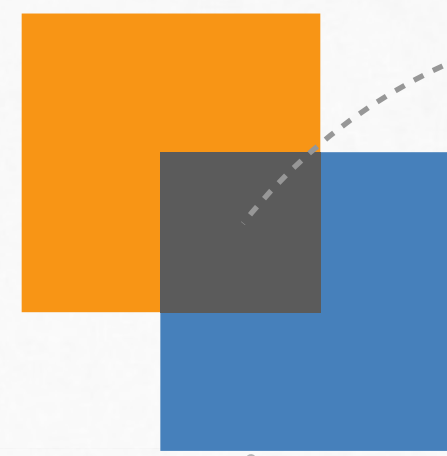


Modern Application Solutions for the Aviation World

Management
Consulting



APPLIED
BY DESIGN

Application
Development

Bridging the gap between
Business Needs and **Application Development**
for technical projects.

Our solutions help your team execute
application projects **more efficiently** and with
reduced risk

We do this through:

1

Strategic
Alignment

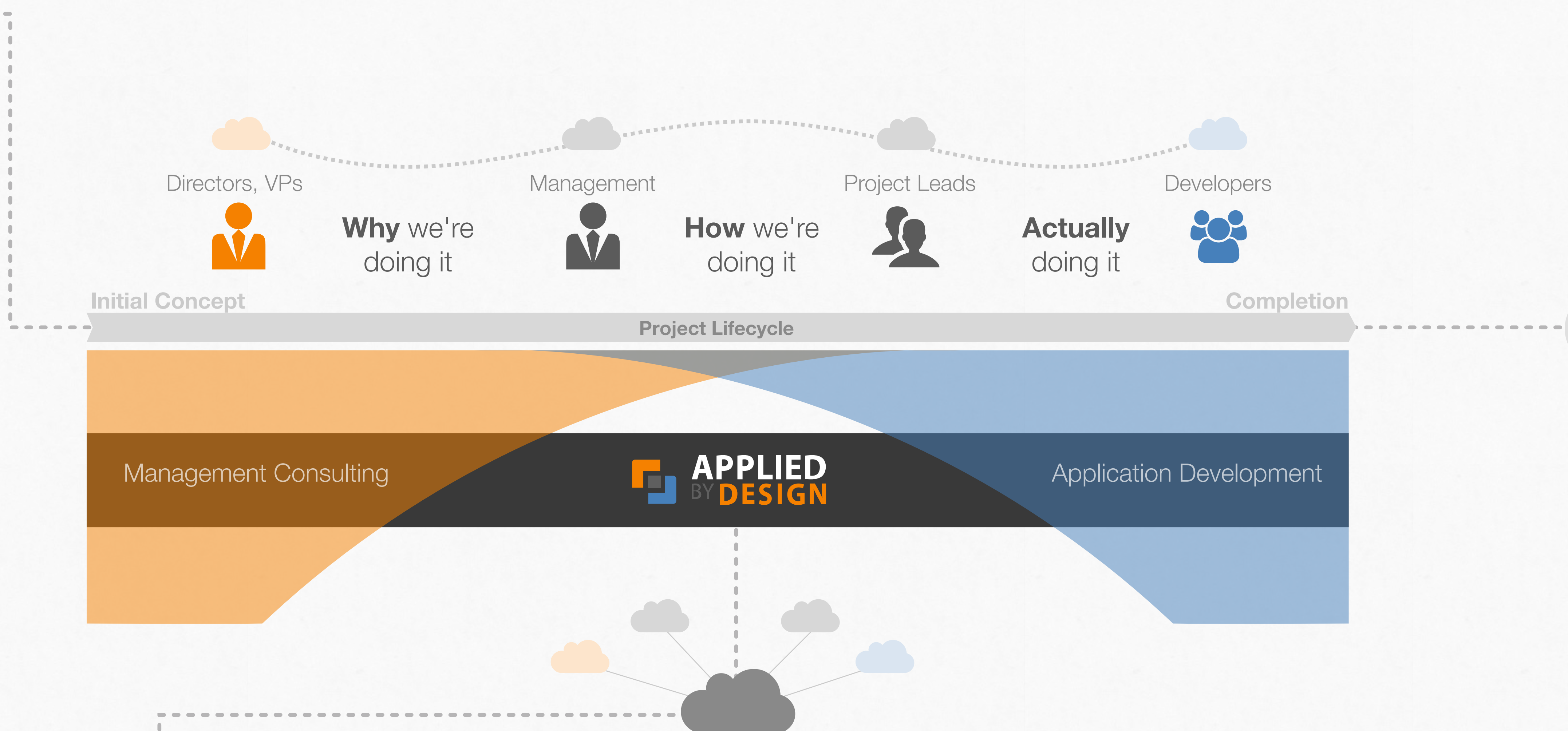
2

Shared Mental
Model

3

Bridging the
Gap

We support our clients at all stages of an **Application Project's Lifecycle**, from initial concept to completion



1

Strategic Alignment

When a team's stakeholders can connect the dots back to 'why' decisions are being made, the benefits are **reduced rework** and solutions that better meet the organization's business needs the first time around. This is about empowering your team with the knowledge to make better technical decisions while ensuring proper due diligence and accountability on behalf of the leadership team.

2

Shared Mental Model

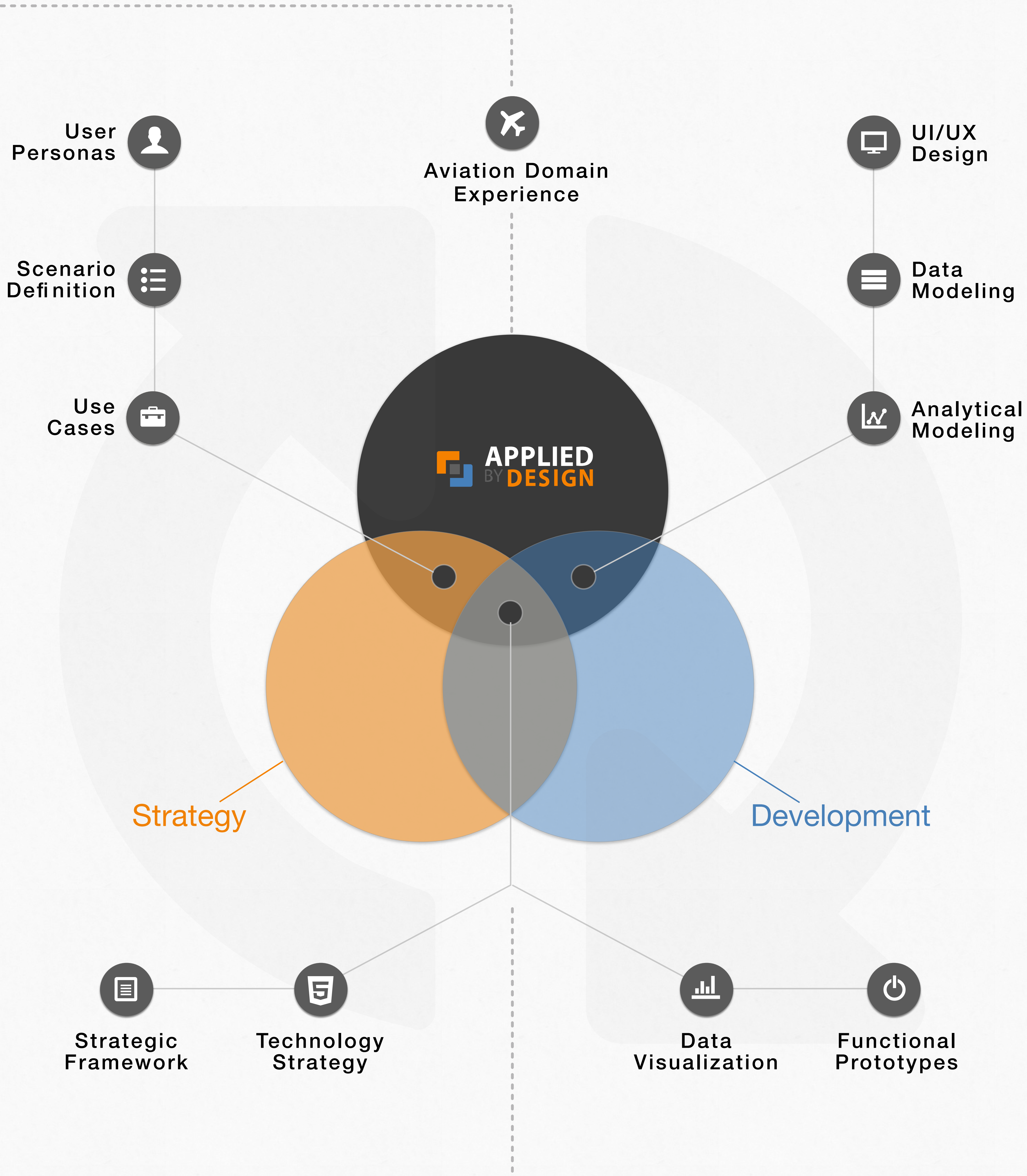
Aligning mental models among stakeholders helps ensure that everyone is speaking the same language. New application project teams should be sprinting to arrive at a shared mental model of the end objective that demonstrates the vision of stakeholders at all levels. This step not only **increases project efficiency** downstream, but also becomes a fundamental anchor for more detailed development steps over time.

3

Bridging the Gap

Creating strategically aligned and actionable requirements demands a concurrent focus on both the business needs of the organization and the development requirements for your application. Better requirements result in **better quality** of completed development work. Projects need the tools and processes required to translate critical project concepts between leadership, IT, business, development and the customer.

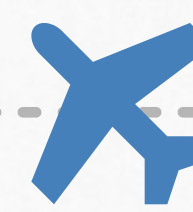
We approach application projects
with a **User-Centered Design** methodology



In support of

- 1
- 2
- 3

resulting in



better solutions

Our range of **Solutions** provide multidisciplinary capabilities for your unique project needs

Aviation Experience



Every Applied by Design solution is backed by our experience in the aviation industry. We understand the aviation domain and we speak the language.

Strategy Solutions

User Personas



Understanding Your Users - Creating a detailed synthesis of the various user types of your application to inform all aspects of development.



Analytical User Persona

Scenario Definition



Reach Consensus through Storyboards - Defining a shared story of system interaction that will influence everything from data architecture to analytical modeling to look and feel.

Use Cases



Formally Define Your System - Aligning your stakeholders through the creation of user and system interaction diagrams to communicate requirements to your developers.

Strategic Framework



Connect to Organizational Strategy - Translating organizational strategic needs into operational requirements for your project.



Strategic Framework App

Technology Strategy



Design for the Future - Developing an appropriate application modernization strategy that ensures customer compatibility while leveraging the latest technology standards.

Development Solutions

UI/UX Design



Ensure Intuitive Design - Delivering a full user experience design package driven by business needs and designed for the end user through an iterative design process.



Financial Network Analysis

Data Modeling



Develop a Smart Foundation - Designing your application's data model to fit the perspectives, capabilities, needs and wants of all of your application's stakeholders.

Analytical Modeling



Design to the Business Need - Providing data modeling, analytical model development and system integration planning in a variety of formats to fit your organization and customers.

Functional Prototypes



Maintain a Shared Mental Model - Creating a rich environment to synthesize and communicate application requirements through the development of a fully responsive, actionable prototype.



Flight Tracking Concept

Data Visualization



Make Data Meaningful - Providing the right data visualization solutions to allow your users and customers to effectively explore and present information.



Modern Application Solutions



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Let's Talk!