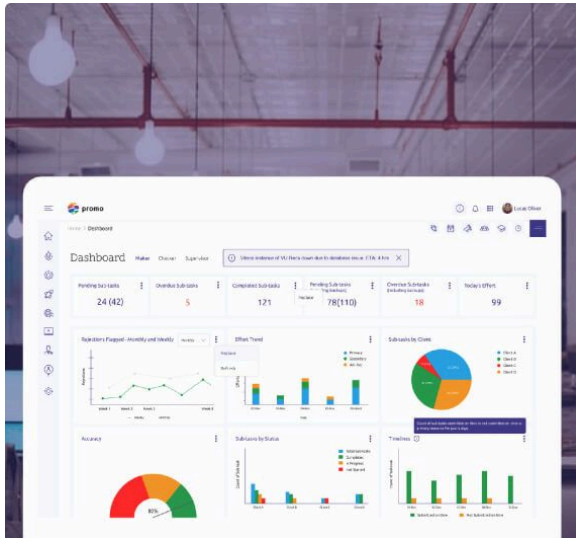


# Intertrust BPM Tool



*A BPM application/product that helps optimizing business processes in an organization.*

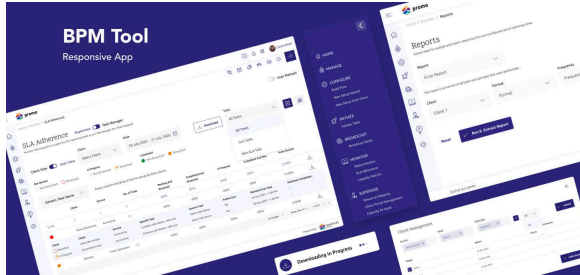
## Project Overview

The internationally renowned Intertrust Groups wanted to rethink their already existing BPM tool called Promo (Process Monitoring). And it reported that this implemented tool was not particularly user-friendly, resulting in a bad user experience.

### Challenges:

- Create a cohesive design system that adheres to UX guidelines and maintains a strong framework.
- Managing the presentation of a large amount of data and material.
- Perform a digital transformation on Promo by using UI/UX design philosophies.
- Creating a navigation system that is quick and easy to use.
- Designing with the product's scalability in mind.

# Business Process Management Tool



## Client speak

*“The BPM tool's improved user experience made tasks easier and streamlined our workflow. The team executed tasks faster, leading to a highly satisfactory outcome.”*

## Solutions we offered

Neointeraction, with its years of experience in designing outstanding user experiences, was able to provide Promo with the digital transformation it required.

Some crucial points that we helped solve are

- The tool was created with a holistic perspective in mind, and consistency was maintained across all workflows.
- Introduced the importance of the product's scalability so that it could be used with other Intertrust applications.
- We were able to deliver a uniform experience with no discrepancies by using organized UI components.
- Solved complex issues by using basic UX fundamentals.
- Offered a navigation system that would allow for a seamless transition from one task flow to another.

## How did our solutions help?

Promo was able to break free from its staggering user experience thanks to our UX techniques. The tool was converted into a user-friendly product by using basic yet effective design techniques.

Promo benefited from UX approaches in the following ways:

# Business Process Management Application



1. Because of a simpler workflow, users were able to complete tasks faster and more successfully.
2. Users' concentration was maintained on critical and significant activities with fewer distractions by removing unnecessary data.
3. Colors, typefaces, tooltips, and other UI features helped users distinguish and interpret data more easily
4. The majority of workflows were broken down into a step-by-step method that allowed users to feel confident in completing a difficult activity.

Neointeraction User Experience Design team engage with clients to create SIMPLE and MEANINGFUL experience for web and mobile products. Our team based out of Bangalore has 15 yrs of domain agnostic design experience that can bring great value addition to your business.

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