



PULSAR

AXIANS DESIGN SYSTEM

Preparing Axians business units
to create winning digital experiences



Why Pulsar was born?

Axians is mainly a hardware provider and integrator, using partners software solutions to the front-end to manage technological solutions, but there is growing need to develop our own products and software:

Enterprise Solutions Perimeter

- Client Platforms (ex. One IT)
- Dashboards

Digital Consulting Perimeter

We know how a good user experience can make the difference in the buying moment and be a competitive advantage for businesses.

On the other hand, a bad experience can damage a long term relation with the client and even lead to no-renewal.

Successful businesses
are built on great
Customer Experiences

45.9%

Customer
Experience

33.6%

Product

20.5%

Pricing

Customer experience has overtaken
product and price as the key brand
differentiator

médis LMA

Service Agents Oldest Contact in Queue Waiting / Ongoing TSF Service Performance

25/03/2022 | 11:46 ONE IT by Axians

Service	Agents	Oldest Contact in Queue	Waiting / Ongoing	TSF	Service Performance
LMA AGEAS MEDIS CONVERSAO	5/13	00:00 ↑	0/0	0%	0 0 Total 0
LMA AGEAS SEGUROS MEDIS	10/25	00:00 ↑	0/0	100%	0 5 Total 5
LMA AGENTES AGEAS	4/6	00:00 ↑	0/0	66%	24 3 Total 27
LMA CA SAUDE	10/25	00:00 ↑	0/1	100%	27 0 Total 27
LMA CAP	5/9	00:00 ↑	0/0	0%	0 0 Total 0

R:854 A:5 T:859 AWT:00:

LINHA VERDE

Atendidas: 79 Total Chamadas: 657

Abandonadas: 21 Em espera: 1

Em comunicação: 6

Tempo de espera: Médio 00:01:58 Máximo 00:14:15

Tempo de espera: Médio 00:03:17 Máximo 00:14:04

LINHA SAC

Atendidas: 63 Total Chamadas: 879

Abandonadas: 37 Em espera: 3

Em comunicação: 5

Tempo de espera: Médio 00:02:26 Máximo 00:18:42

Tempo de espera: Médio 00:03:11 Máximo 00:18:43

LINHA COMERCIADES

Atendidas: 61 Total Chamadas: 392

Abandonadas: 39 Em espera: 3

Em comunicação: 1

Tempo de espera: Médio 00:03:08 Máximo 00:17:34

Tempo de espera: Médio 00:03:27 Máximo 00:13:43

CALLS OFFERED

DIA ATUAL

Millennium bim

COMUNICADORES

Estados

Disponibilidade

TOTAL DE CHAMADAS

NS: 68%

Powered by

OneContactReportingCubeSamples.xlsx - Excel

PIVOTABLE TOOLS

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW ANALYZE DESIGN

M29 # CK OUT IVR #

FORMAT PAINTER

Font Alignment Number Conditional Formatting Styles Insert Delete Format Cells AutoSum Fill Clear Sort & Find & Select Share WebEx This File WebEx

SERVICE PERFORMANCE ANALYSIS

Day Service Name

- 2013-01-09 # CK INBOUND #
- 2013-01-10 # CK ONEAMD #
- 2013-01-11 # CK OUT IVR #
- 2013-01-12 # CK OUT IVR W/A #
- 2013-01-13 # CK POWER #
- 2013-01-14 # CK PREDICTIVE #
- 2013-02-04 # CK PREVIEW #
- 2013-02-05 Carga CM
- Inbound1
- Inbound2
- No Service
- Outbound IVR #1

Slicers

Click an item to filter the list by those values. For multiple values, hold the Ctrl key.

OFFERED HANDLED ABANDONED AVERAGE CALL DURATION S

Day	Offered	Handled	Abandoned	Avg Call Duration
2013-01-09 # CK OUT IVR #	358	0	6	6
2013-01-10 # CK OUT IVR #	3720	0	11	11
2013-01-11 # CK OUT IVR #	1720	0	11	11

COUNT: 10

Why Pulsar was born?

On the other hand, the brand team creates daily corporate content without a “structure” that guarantees brand consistency.

Corporate platforms:

- Website
- Newsletters
- Social media
- Employee Engagement platforms and tools

The screenshot shows a news article from the Axians 'in TOUCH TODAY' section. The headline reads 'A Axians no IDC Security Roadshow'. Below the headline, there is a sub-headline: 'A Axians marca presença neste evento, dedicado ao tema "Creating Trust in a Digital Economy".' At the bottom of the article, there is a blue button with the text '15h35 | DIGITAL LEADER PANEL' and a quote: 'Zero Trust and SASE belong together, while transforming network security'.

The screenshot shows the Axians Portugal homepage. The top navigation bar includes the Axians logo and a 'PORTUGAL' link. The main header says 'WELCOME TO Axians'. Below the header is a large banner image showing two hands holding a tablet. To the right of the banner, there is a purple text block: 'UMA ORGANIZAÇÃO DE PESSOAS PARA PESSOAS' followed by a paragraph about improving people's lives through digital transformation. Below this is another banner with a night map of Europe and the text 'digital Society'.



BUTTON

With Pulsar we want to challenge
Axians traditional process of
developing software

How Pulsar was born?

Some background info

The idea was first presented at the first Axians Developers Conference in 2019

- Generated a lot of enthusiasm among developers community.
- Axians NL manifested interest in having a Design System to help speeding up development time and brand consistency.
- It resulted in an investment (as an innovation project) from Brand team to develop Axians 1st Design System.



How Pulsar was born?

Some background info

From idea to Innovation Project

- This project in this first phase was thought to be done by the “consortium” of 2 Business Units (from The Netherlands and Portugal).
- The produced assets will be shared to all Axians universe.





So what is a Design System?

It's a "framework" focused on turning software development processes more efficient.

It's based on code and design reusable assets with standard specification guidelines.

It was created to **EMPOWER** and **SUPPORT** the growth and scalability of the design team, while preserving an efficient and frictionless way of working, both for design and development, and a consistent and impactful product outcome — and that's the essential ingredient to remain competitive in an ever-changing digital market.



- ✓ Higher product standards
- ✓ Better Customer Experience
- ✓ Increased brand awareness

- ✓ Less time-to-market
- ✓ Reduced costs
- ✓ Faster prototyping

- ✓ Common knowledge base
- ✓ Facilitates onboarding



How we did it



Adrian Zeiss

Age - 36
Degree - Software Eng.
Function - Developer
Location - Axians NL



Ana Maria

Age - 28
Degree - Design
Function - UX Designer
Location - Axians PT



Pablo Roman

Age - 32
Degree - Data Science
Function - Data Scientist
Location - Axians SP

Personas

In general, for this first phase, 3 different user profiles were identified.

- . Developer
- . Designer
- . Data Scientist

And based on them we made their user journeys so we could understand better the nowadays process in building a Dashboard.

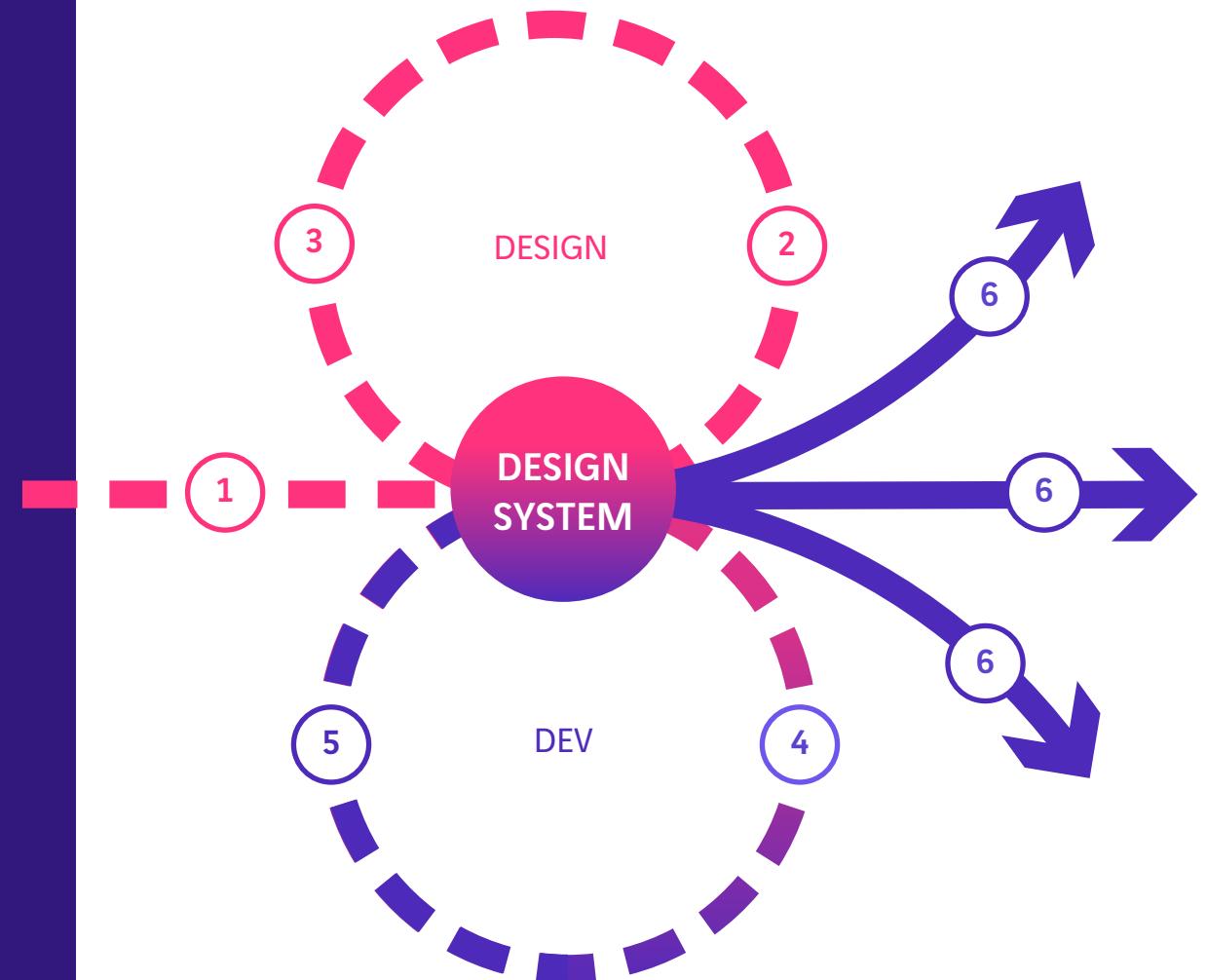
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>PERSONA</p> <p>Degree - Software Eng. Location - Axians NL Age - 36 Function - Developer</p> <p>Adrian Zeiss</p> </div> </div>				
<div style="display: flex; justify-content: space-between;"> <div style="width: 33%;">SCENARIO</div> <div style="width: 33%;">USER GOALS & EXPECTATIONS</div> </div>				
<div style="display: flex; justify-content: space-between;"> > PROJECT FOR NEW DASHBOARD > DASHBOARD DESIGN > DASHBOARD DEVELOPMENT > DELIVERABLE </div>				
USER ACTIONS	<ul style="list-style-type: none"> - Implement Dashboard 	<ul style="list-style-type: none"> - User Interface layout / User experience - Dashboard style guide aligned with branding rules - Dashboard prototype 	<ul style="list-style-type: none"> - Dev Ops - Develop all components - Follow design specs 	<ul style="list-style-type: none"> - Dashboard conclusion
THINKING / DOING	<ol style="list-style-type: none"> 1. Define project scope 2. Worried with short deadline 	<ol style="list-style-type: none"> 1. We don't have a Designer 2. Will try to get a template online 3. Adapt the layout to our brand 4. No time to prototype 	<ol style="list-style-type: none"> 1. Skip of some good practices 2. No time to develop all components, let's try to adapt components from templates or other projects 3. Will try to follow some brand guides... 	<ol style="list-style-type: none"> 1. insecure feel, there was no time for QA 2. User Interface with some coherence gaps 3. User Experience could be better 4. Doesn't quite match with brand guidelines
TOUCH POINTS / CHANNELS	 	 	 	    
EXPERIENCE RATINGS	 	 	 	 
OPPORTUNITIES	<ul style="list-style-type: none"> - Dashboard development 	<ul style="list-style-type: none"> - Invest in designing a template with a good user experience. - Set a collection of graphical reusable assets following brand guidelines. 	<ul style="list-style-type: none"> - Develop a set of reusable components for future development projects - Develop all components according to the design specs 	<ul style="list-style-type: none"> - Components are all compliant with QA - Components were designed following the best practices assuring a good user experience - Dashboard as the same brand language <p style="color: #00aaff;">- IN RESUME CREATE OUR OWN DESIGN SYSTEM</p>



PULSAR

Ensuring the end-to-end Component Lifecycle

- 1 Categorize: Analyse if a component already exists and 'atomically' categorize it.
- 2 Normalize: Normalize component specs and share the design component with development team
- 3 Design: Design new components and include it in component library (XD, Figma, etc)
- 4 Code: Develop the component assuring its responsiveness
- 5 Test: Test code quality, User experience and Responsiveness
- 6 Share: Insert the component in the storybook and share it with the teams through the Design System





PULSAR

Deliverables

Design Components in Adobe XD based on the latest UI Axians branding guidelines

[Design Specs XD](#) // [Components list](#) //



Defined and implemented the base structure of the Design System "Pulsar"

Design Patterns definition for web standards (UX/UI)based on the latest Axians brand guidelines

Designed components with the respective development specs categorized as Atomic design

Created a design source base of components shared in Adobe XD

WHERE WE ARE NOW

PULSAR, A POWERFUL ACCELERATOR

Pulsar is Axians design system **STARTER KIT**.

It is a collection of tools and libraries that guide and help you to build your design system, without starting from scratch. It will remove all the guesswork from your first design system, and reduce the risk and effort required to get started.

Eliminates 2/3 of time and money needed to build your core design system

Lays the foundation for scaling to greater levels of business reuse

Enables better flexibility and less complexity than off-the-shelf options

Provides the workflows needed for adoption across internal teams

WEB COMPONENT DESIGN LIBRARY

NORMALIZED SPECS

WORKSFLOWS AND GOVERNANCE

TRAINING AND SUPPORT



SUCCESS STORY:

Challenging the traditional process of developing digital products in for Millennium BCP

More competitive than ever, the Financial Market demands for innovation, quick development of digital products and a world class user experience.

Following this path, our client, Millennium BCP, the biggest private bank in Portugal, decided to invest in creating its own digital services, for both its brands, Millennium and ActivoBank. But with the growth of the design and development teams, delivering a consistent and coherent Customer Experience seemed like an impossible mission.



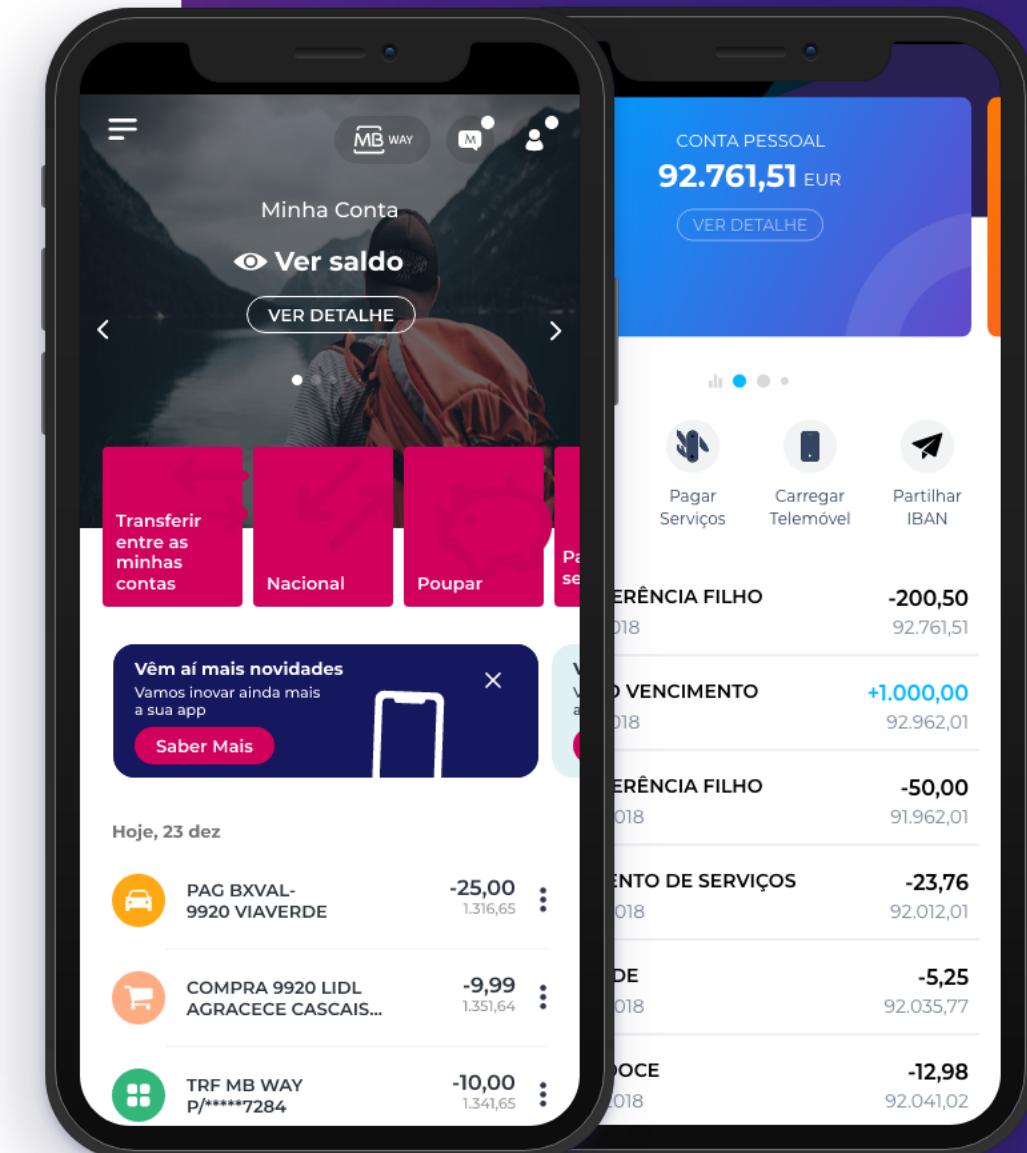


SUCCESS STORY:

Building a common KNOWLEDGE BASE for marketing, design and dev teams

Axians was the reliable partner to develop and implement a **Design Operation**, including the development of a **Design System and its governance** to ensure the components full cycle and digital delivery speed to market.

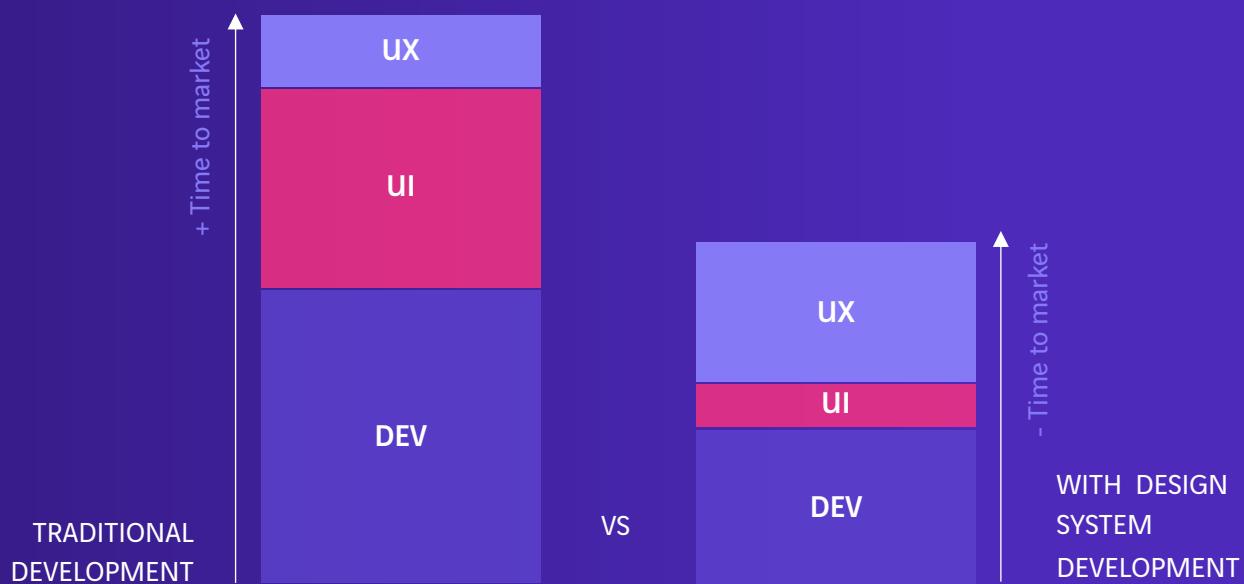
- ✓ We helped our client to build a common Design System for both its brands.
- ✓ We created a catalog of Design Components available to be reused by designers and developers.
- ✓ We designed and endorsed the collaboration process between the two brands and its product teams, both design and development.



HOW WE DO IT

What about ROI?

What's the return on investment, Is it worth it?



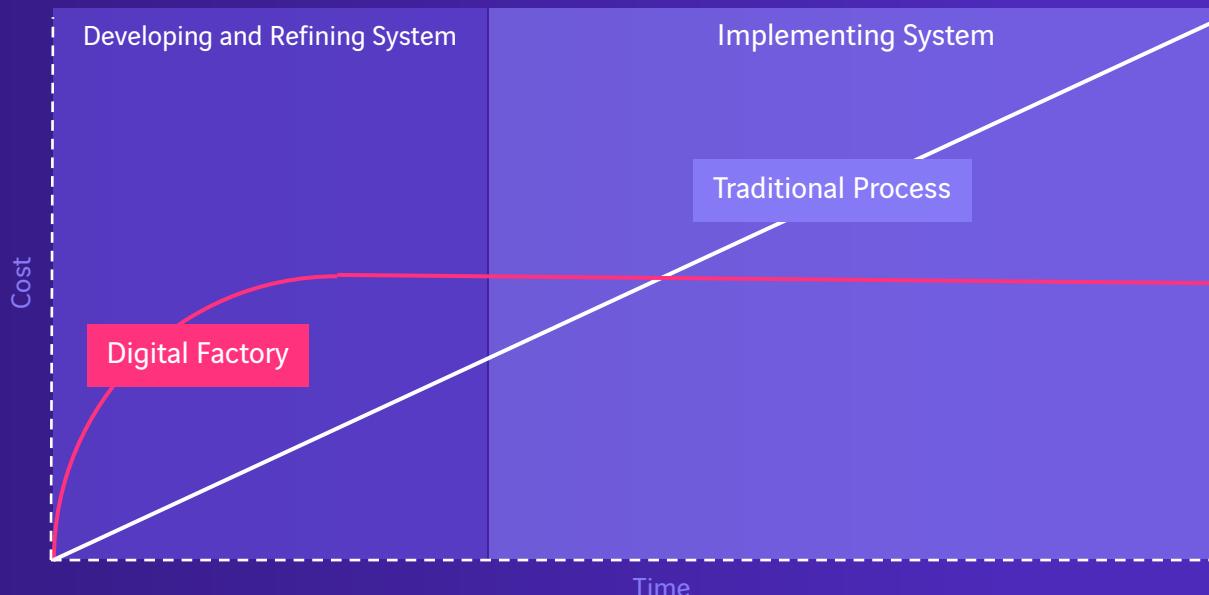
ROI Beyond Time-to market:

- Bug rate
- Loading time
- Leads
- New clients
- Sales
- Churn rate
- Customer satisfaction
- Usage difficulty
- Findability rate
- Task completion time
- Brand consistency
- Usability
- etc

HOW WE DO IT

What about ROI?

What's the return on investment, Is it worth it?



"Just by eliminating code redundancy, more than 20% of a developer's time can be regained. For a team of 100 developers, this means around \$2 million per year."

DREW LOOMER,
Managing Architect At Projekt 202

WHO WE ARE

We are Axians disruptive consultancy team.
We have the mission to inspire clients overcoming
the challenges of 4.0 and perform **the shift**
needed to **succeed in Digital Economy.**



Pulsar, Axians Design System – Axians Portugal



SHIFT THE PRESENT, SHAPE THE FUTURE.

axians

VINCI
ENERGIES



PULSAR

A X I A N S D E S I G N S Y S T E M