



# DESiGN

(UX) User Experience

(UI) User Interface

Branding

Design Management

Is your Product or Service fulfilling your users need? Are they generating revenue you targeted? Nature has a solution and so Design... nature is a wellspring of inspiration for Design. From the way ecosystems function to the intricate patterns found in flora and fauna. In nature, everything has a purpose and works together seamlessly by focusing on functionality and ensuring all elements serve a clear purpose. An ecosystem thrives because each part plays a specific role. A well designed interface guide users intuitively towards their goals.



## Importance of Design

Design plays crucial role in the business success, whether it is your Logo, Product or Service. A good design enhances effectiveness, making it more gratifying for users to interact with. This leads to higher satisfaction and retention rates.

**Trust and Credibility:** A professionally designed product or service instills trust and credibility in the minds of consumers. It suggests attention to detail and quality, which are important factors in building a positive reputation.

**Brand Identity:** Design is a key component of brand and it's identity which communicates the values, personality, and ethos of a company. Consistent and thoughtful design builds brand recognition and loyalty.

**Increased Conversion Rates:** Effective design can lead to higher conversion rates, whether it's converting website visitors into customers, or turning product trials into sales. Accessibility can be more effective if clear and intuitive design elements are used.

**Accessibility and Inclusivity:** Designing with accessibility in mind ensures that your product or service can be used by a diverse audience, including those with disabilities. Inclusivity in design not only broadens your customer base but also aligns with social regulations.

**Financial Impact:** Ultimately, good design can have a significant financial impact on a business, driving revenue growth through increased sales, customer retention, and positive word-of-mouth referrals.



“*Design is not just about making things look pretty; it's a strategic investment that directly impacts the success and sustainability in the marketplace.*”

## Impact of Design

Design shapes how we interact with the world around us, from the products we use to the spaces we inhabit. By considering both aesthetics and functionality, design can make our lives more enjoyable, productive, and equitable.

**Good Design** often seamlessly integrates into our lives, fulfilling its purpose so effectively that we hardly notice it. When a design aligns perfectly with our needs, it becomes almost transparent, allowing us to focus on our tasks or experiences without being distracted by the design itself.

**Bad Design** tends to stand out starkly. It may impede functionality, create confusion, or simply fail to meet users' expectations. These flaws draw attention to themselves, highlighting the design's shortcomings and causing frustration or dissatisfaction.



“*Good Design is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible.*”

Don Norman, The Design of Everyday Things



Introducing niche offerings, by considering both aesthetics and functionality, design can make our lives more enjoyable, productive, and equitable.

**User Experience (UX):** Focuses on understanding users' behaviors, needs, and motivations to create meaningful and relevant experiences using various techniques such as user research, accessibility, usability testing, and prototyping.

**User Interface (UI):** Deals with the design elements such as buttons, menus, typography, colors, and visual hierarchy, overall look and feel . A well-designed UI enhances the aesthetic appeal of the brand.

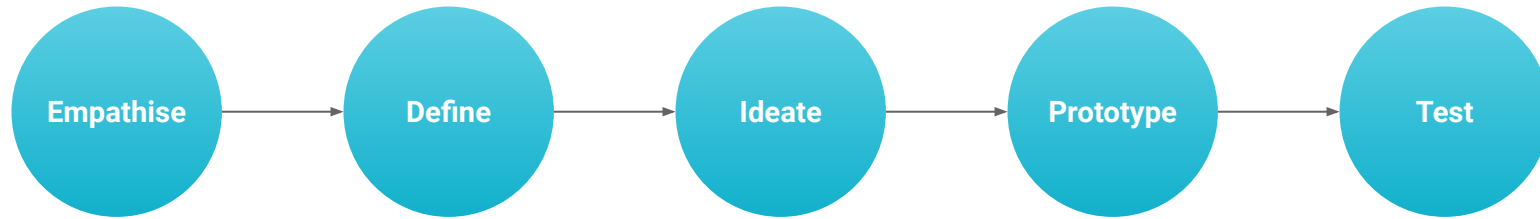
**Branding:** Involves creating a distinct identity and personality by involving elements such as brand name, logo, tagline, colors, typography, and brand voice. Effective branding communicates the values, vision and promise of the brand, creating a memorable impression, trust and loyalty on consumers.

**Design Management:** Design management involves overseeing the strategic integration of design thinking and practices to achieve business goals and drive innovation. Design management encompasses activities such as project planning, collaborate with cross-functional teams, resource allocation, budgeting, risk management, and performance evaluation to ensure the successful execution of design initiatives.



## Process

### Design Thinking: Building the Right Things



- Interviews
- Shadowing
- Seek to Understand
- Non-Judgmental

- Personas
- Role Objectives
- Decisions
- Challenges
- Pain Points
- User Journey
- Journey Mapping

- Share Ideas
- Diverge/Converge
- Prioritize
- Information Architecture
- Low fidelity Wireframes

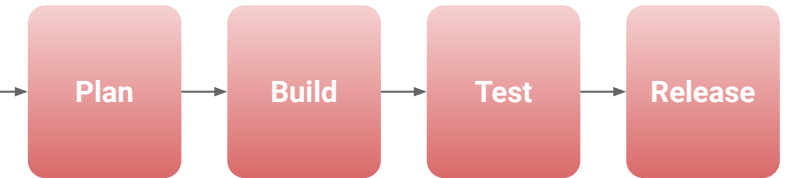
- Storyboards
- Click through prototype
- Mockups
- Keep it simple

- Understand implements
- What works

Discover

Design

### Agile Development: Building Things Right







Develop and Deploy







**Creative, innovative, enthusiastic & forward-thinking professional,** offering more than a decade of experience in **UI/UX Designing, Design Management** for **B2B/ B2C/ B2B2C Product & Service Design** for **Development, Delivery, Marketing and Sales** verticals by adopting the latest UX trends, techniques, designs & technologies as per industry-standard. Design methodologies & tools across **BFSI, Oil & Gas, Mining, Manufacturing & Supply Chain, E-Commerce domains.**

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Sketch

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XD

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Design Thinking

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