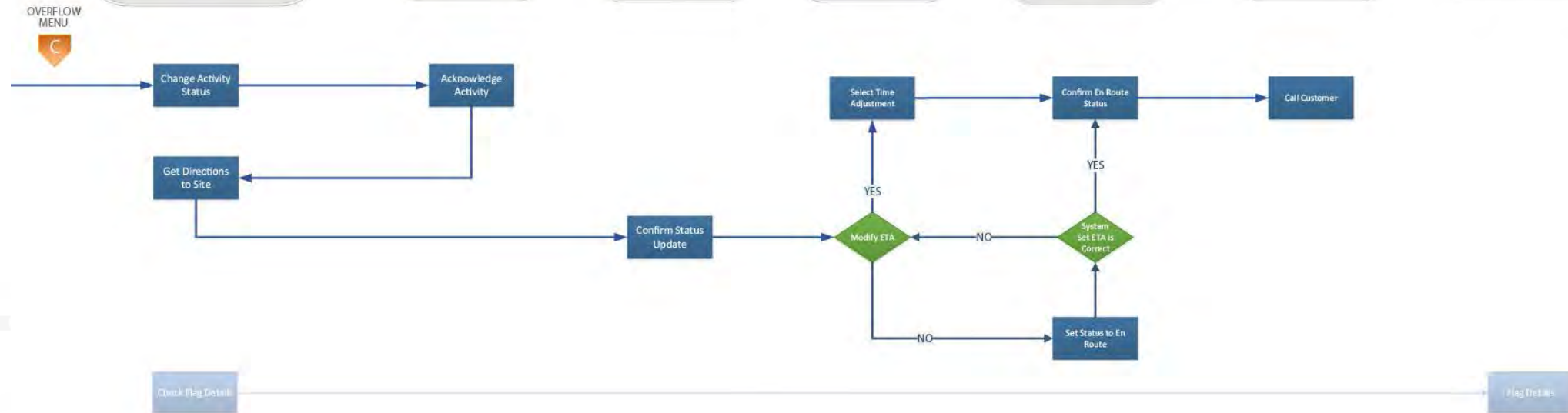
### 3.7 Confirm En Route Status Update Version 1.0



### 3.4 Call Customer Version 1.0



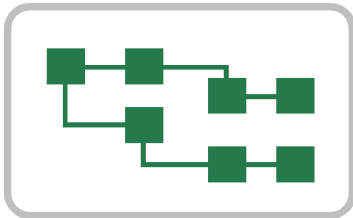
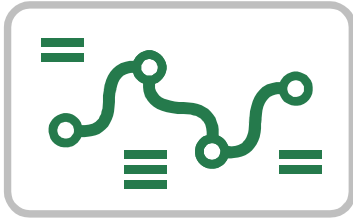
### 3.5 Flag Details Version 3.0





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# INFORMATION ARCHITECTURE



## Information Architecture (IA)

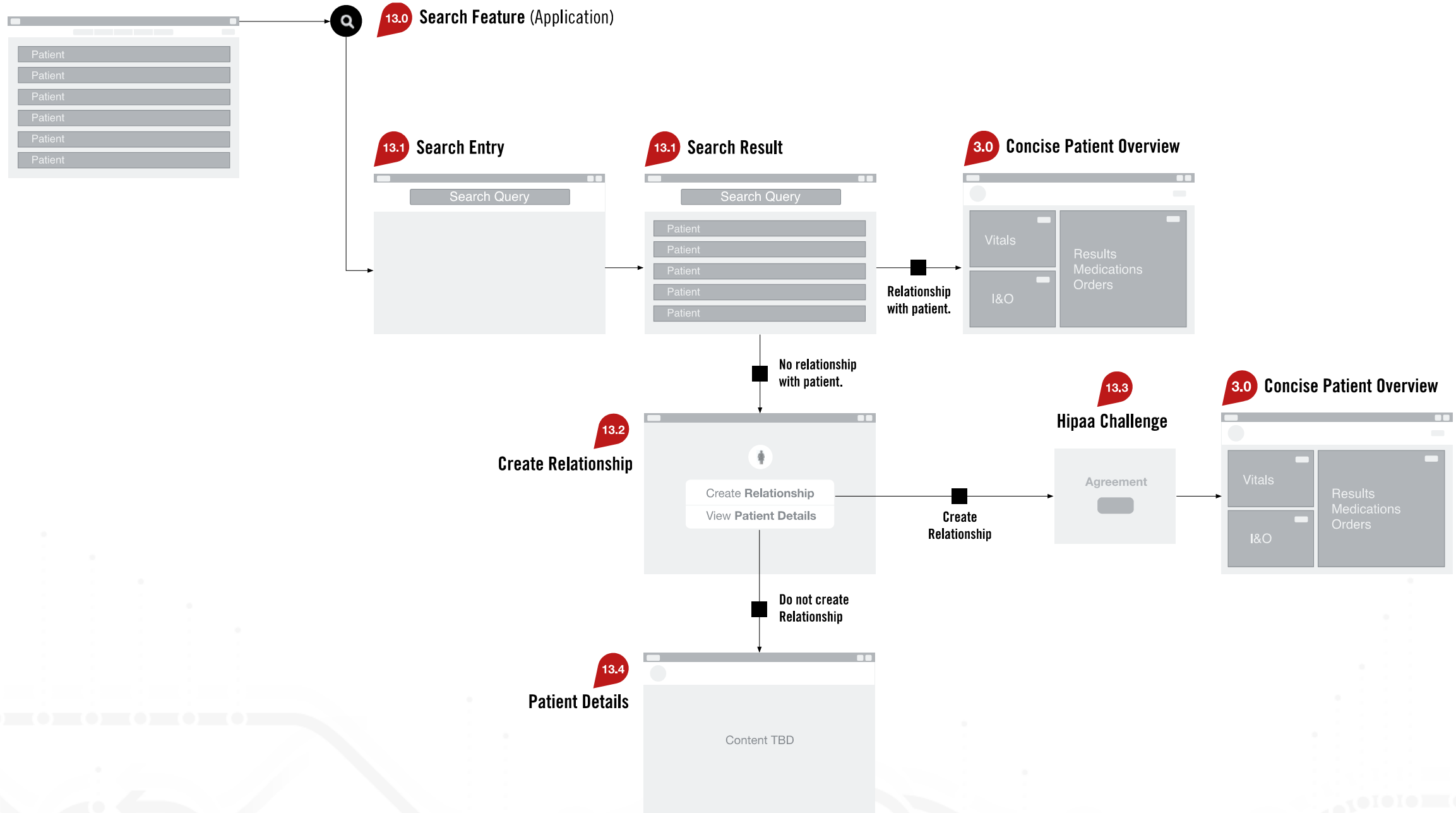
### Why We Need It

IA allows us to understand and map the content of an experience and properly organize it to make an impact on the behavior of users in a system. In conjunction with business process mapping, a clear picture is created to guide the wireframe and design of the experience prior to production.

### How It's Used

The IA represents the content flow and interactions of prioritized 'User Stories'. They provide a mapping of the backend business processes to the front end experience.

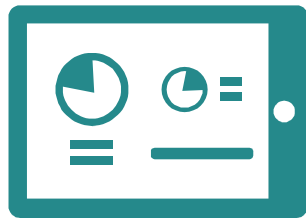
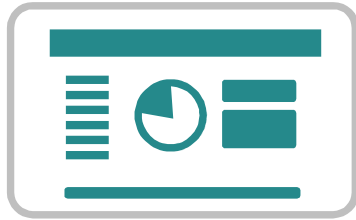






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# WIREFRAMES



## Wireframes

### Why We Need It

Rapid iteration is necessary to capture the 'rough' picture of the users' interaction with an experience. By quickly laying out and mapping the features to the UI, teams are able to test and validate the information architecture at the point where users engage the experience.

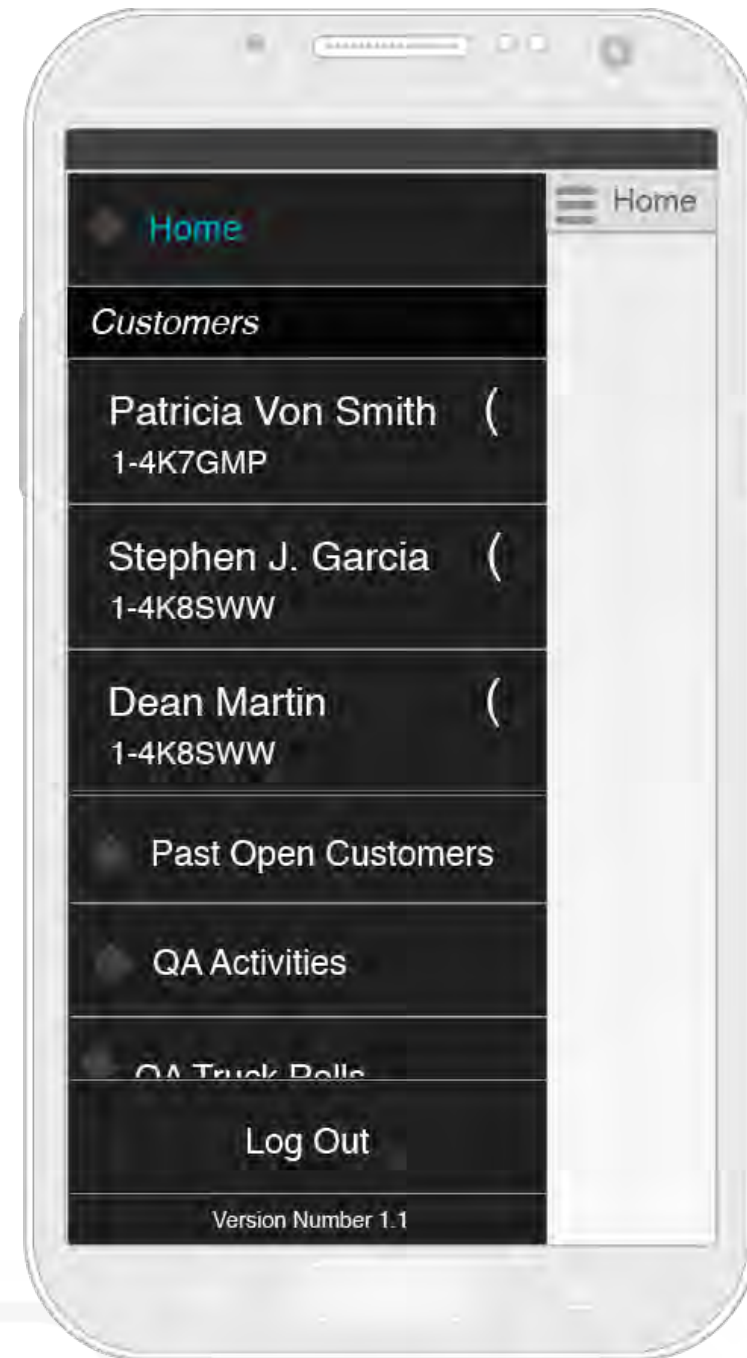
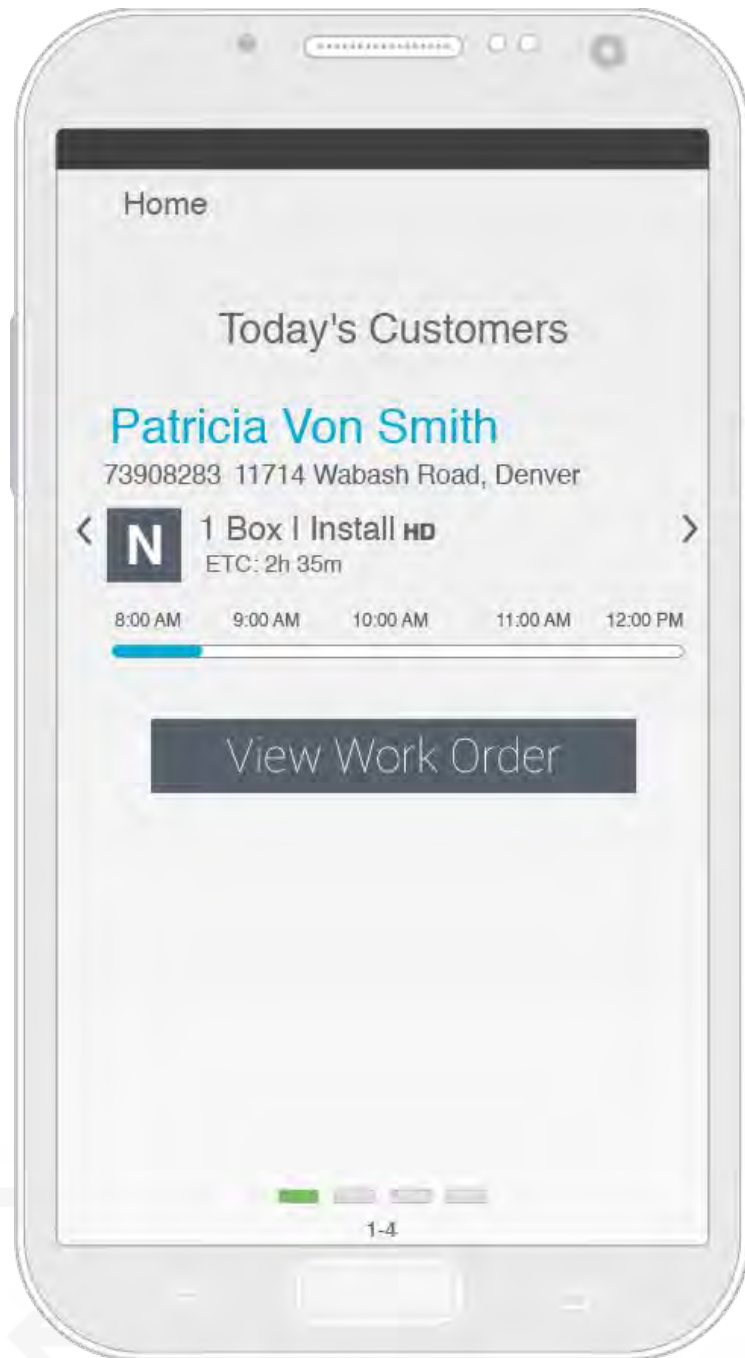
### How It's Used

The IA directly leads to the final stage of polished concept design work, the end result before an experience becomes real. Additionally, wireframes are used in user testing and prototyping to validate design assumptions and the prioritized 'User Stories.'



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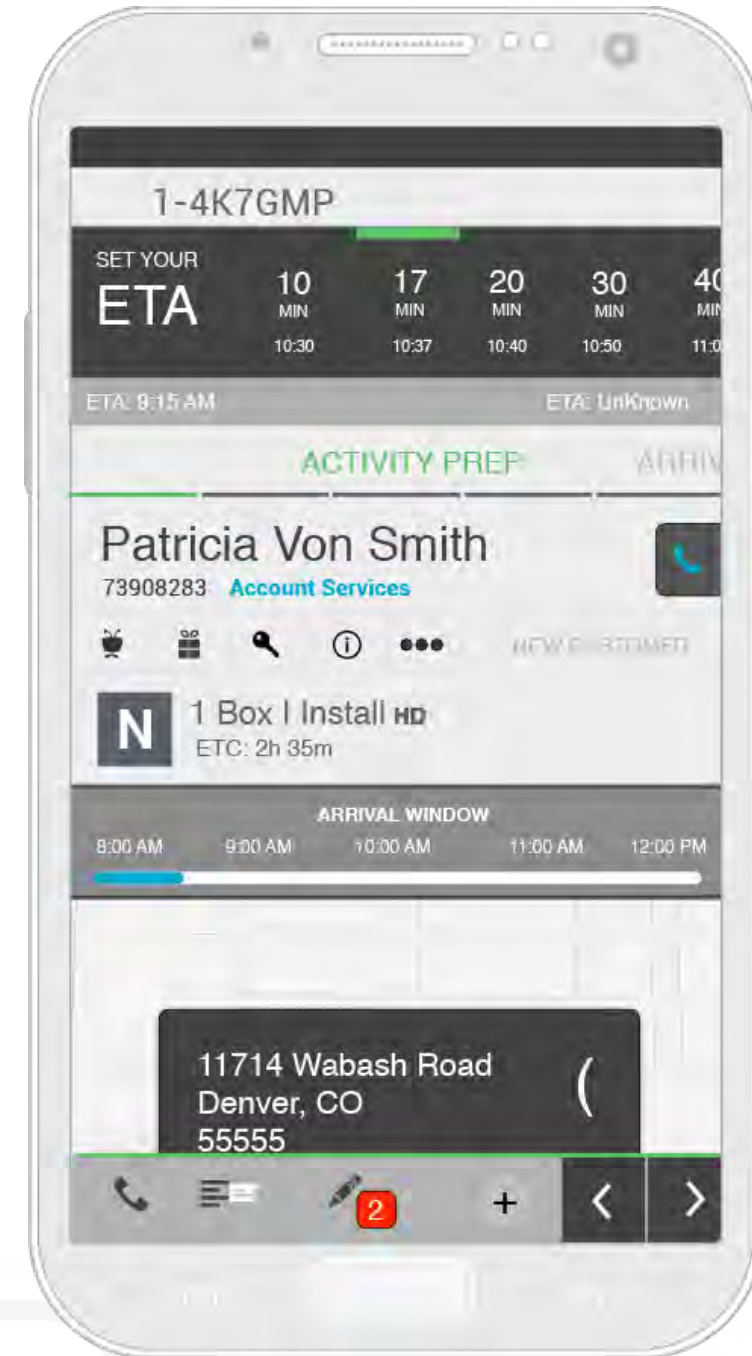
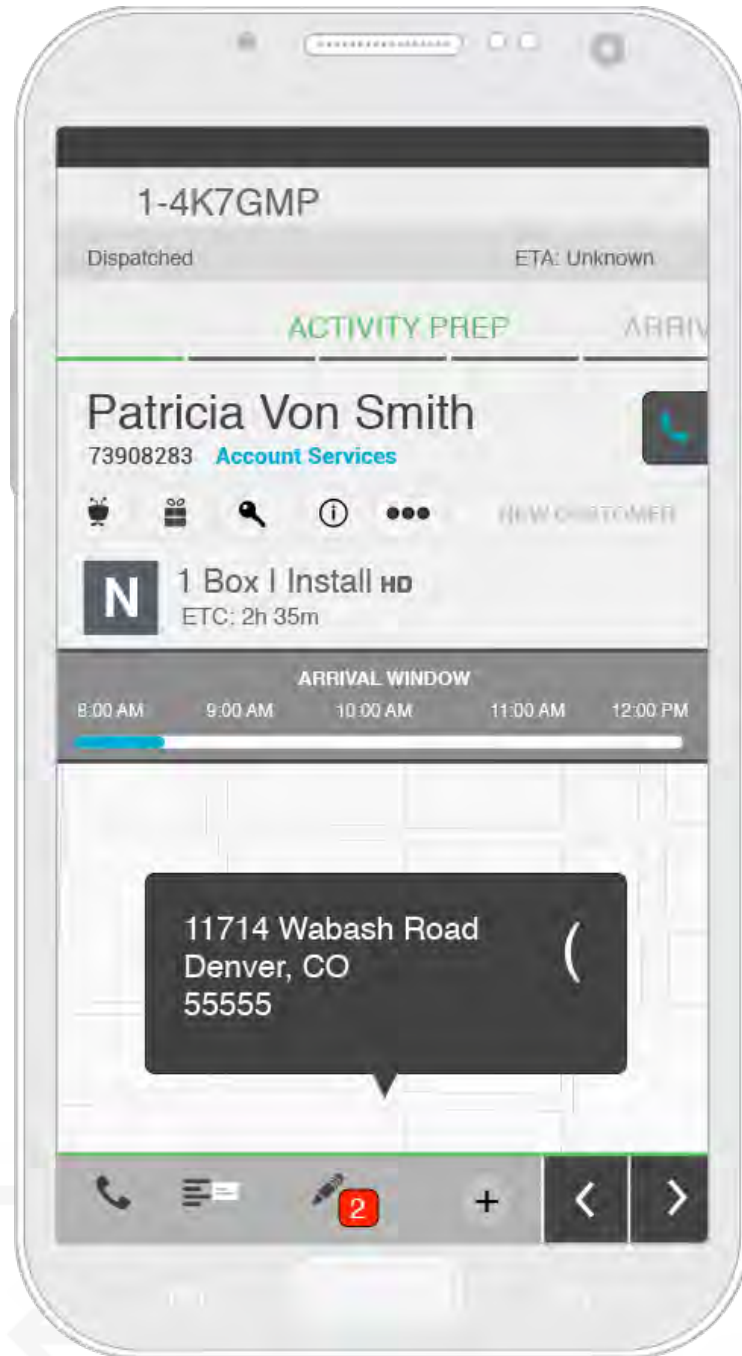
# WIREFRAMES



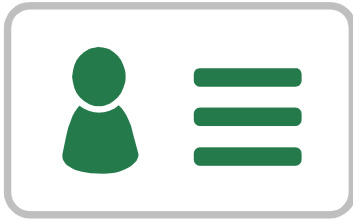


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# WIREFRAMES



# USER STORIES



## User Stories

### Why We Need It

User Stories connect the research from Journey Maps, Personas Grids and Business Process Diagrams and map them to:

- WHO – Persona Grid
- WHAT– Journey Map and Business Process Diagram
- WHEN – Journey Map
- WHERE – Journey Map (for physical whereabouts) and Visual Concepts for details about screen/mobile etc.
- WHY – Persona Grid and Journey Map (this goes deeper than just the simple trigger for the task, but will also highlight motivational drive behind the activity).

### How It's Used

The User Stories is the main bridging document to teams to design and develop the solution.



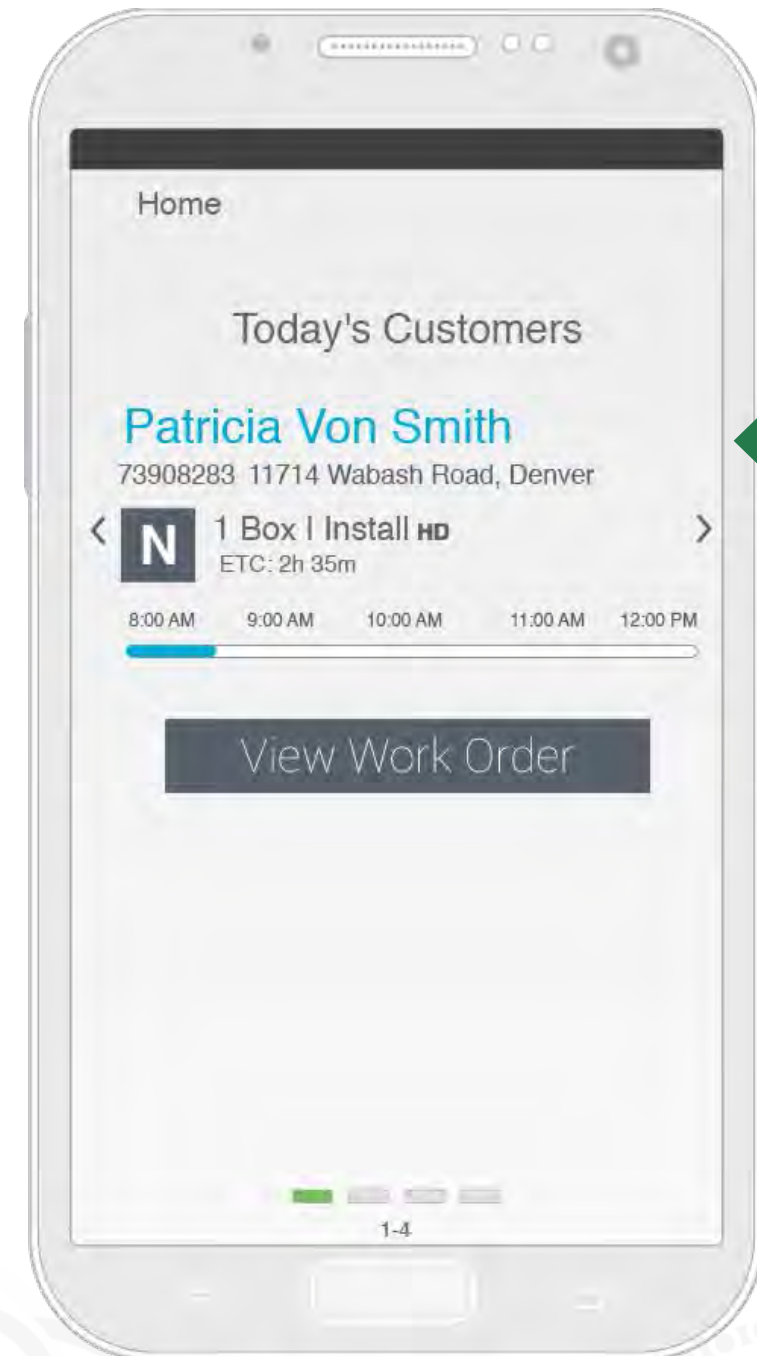
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# USER STORIES



User Story

“ When I start my day, I want to know what customers I will be working with and details of the job I will first do. ”



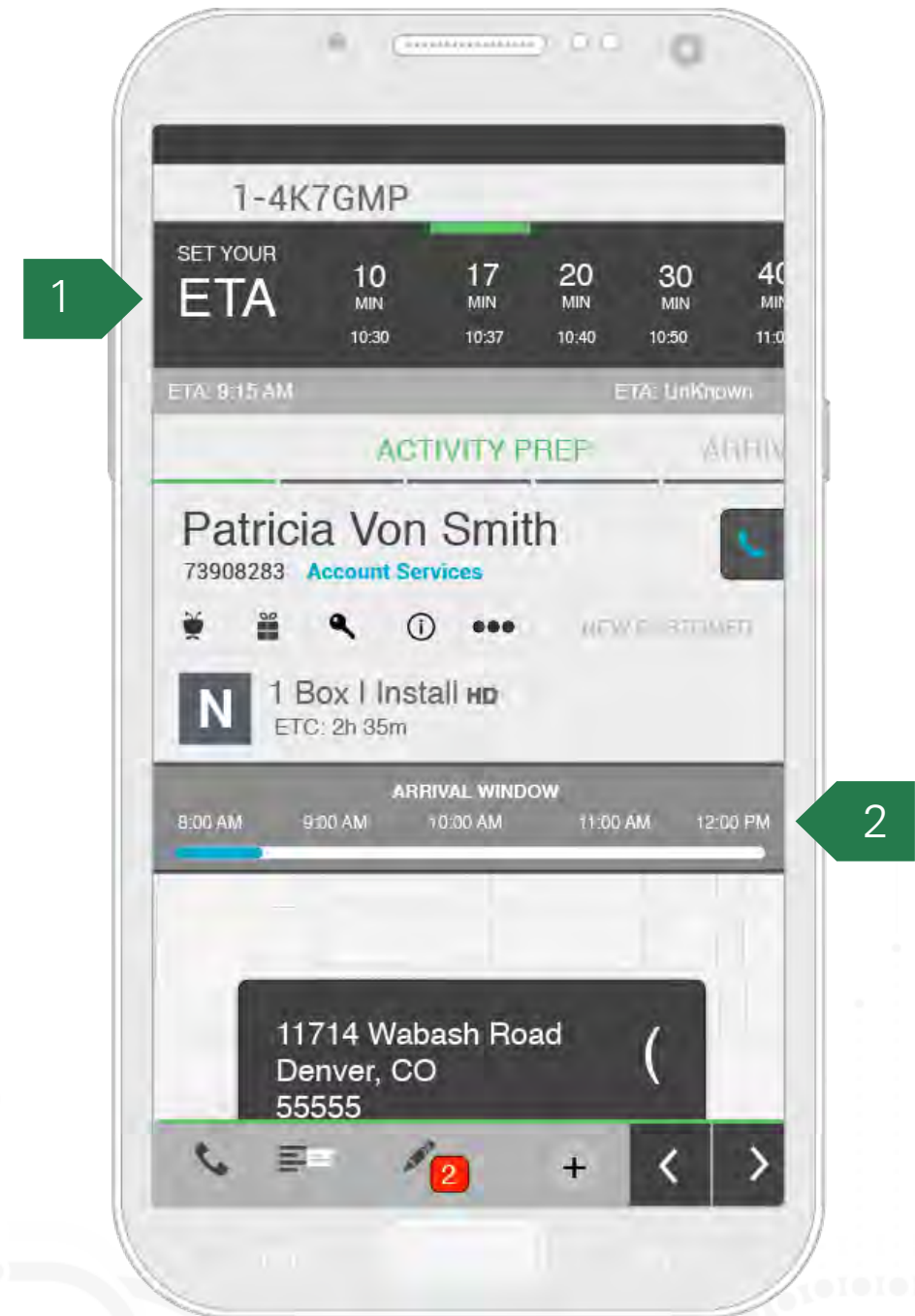


# USER STORIES



User Story

“ I would like to easily communicate to my customers when I am leaving a job and how long it will take me to arrive. ”

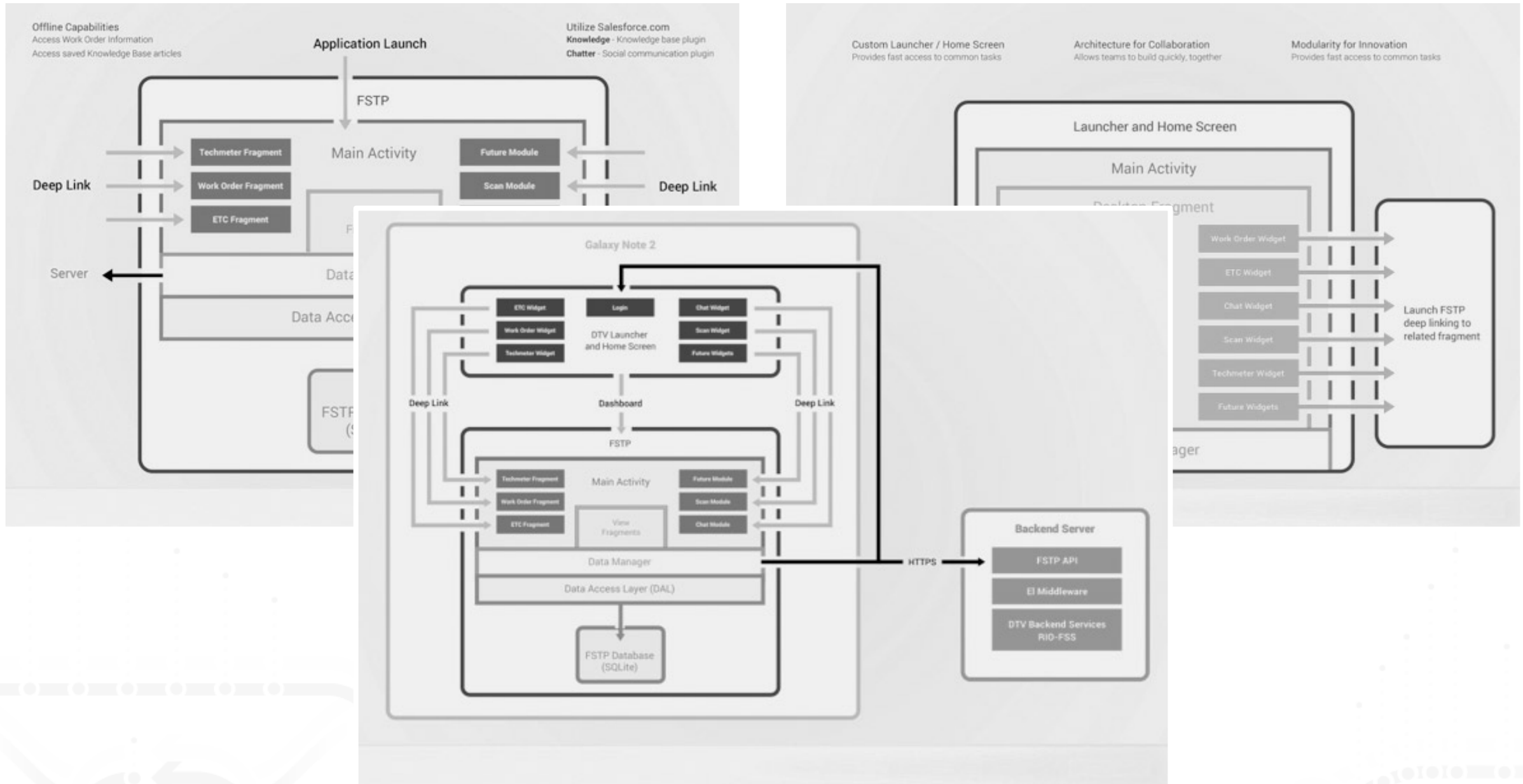






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# PLATFORM ARCHITECTURE





# TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

## EXPERIENCE ROADMAP

### Experience Roadmap



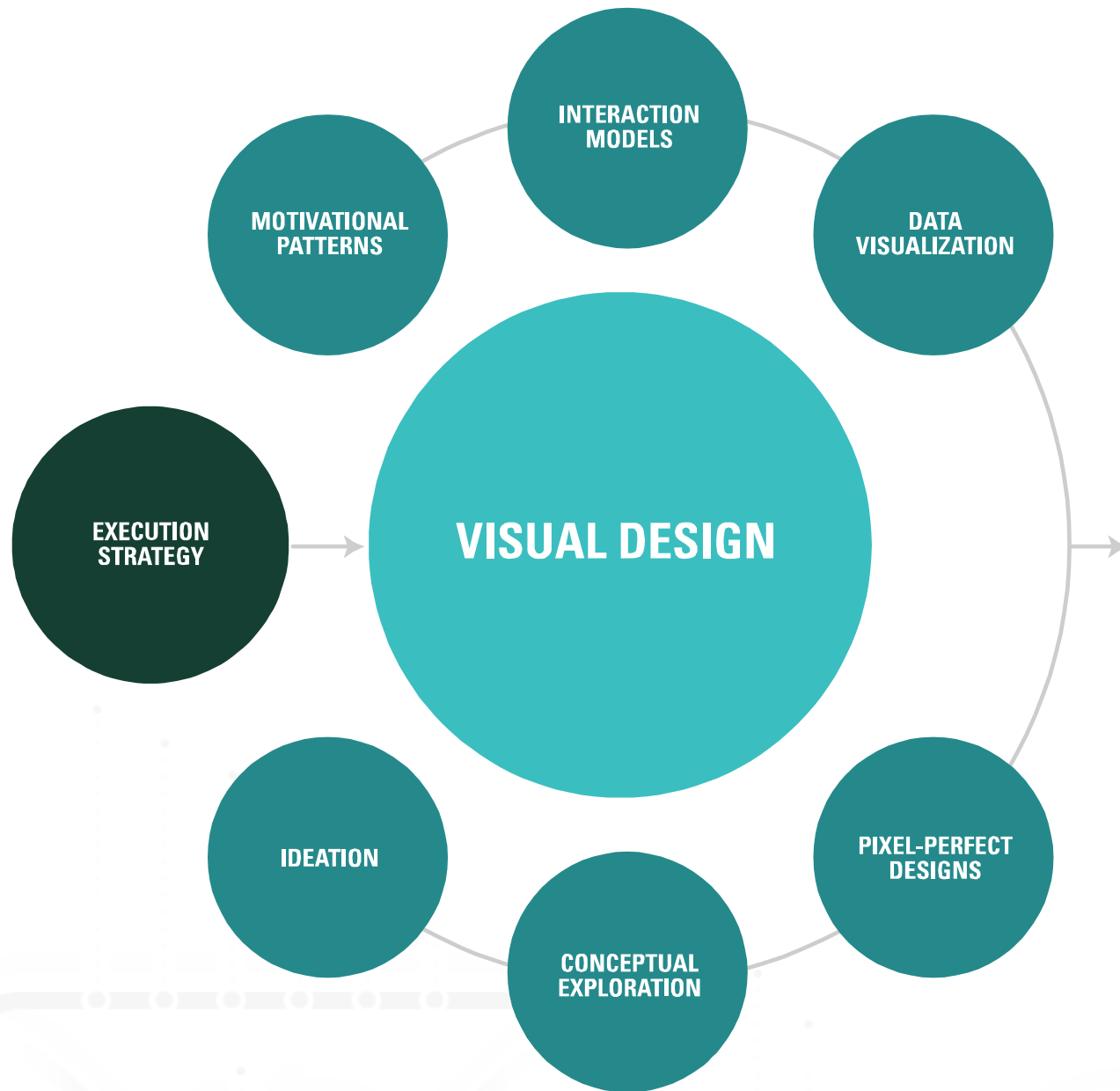


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# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Visual Design



### Areas of Focus

- Define the look and feel
- Visual patterns
- Interaction models
- Define interaction models
- Content creation
- Data visualization

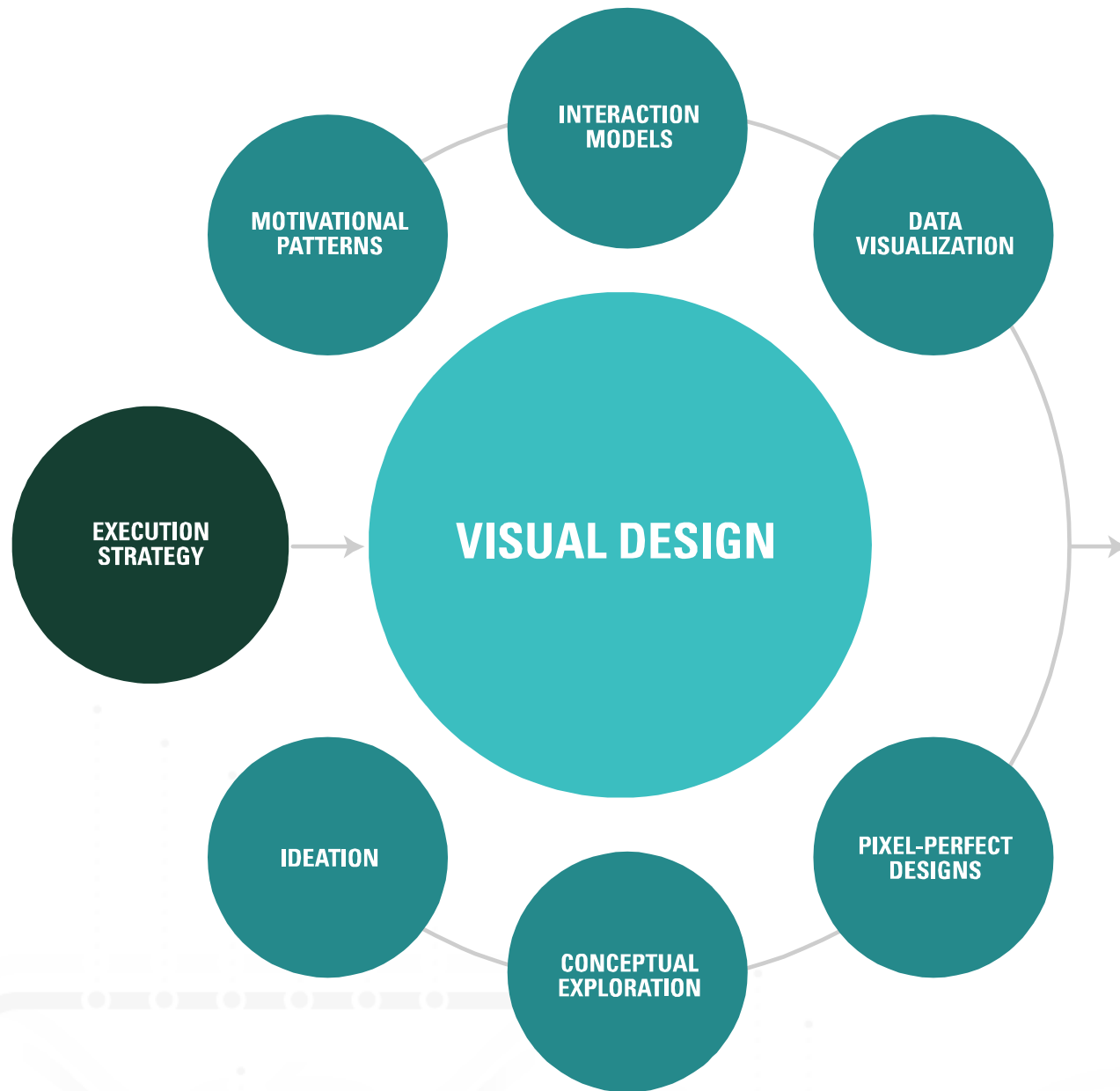


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# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Visual Design



### Activities

- Explore visual directions
- Visual design
- Navigational exploration
- Theming
- Iconography
- Brand implementation
- Visual Audit
- Visual documentation

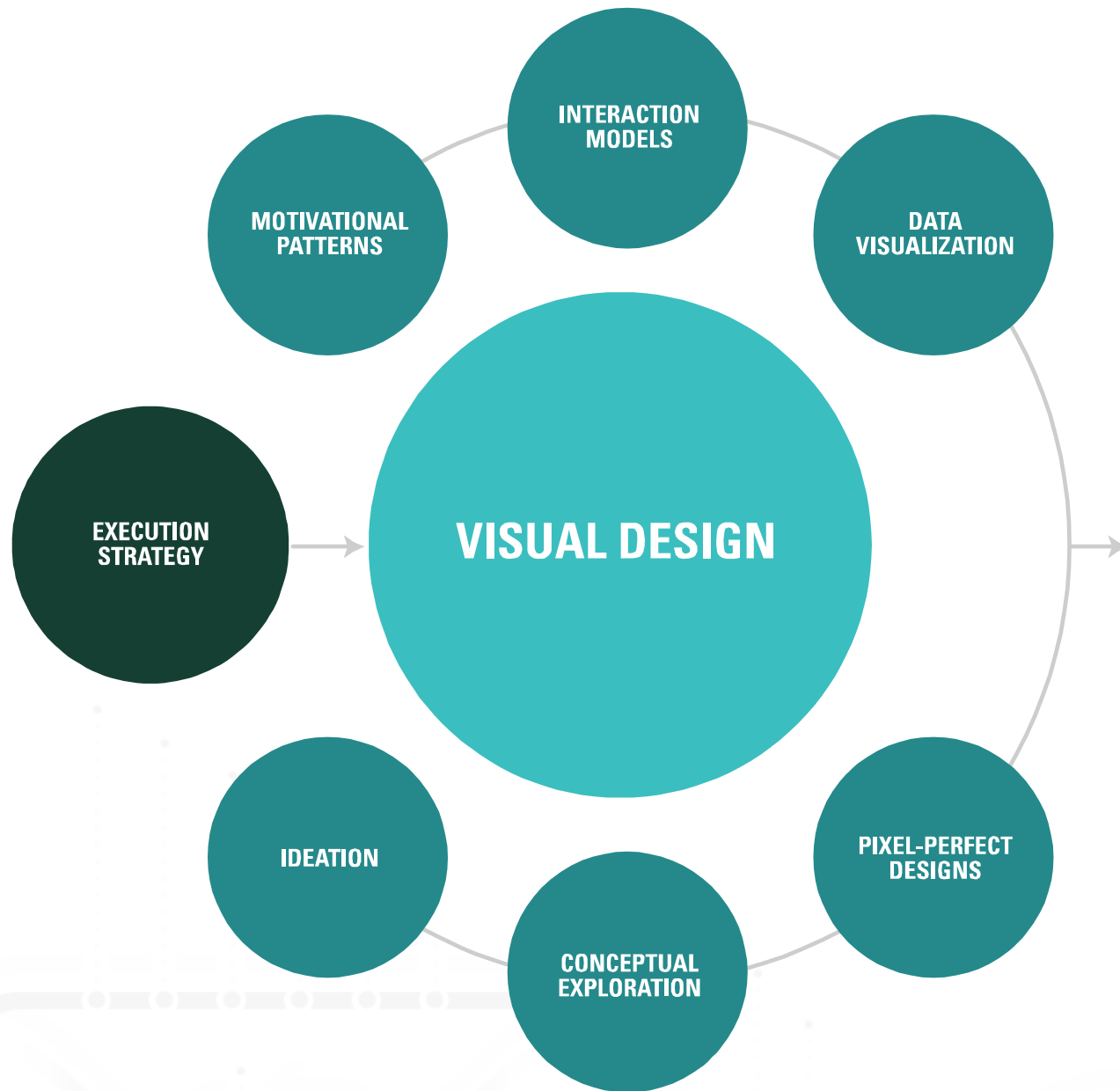


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# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Visual Design



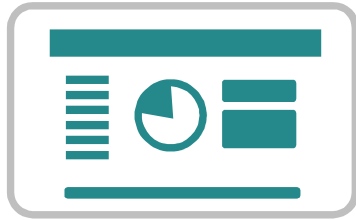
### Outcomes

- Pixel-perfect comps
- Interaction models
- Mood boards
- Design documentation



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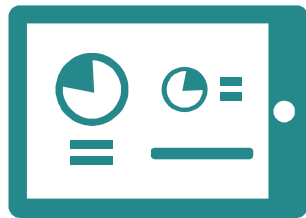
# VISUAL DESIGN



## Mood Boards

### Why We Need It

The final visualization of an experience is done through the design of every aspect of the product. The branding, color, typography, iconography, pixels, vectors or imagery forms the interface consumers touch and feel.



### How It's Used

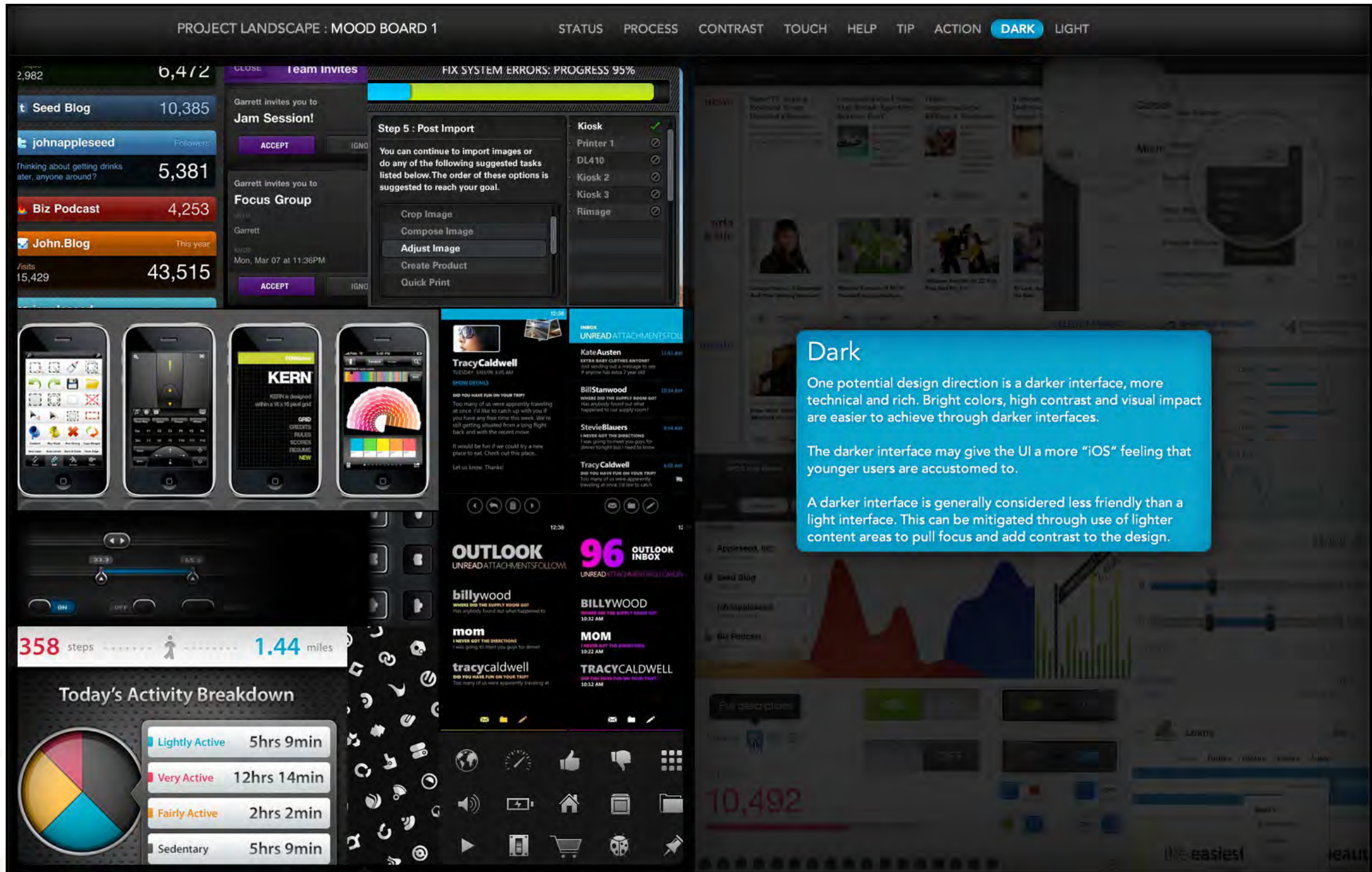
The final design is moved through a production phase that incorporates all of the visual acuity captured into real, functional software. Every line, fill and states of the interaction are created from these work products – for all platforms.



Other than providing teams with the necessary visuals to create the experience, visual design is also used as a storytelling medium to ensure user/stakeholder engagement and championship throughout the design process.

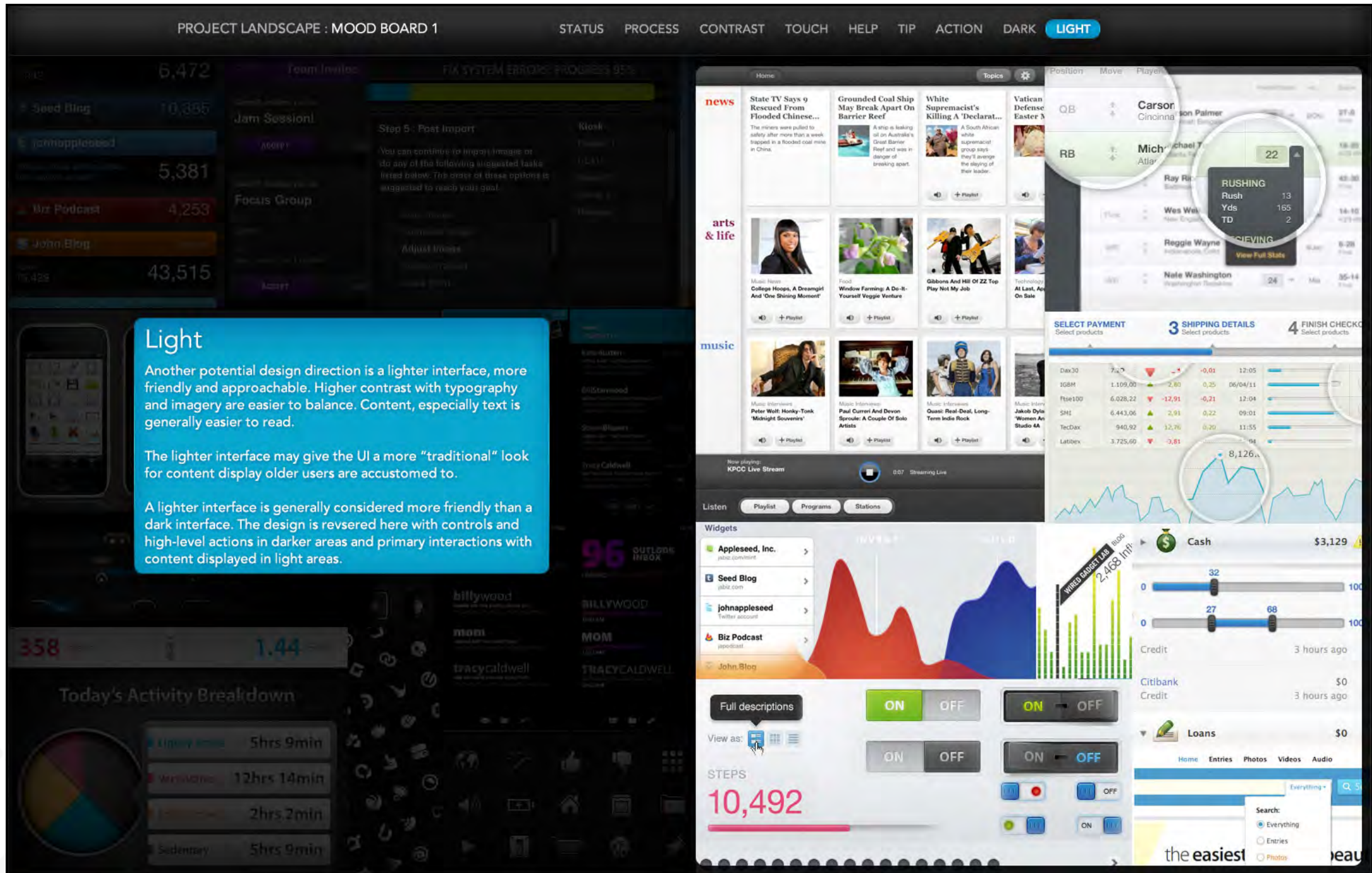


# MOOD BOARDS





# MOOD BOARDS

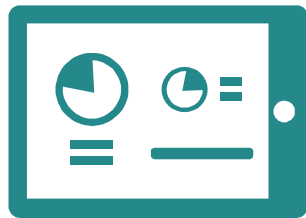
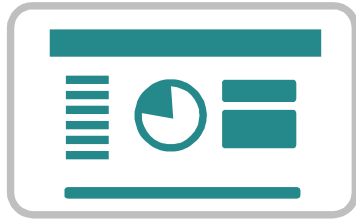






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# VISUAL DESIGN



## Sketches

### Why We Need It

Rapidly iterating on possible directions for an experience requires a natural touch – sketching. Whether on a whiteboard, the back of a napkin or digitally, sketching enables us to quickly ideate and discover opportunity.

### How It's Used

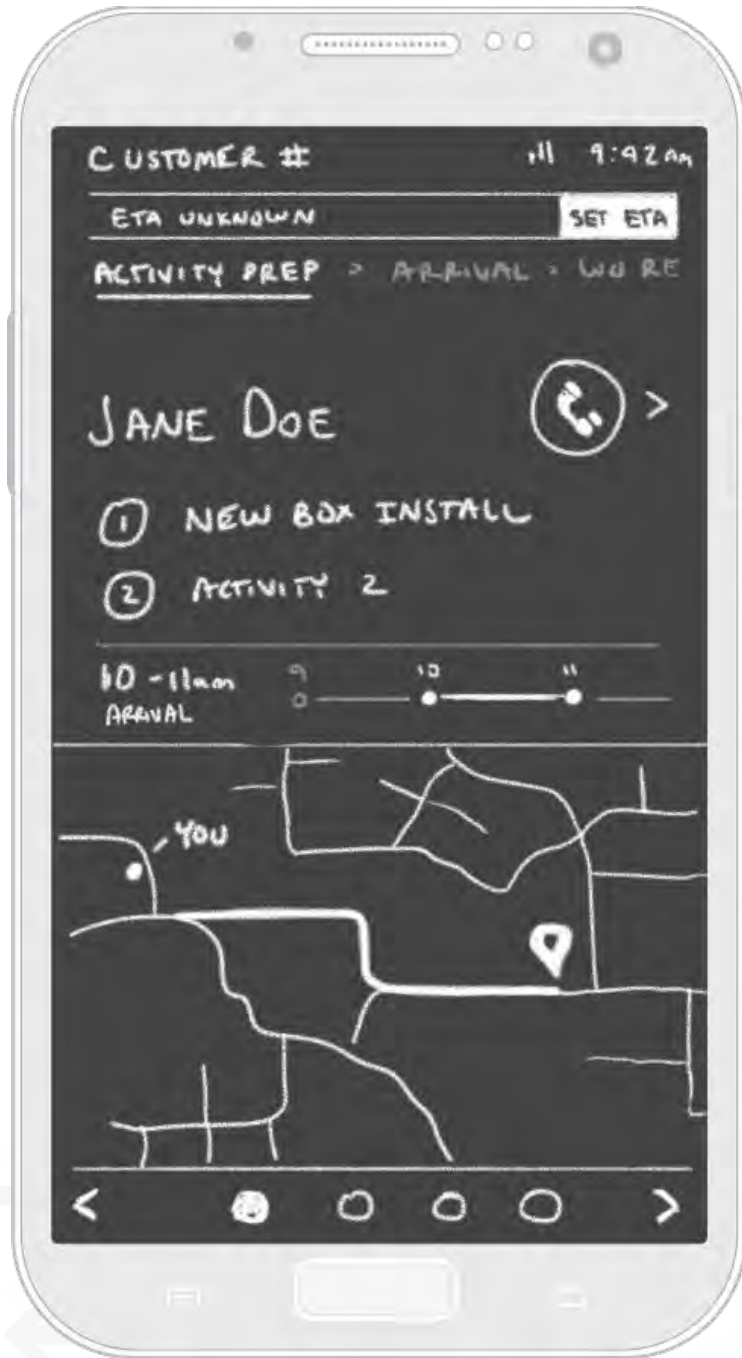
Sketches ensure stakeholder and team engagement early in the design process. They are used to identify high-level areas of opportunity and direction, helping to influence and guide the visual exploration and design stage for an experience.

The output can often be used in rapid prototyping to validate assumptions early that will impact business value prior to moving into a full design process.



TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

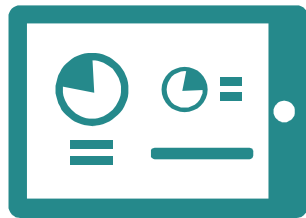
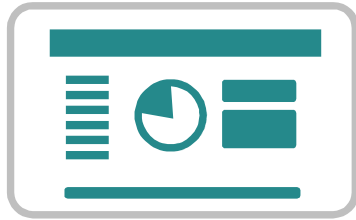
# VISUAL DESIGN





TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

# VISUAL DESIGN



## Visual Design

### Why We Need It

The final visualization of an experience is done through the design of every aspect of the product. The branding, color, typography, iconography, pixels, vectors or imagery forms the interface consumers touch and feel.

### How It's Used

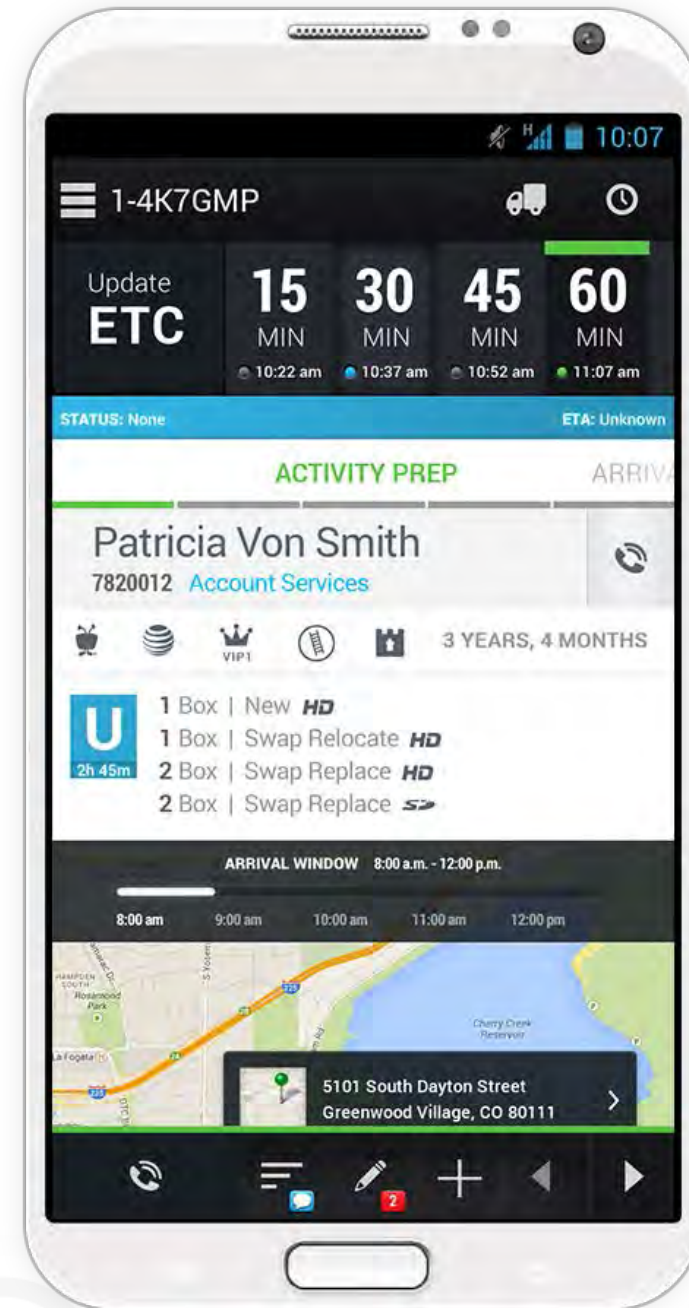
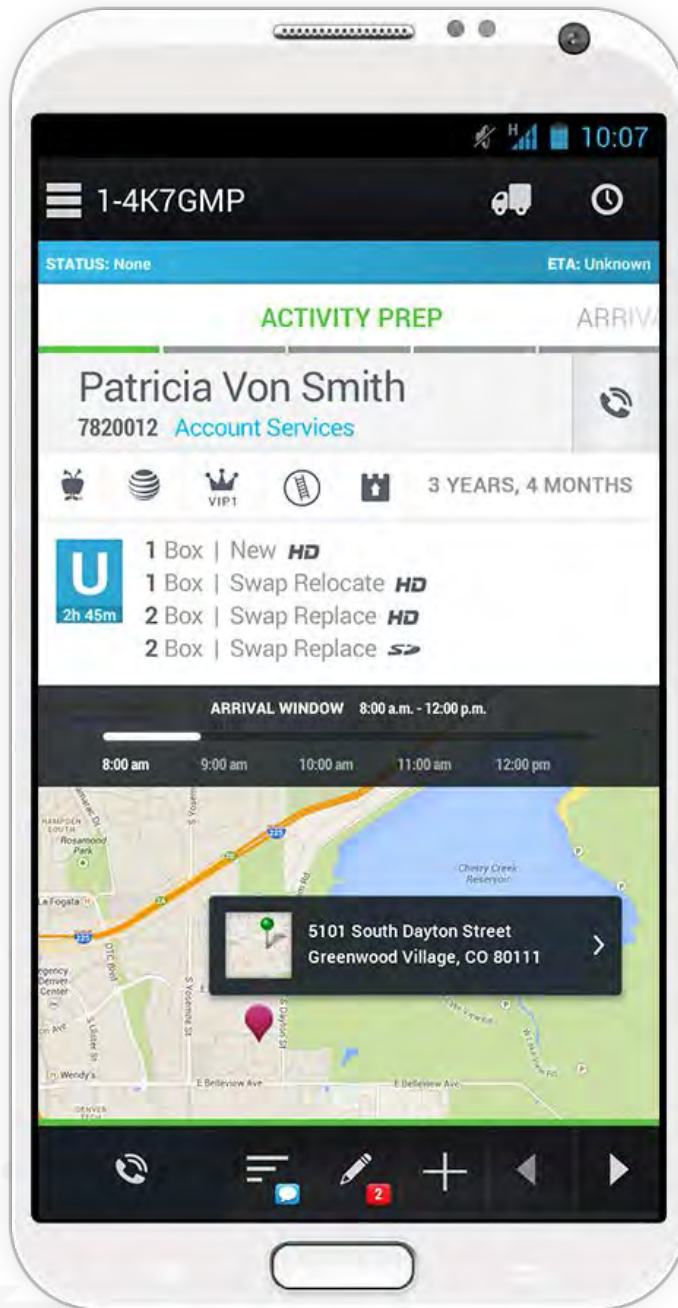
The final design is moved through a production phase that incorporates all of the visual acuity captured into real, functional software. Every line, fill and states of the interaction are created from these work products – for all platforms.

Other than providing teams with the necessary visuals to create the experience, visual design is also used as a storytelling medium to ensure user/stakeholder engagement and championship throughout the design process.



TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

# VISUAL DESIGN







TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

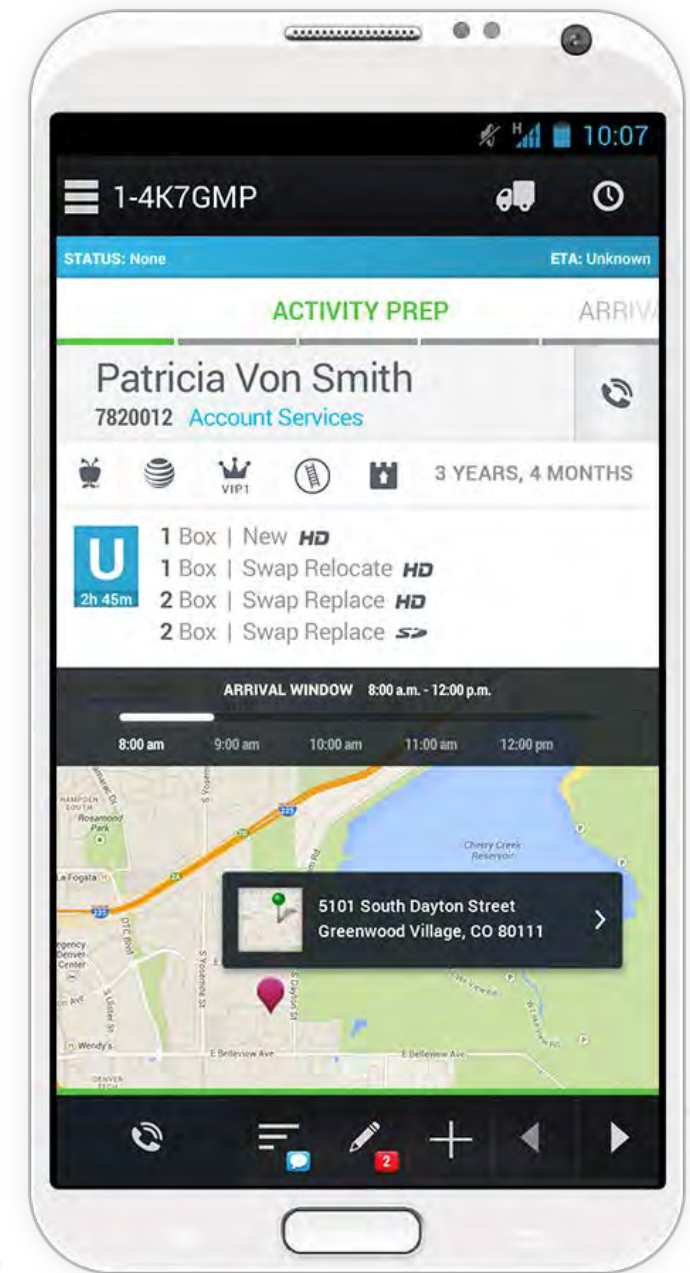
# VISUAL DESIGN PROGRESSION



INITIAL SKETCH



WIREFRAME



FINAL CONCEPT

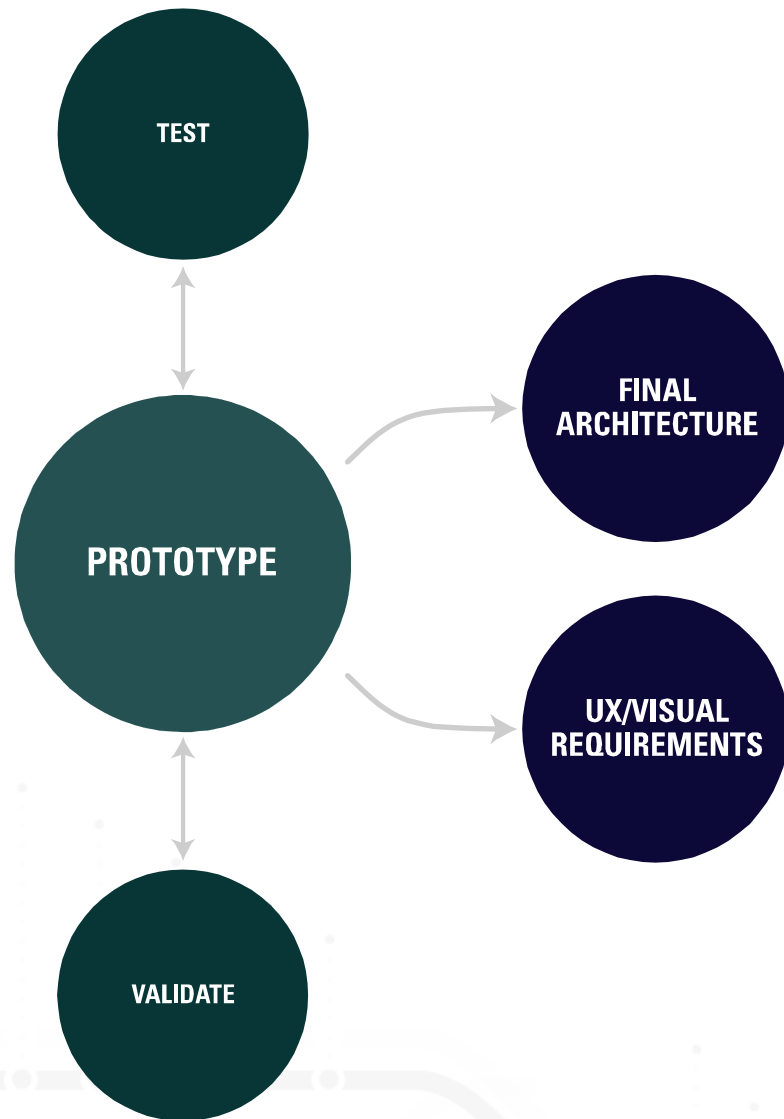


TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Prototype



### Areas of Focus

- Validate design decisions
- Fail early & often
- Test areas of innovation
- Refine as needed

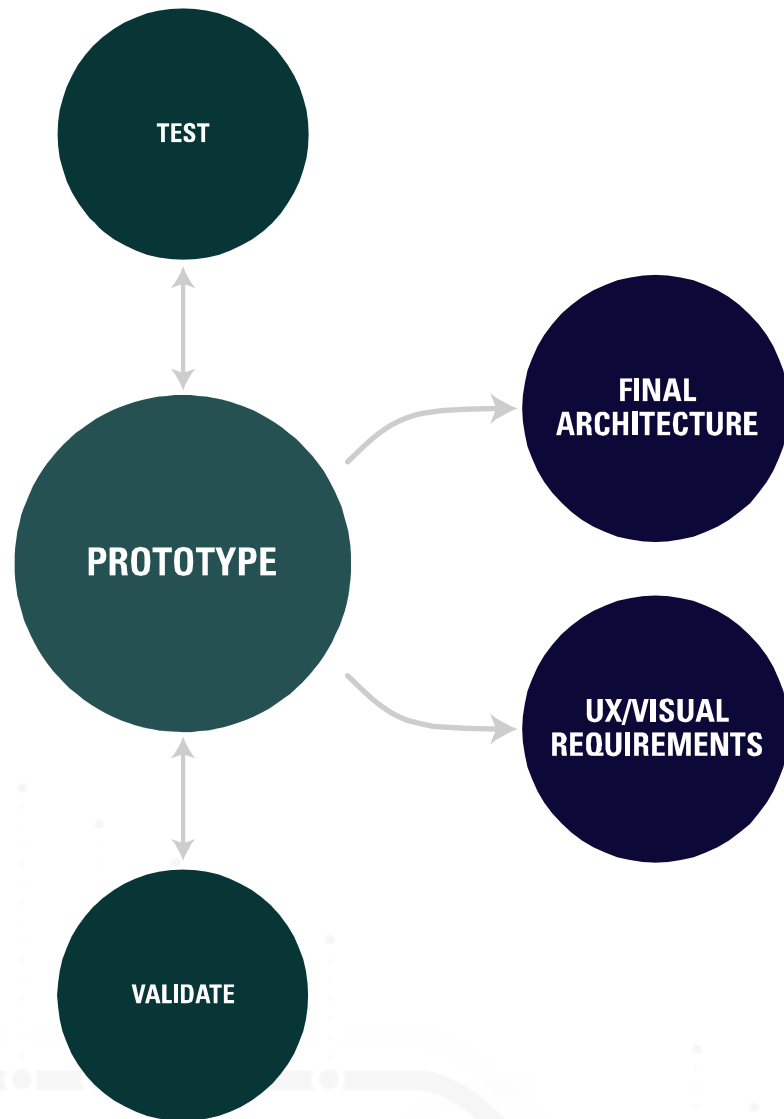


TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Prototype



### Activities

- Create click-through
- Validate w/stakeholders
- User testing
- Document findings
- Design adjustments

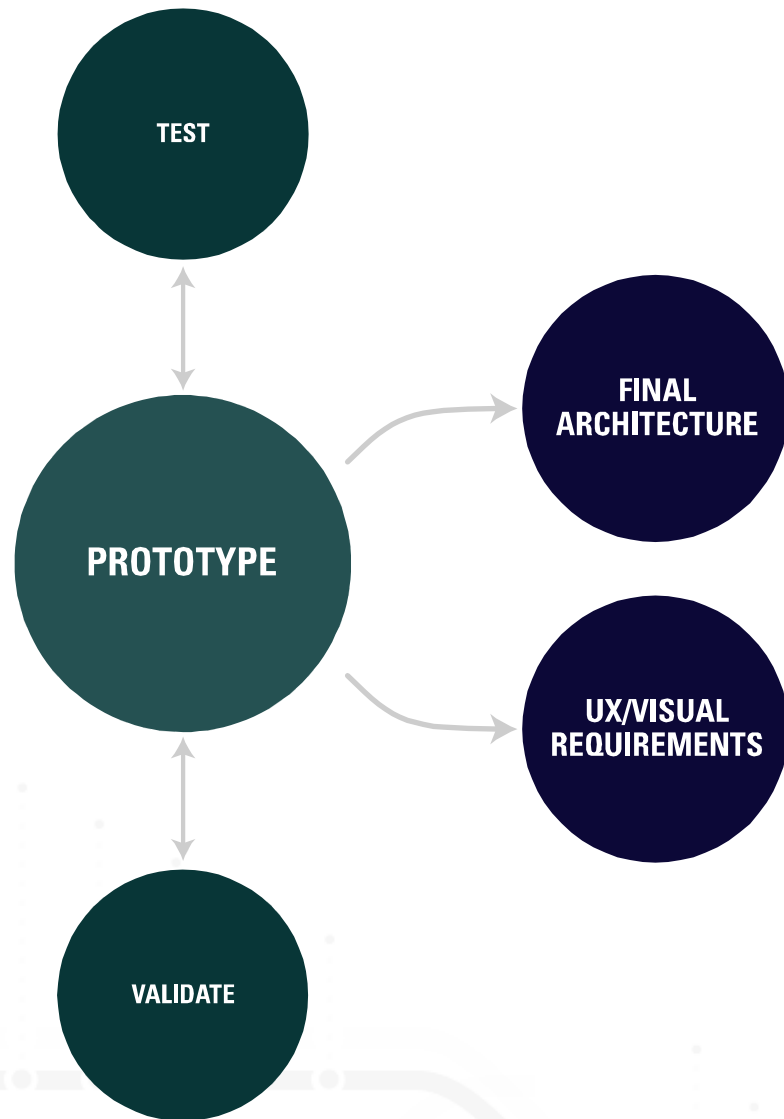


TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Prototype



### Outcomes

- Click-through prototype
- User testing documentation
- Experience requirements
- Final set of designs
- Final architecture





TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

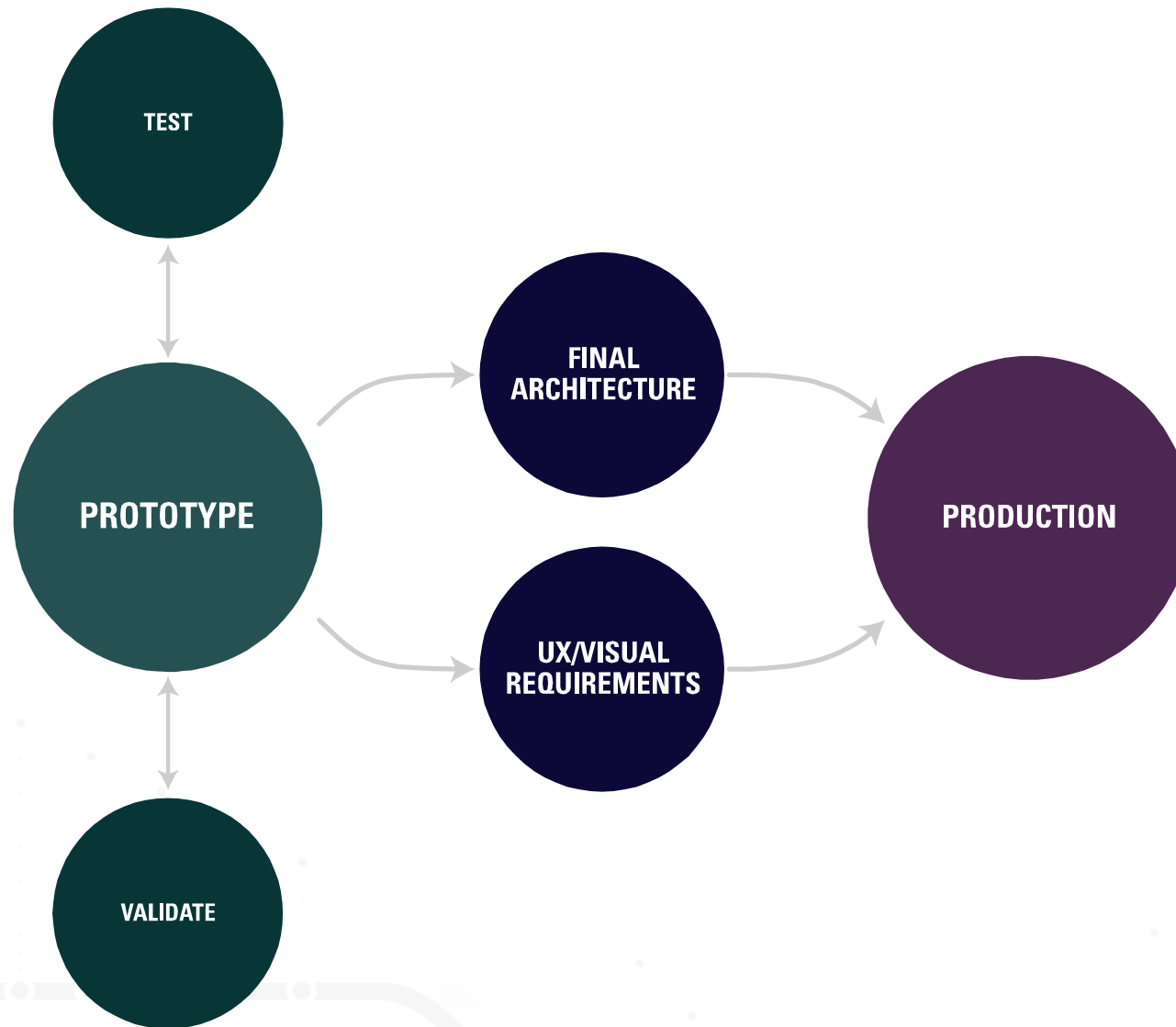
# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Production

### Activities

- Finalize all of design activities
- Prepare design for hand-off
- Interaction documentation
- Preparation of source files
- Design Consolidation





TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

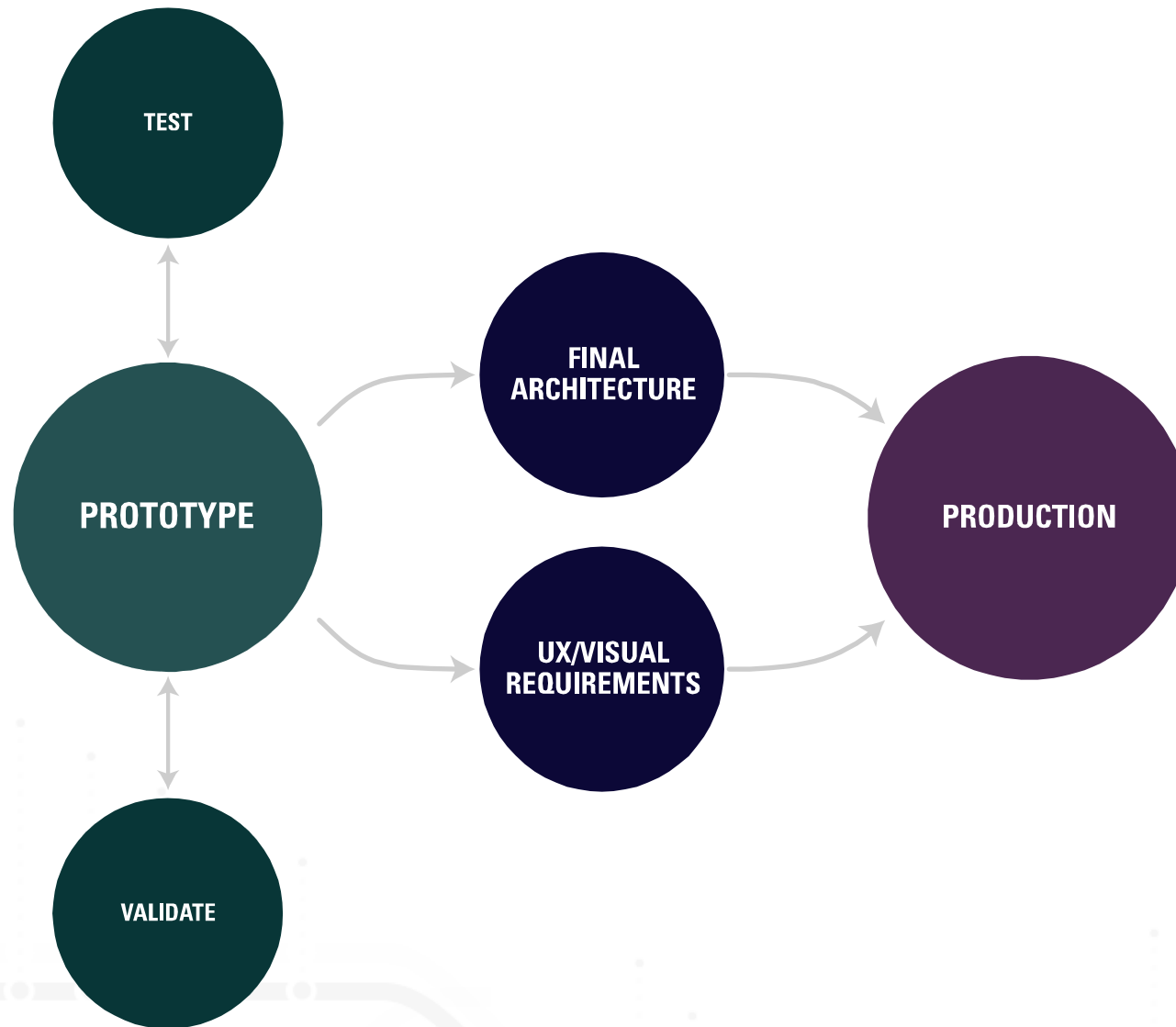
# DIGITAL EXPERIENCE SOLUTIONS

THE ANATOMY OF

## Production

### Outcomes

- Implementation guide
- Design documentation
- Development assets





TRANSFORMING BUSINESSES THROUGH DESIGN & DEVELOPMENT

# 4 Depths of Digital Impact

## Who It's For

## How We Do It

## Why We Do It

### FIND THE PROBLEM

### UNDERSTAND THE PROBLEM

### SOLVE THE PROBLEM

### DELIVERABLES

### IMPACT

SME Requirements Gathering

SME Requirements Definition

SME User Story Creation

User Stories

Functional Specs

What, How



Interviews, Focus Groups, Surveys

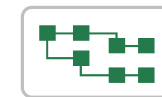
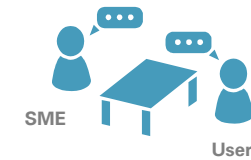
Brainstorm

Design Concepts

Concept Designs

Workflows & Wireframes

What, How, Who



Ethnographic Research

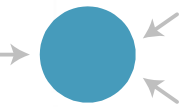
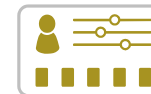
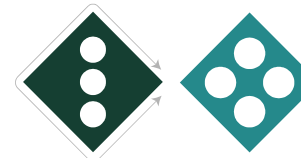
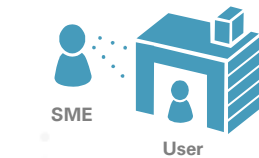
Frame Data

Customer Journey, Design Ideas & Concepts

Personas & Empathy Maps

Customer Journeys

What, How, Who, When & Where



Behavioral & Motivational Research

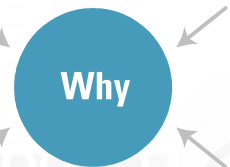
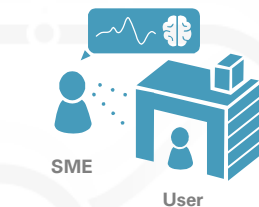
Model Behaviors & Behavior Change

3D Customer Journeys, Behavior Maps, Motivations

Persona Grids

3D Customer Journeys

What, How, Who, When, Where & Why



## Depth 1

Standard Software Development

## Depth 2

User Experience Design

## Depth 3

Experience Design

## Depth 4

Motivational Design