

# Mphasis Experience Tribe



# Agenda

- 01 Core Credentials
- 02 Design Approach
- 03 Design-led Offerings
- 04 Deep Dive into Envisioning  
Case Studies / Demos
- 05 Deep Dive into Execution  
Case Studies / Demos
- 06 Deep Dive into Specific Client Relationship  
Case Studies / Demos
- 07 Design Platform  
Demo



Founding principle

**Evidence** is the  
most powerful  
design tool.

20+

Years of evidence-driven design

5

Studios

135+

Team members







# ...Now coupled with

01

Digital Partner of  
Choice of 5  
Fortune 500  
customers

02

10+ Niche Native  
Applications  
created for the  
Apple Store

03

One of the first  
mobile applications  
on Apple Pay

04

2 voice-based  
implementations for  
B2C with Amazon  
Alexa skills

2000+

Person years of core user experience design & front-end development across projects

2600+

Software and Product Development Projects, some of them handling more than 50 million users

# Helping Clients through their Digital Transformation Journey

JPMORGAN CHASE & CO.



*charles*  
SCHWAB



**Schneider**  
Electric



**CBRE**

**WELLS FARGO**



# Strategic Rationale

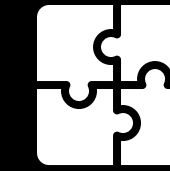
## Synergy Potential

Creating High-Demand opportunities in Mphasis's existing client base

Much-enhanced Experience competency center with design studios

Moving upstream and leading edge within Digital tech landscape

Hi-Tech and BFS key beneficiaries



## TAM Expansion

Capability acquisition leading to TAM expansion

Shifting left in alignment with our F2B strategy

Opportunity to take client product vision from research to implementation

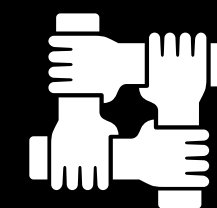


## Marquee Client Base

Access to Blink's marquee client base

Expanding into New Client segments for Mphasis

Significant growth potential by leveraging Mphasis's proven strategic account model



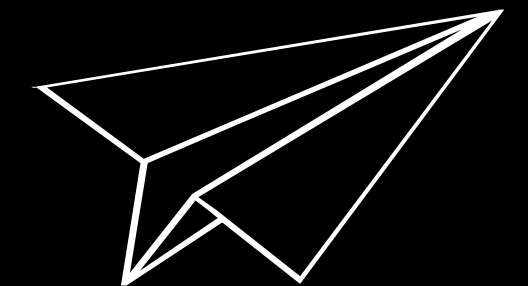
## Leadership Accretive

Strong Tenured Leadership at Blink

Founders retained with the company

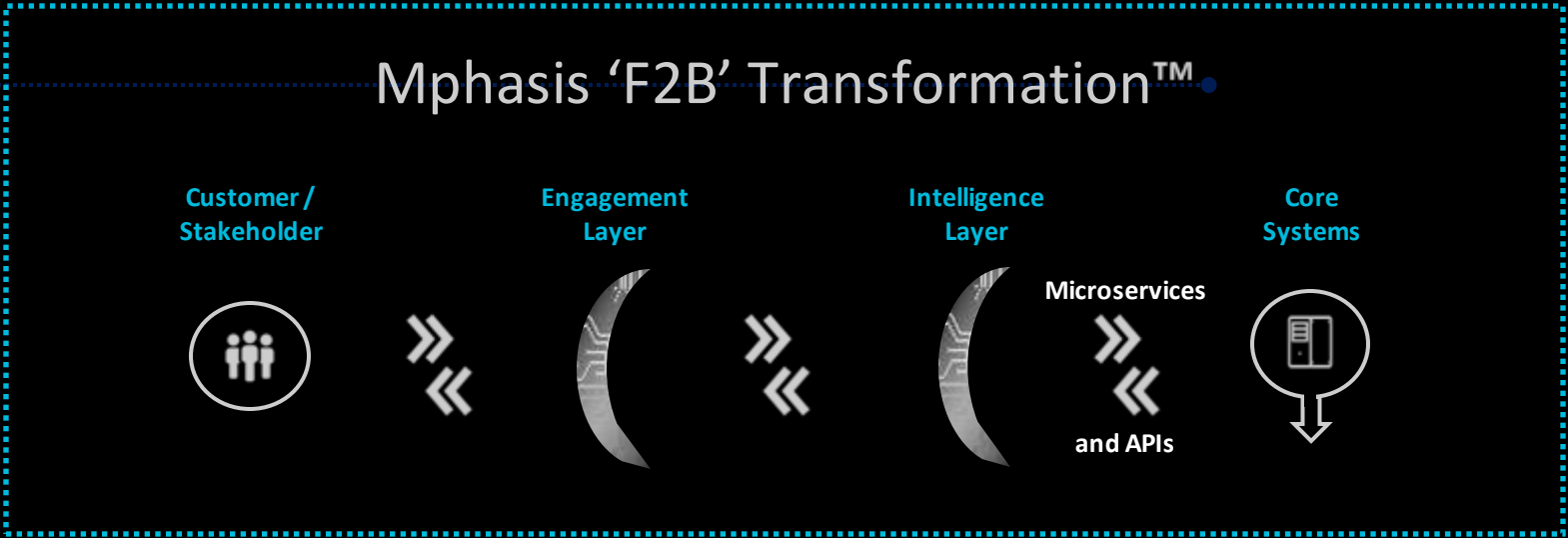
Average experience of leadership team 20 years+

Expand Design and Business leadership for Mphasis





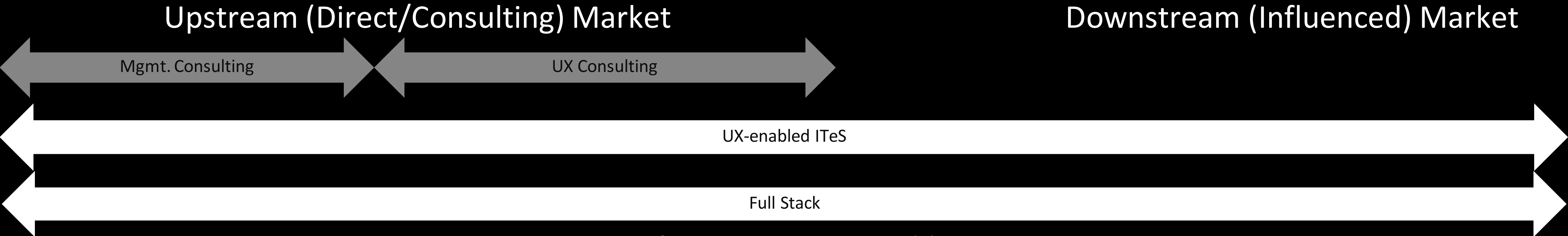
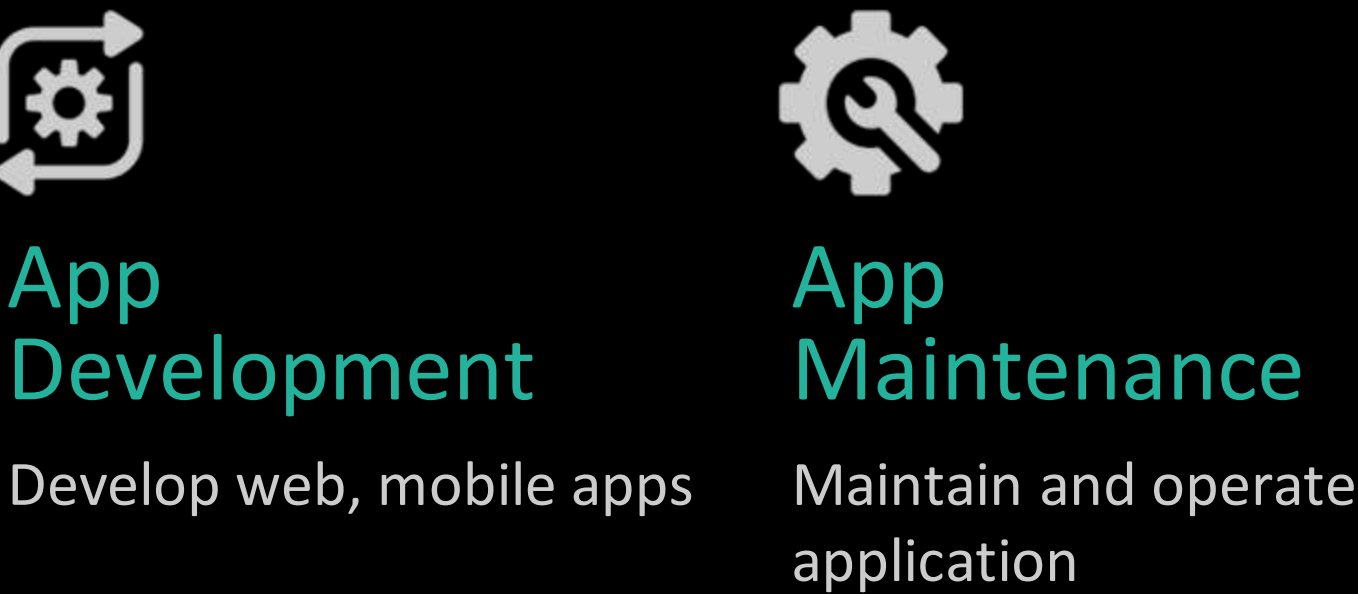
# Enhancing Shift Left - Customer Experience Design within F2B™



Blink’s evidence-driven strategy, experience, design.



Mphasis Next-Gen IT Operations



TAM expansion – Opening up of Upstream & Boosting Capability in Downstream

# Blink's Design & Experience capabilities important to win in multiple deal types & tribes

## Experience

CX/ NPS transformation  
UI/ UX design/ enhancements for web, portal & apps, content mgmt.

## DevOps

Developer experience transformation

## Product Engineering

Product usability testing  
Product design blueprint  
User needs research

## Next Ops

Process transformation  
Next-gen contact center

## IT Ops

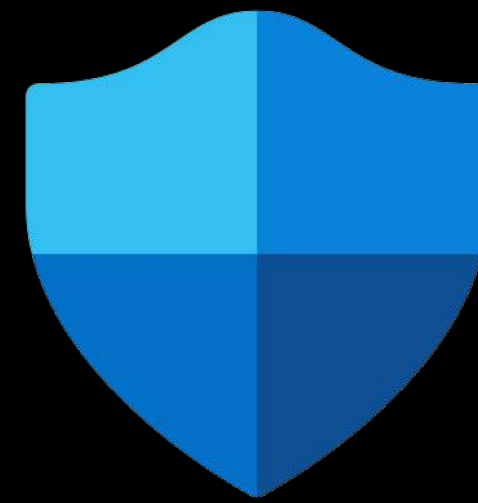
Service desk experience design  
Employee experience transformation

## XaaP

Journey design, platform design  
Usability testing

Tribes mentioned above that benefit from Blink contributed to ~70% of Mphasis FY21 pipeline

# 550+ projects with Microsoft





# 675+ projects with Amazon

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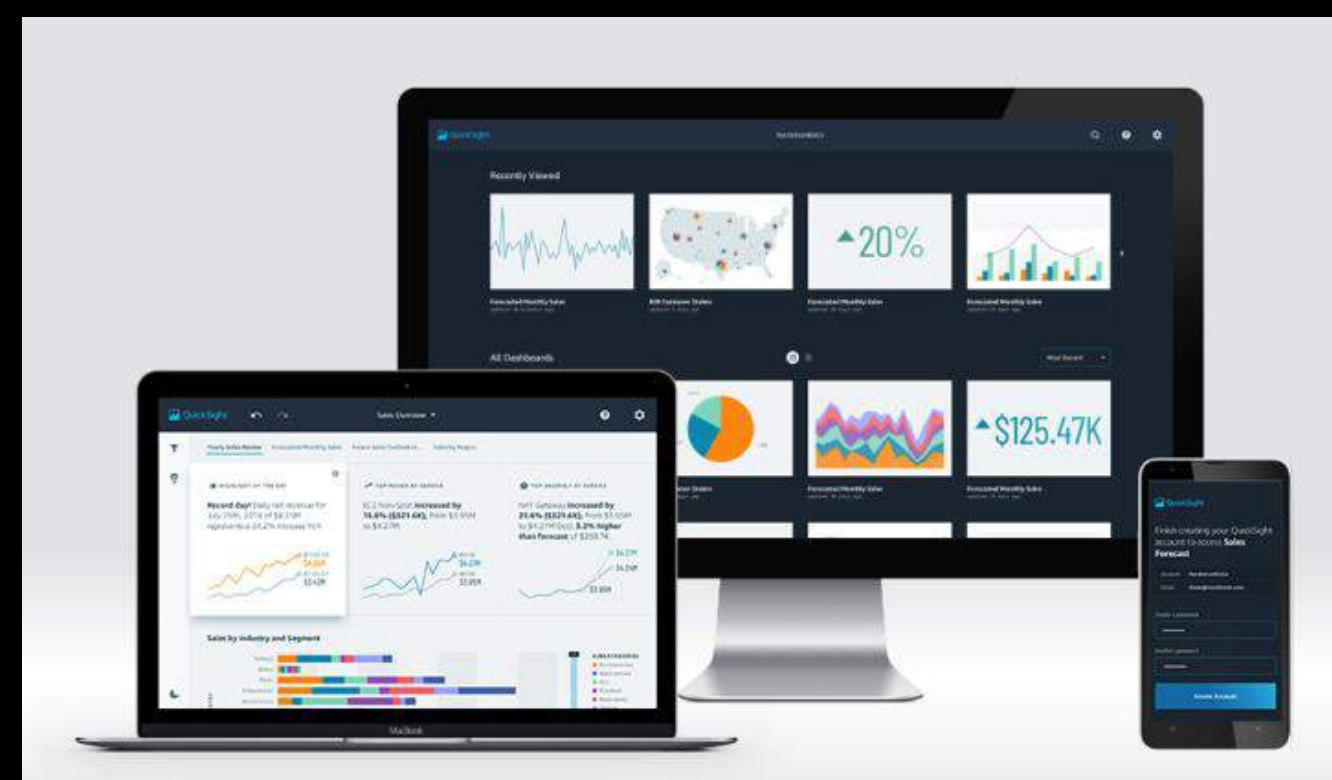
# Experiences people use, **love**, and remember.



01

## Products

Web, native, XR, and IoT (HMI)  
Design for adoption, accessibility, and delight  
Consumer, B2B, enterprise



02

## Platforms

Large-scale global solutions  
Design for customization and personalization  
Infrastructure-as-a-service, BI, telecom



03

## Services

End-to-end customer journeys  
Omni-channel experiences  
Retail, healthcare, travel, etc.

# Project archetypes



01

## Envision new opportunities

Ethnographic research  
Concept evaluations  
Customer experience journey mapping  
Envisioning workshops  
Service design blueprints  
Prototyping

02

## Create great products

Digital product design  
Website design  
Customer experience benchmarking  
Field trials  
Usability testing  
Accessibility audits

03

## Enable transformation

Enterprise tools  
Design systems  
Design thinking  
Design ops  
Research ops  
Embedded teams



# Our approach

## Research

- Stakeholder Interviews
- Competitive Research
- User Profiles and Personas
- Task Analysis
- Contextual Interviews
- Diary Studies
- Customer Insights
- Ethnographic Research
- UX Audit
- Baseline Usability Testing
- Research Strategy

## Strategy

- Product Definition Workshops
- Problem and Goal Articulation
- Key Insights and Trends
- Business Goals
- Brand Values
- Competitive Mapping
- User Journeys
- Content Strategy
- UX Framework and Pillars
- Design Principles
- POV and Approach

## Design

- Signature Experience Concepts
- Information Architecture
- Workflows
- Navigation Schema
- Wireframes
- Storyboards
- Visual Design
- Motion Design
- Prototypes
- Visual Assets
- Concept and Prototype Testing
- Evaluative Usability Testing

## Build

- Design Guidelines
- Design Specifications
- Requirements Analysis
- Technical Architecture
- Functional Prototypes
- Front-end Development
- API Integrations
- Summative Usability Testing
- UX Beta Evaluation
- Deployment Support
- Data Visualization

# The Case for Experience

Design-driven companies  
have outperformed the  
S&P Index by

219%

\$23.6B

The global customer  
experience management  
market size is expected to  
reach USD 23.6 billion by  
2027, registering a CAGR of  
17.7% from 2020 to 2027

Technology is a commodity



Customers want the ability to  
differentiate

Customers are looking for the Design Advantage



The experience  
lens

The critical differentiator that  
enriches our value proposition



Shift left

Allows us to move upstream to  
influence Deal Size

# Experience-led offerings

A set of experience-led repeatable pitches



## Workplace Management

The Workplace of the Future



## Experience Lens on Domain

Re-imagine

Care  
UW Experience  
Broker Experience  
Payments



## Journey-based Organizations

Methodology & frameworks to enable customers



## Contact Center Experience Design

The Contact Center of the Future



## Design 3.0

Design Systems & Design Platforms



Context



Experience Innovation



Acceleration



Market Need



Differentiation

Enabled by: Methodologies | Frameworks | Accelerators | Experience Design



# Our Focus in User Interface / Experience Development

An organization wide User Experience Practice with Front-end Engineering CoE to provide appropriate governance for UI Development engagements



## User Interface Development

- Developing stand-alone prototypes demonstrating detailed flows much in advance of the actual product
- Handling UI across devices from desktop to mobile by implementing RWD using respective tools
- Testing using emulators or cloud-based testing platform
- Reducing time for integration teams to integrate the UI
- Stack - HTML5, CSS3, CSS Pre-processors, Responsive Frameworks, Browser Testing Tools, JavaScript, DOM Managing Library



## JavaScript Development

- JavaScript framework usage specialist for developing SPA's
- Testing application by writing and executing test-cases
- Performing RESTful web service integration
- Minifying UI code base in order to eradicate performance issues
- Stack - JS Frameworks, Charts, UI Widgets, Unit Testing, Code Coverage, Module Bundler, ES6, OOJS



## Accessibility Development/Testing

- Specialized resource for developing Accessibility complaint applications
- Testing compliance using respective tools, plugins, platforms
- Persona based accessibility test specialist to perform testing using respective tools
- Device based accessibility testing (tablet, mobile)
- Stack - Browser Plugins, Screens Readers (desktop, mobile), Tools, Platforms



## Server-side Development

- JavaScript based API development
- Re-usable utility and Unified assets development to be consumed by application development team
- Packaging and integrating API's for application development
- Stack - Server-side Scripting, NoSQL, ES6

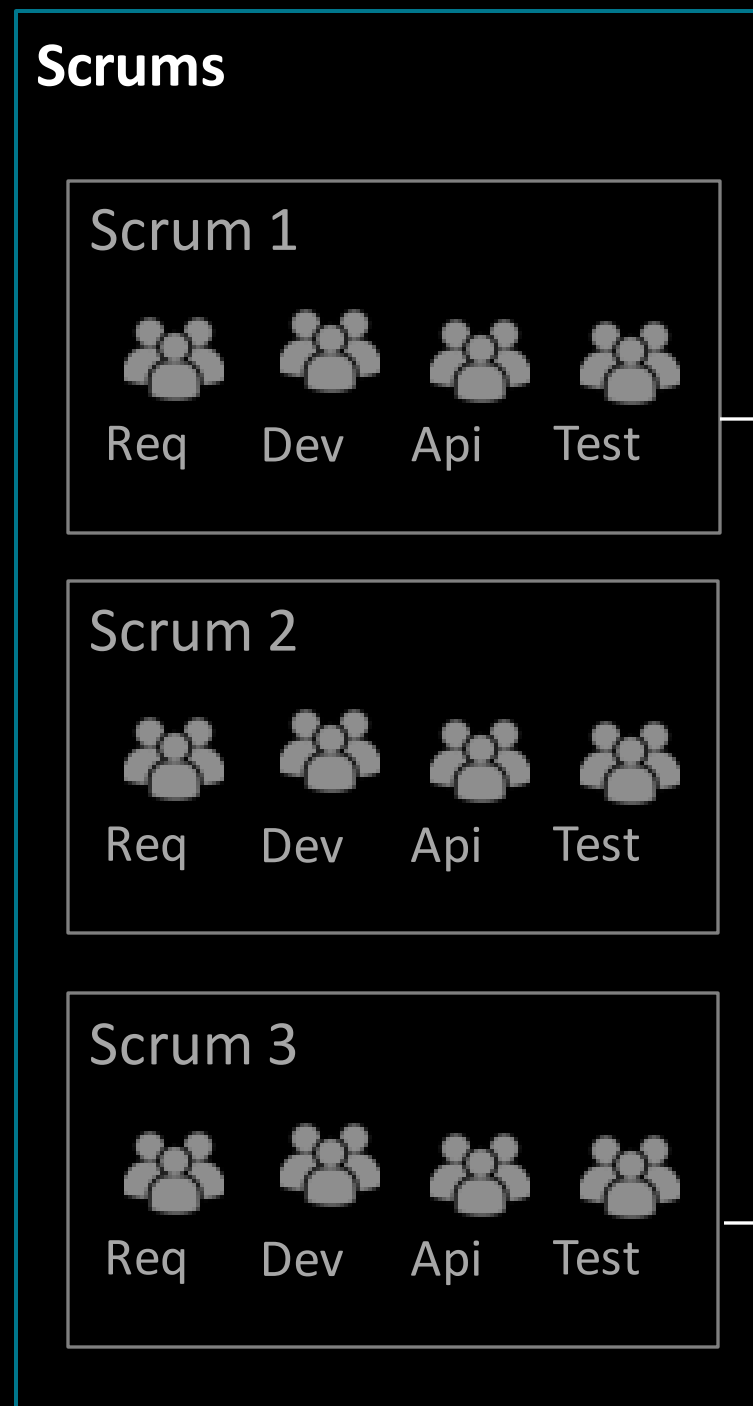


## UI Architecture

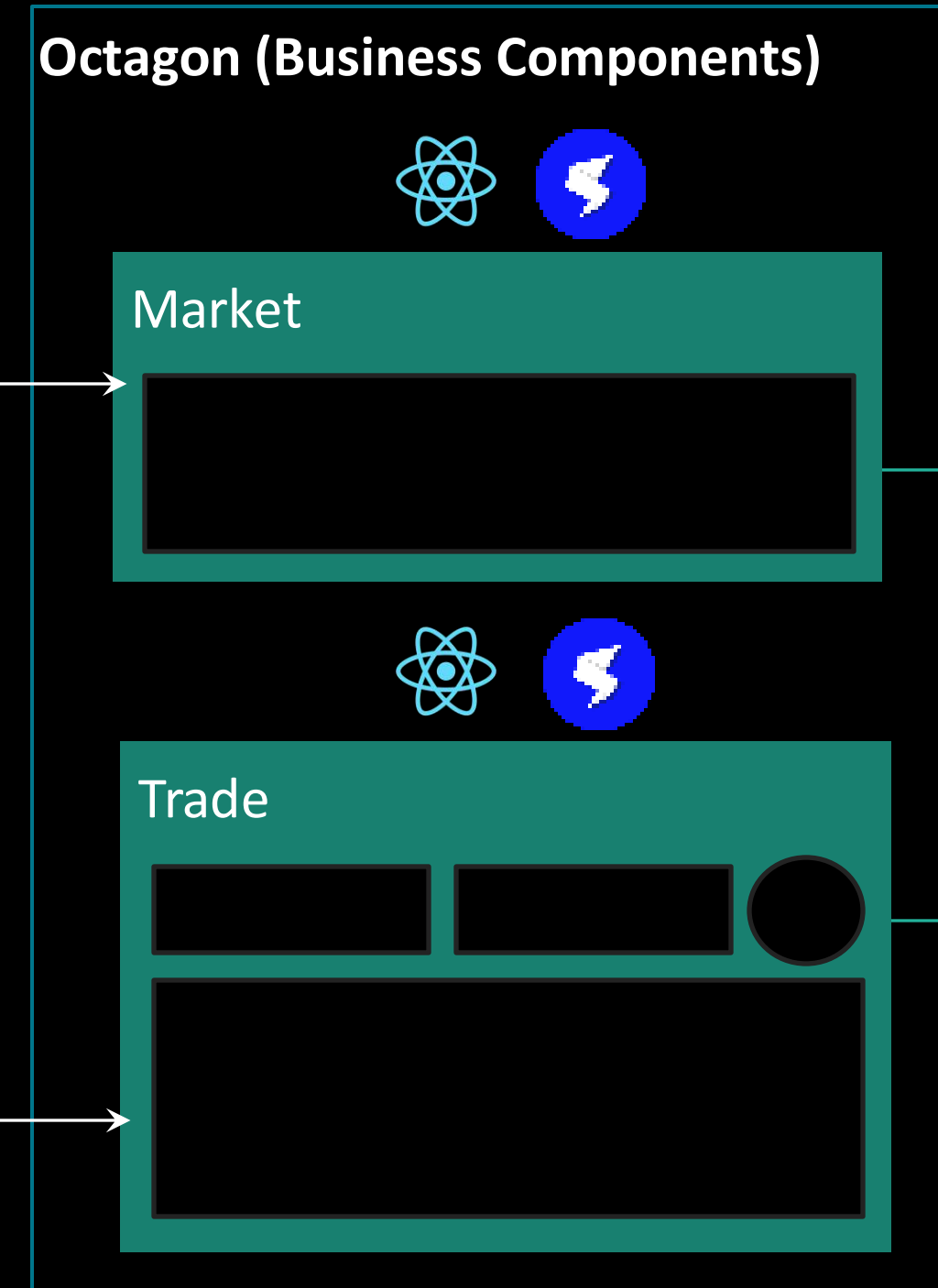
- Team of Architects and Leads for defining UI Architecture, development strategy/process, front-end technology stack considering factors like scalability, re-usability, maintainability, security etc.

# Micro-Frontend using SPA

## Teams



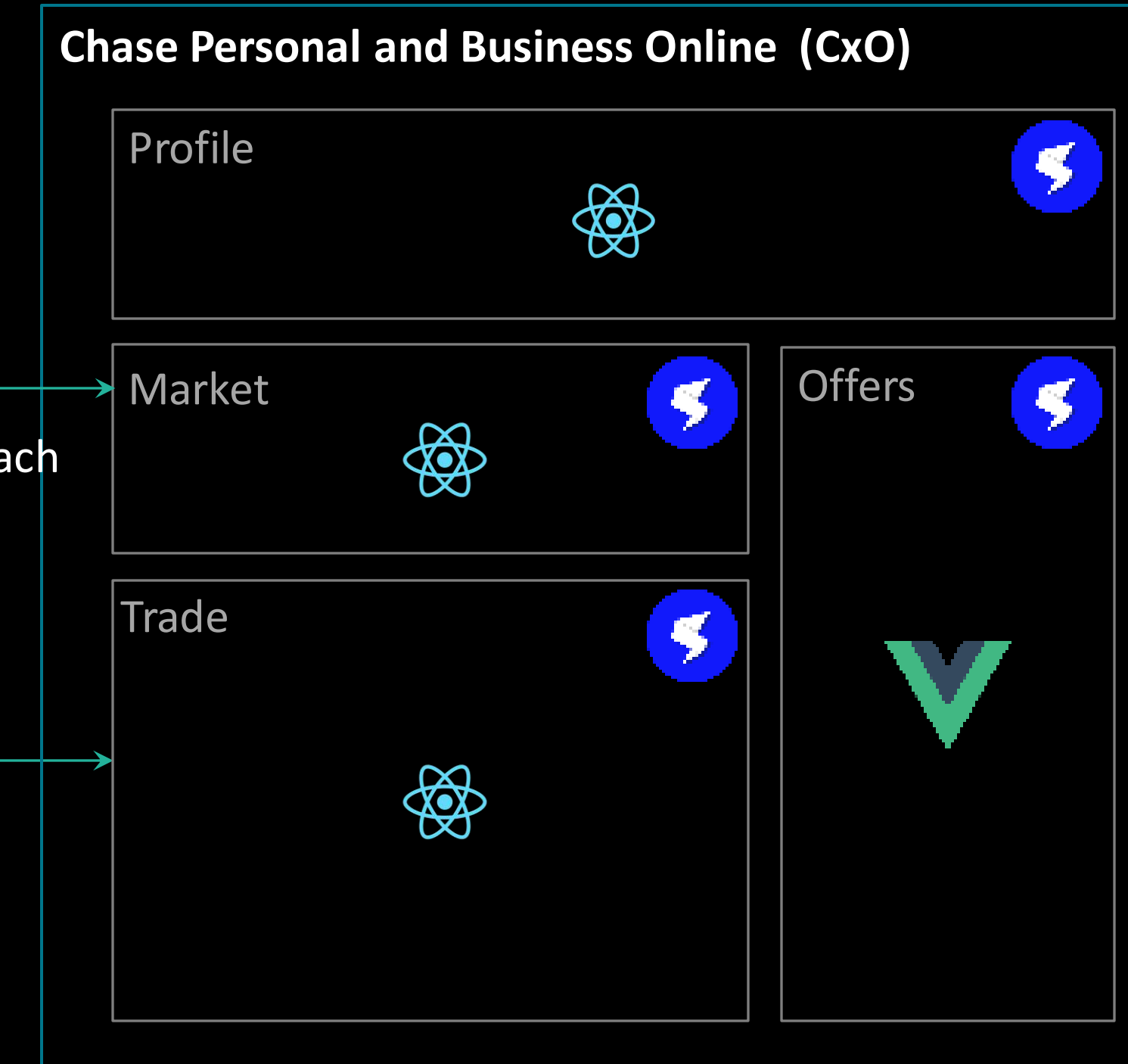
## Micro-Frontends



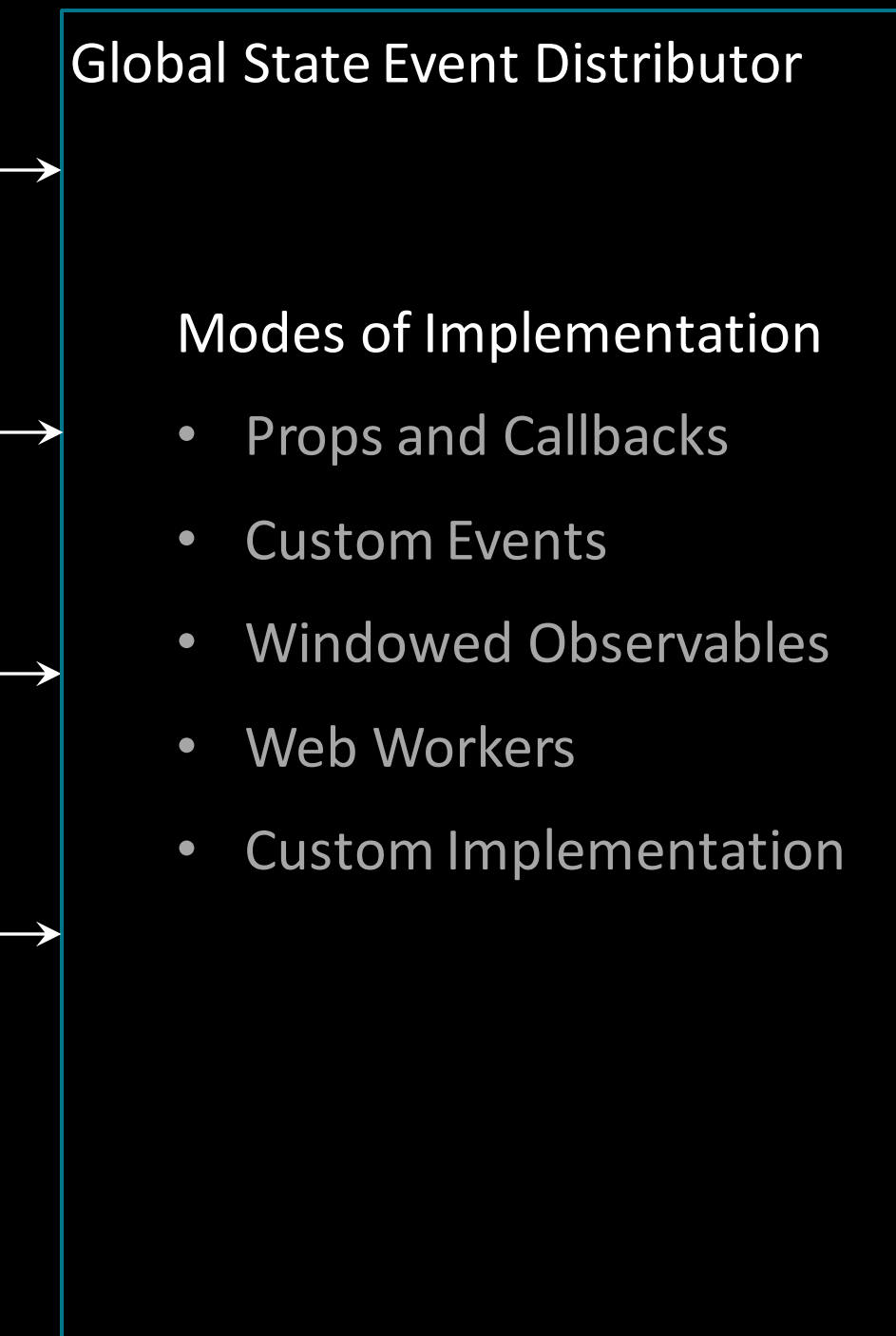
### 3 Steps Approach

- Bootstrap
- Mount
- Unmount

## Application



## Manage State



Option to look : **bit**

## The Rules

Zero Coupling: Render in isolation or inside a container application for flexibility, scalability and to allow incremental upgrades

Separate Codebases: To have its own codebase and the version control of choice

Independent Deployment: To have its own CI/CD pipeline to be able to deploy on demand without any dependencies

Test Independence: Test independently using unit and integration tests for both scenarios (isolation, inside container application)

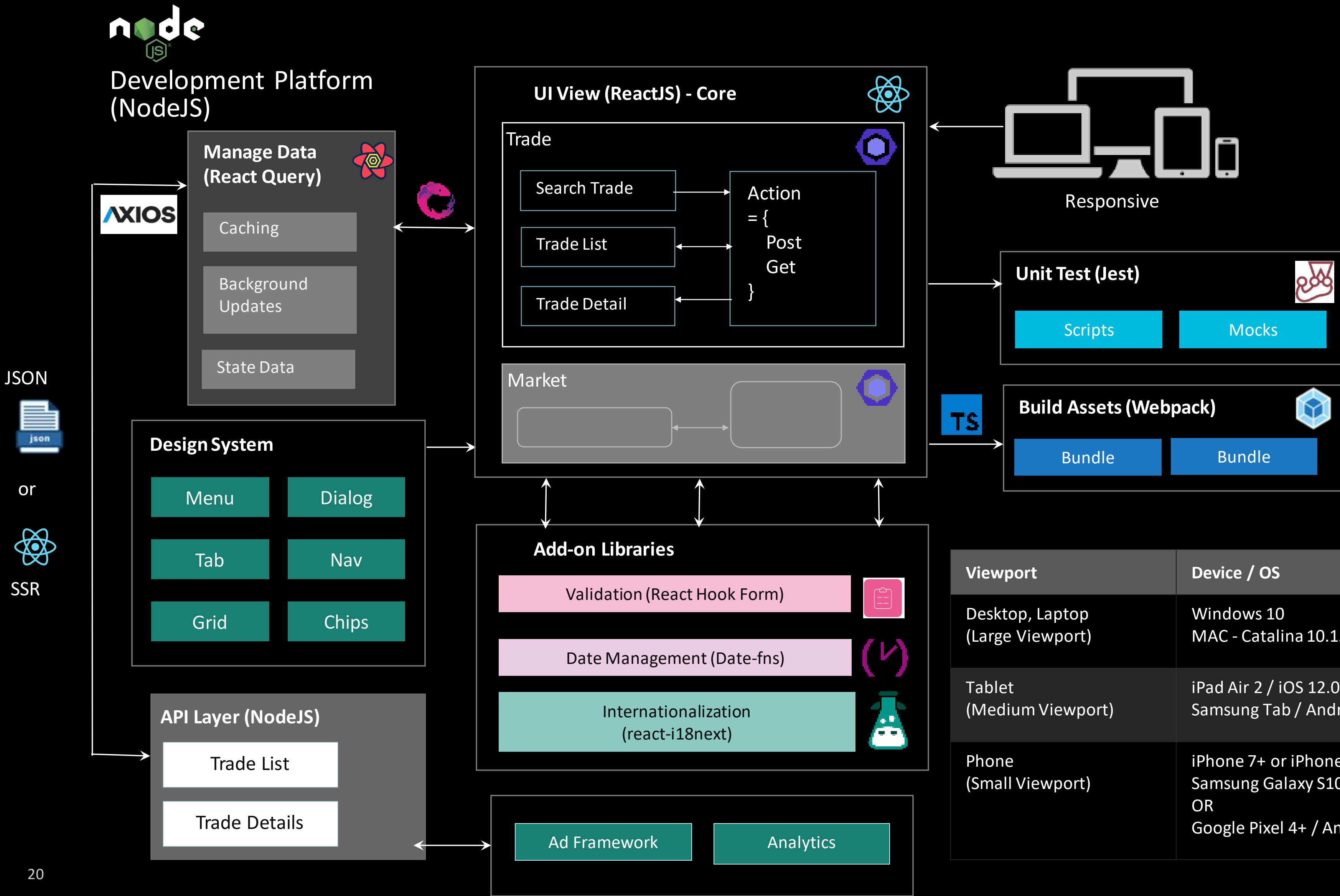
Version Control: Use semantic versioning, for container applications to choose (managed) or always use the latest version (evergreen)

Minimal Communication: Keep minimal communication to avoid global state, if tight sharing, then consider to integrate into one

Scoped CSS: Avoid cross interference of CSS

# UI Architecture for Micro-Frontend

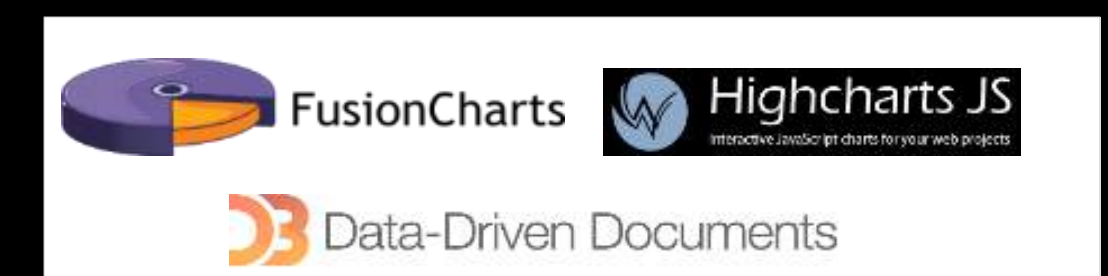
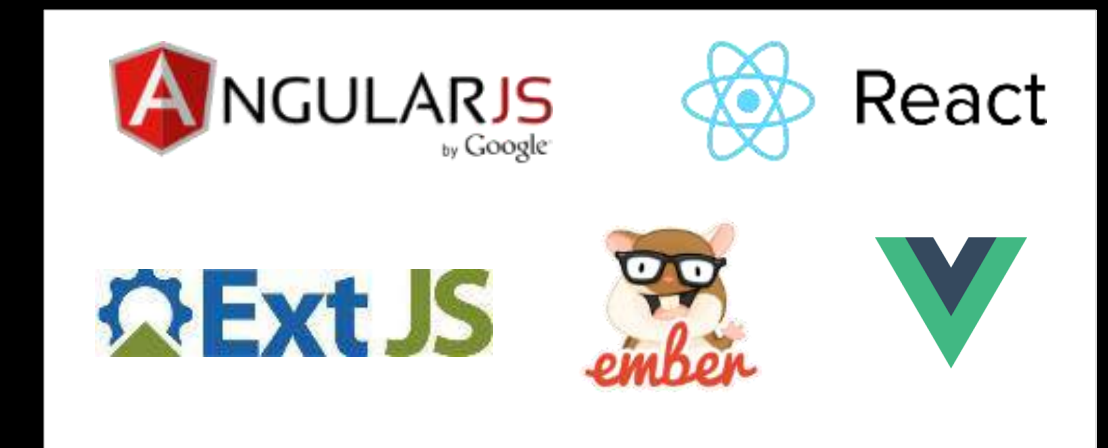
UI Architecture covering core and add-on libraries to be incorporated as part of Micro-Frontend





# A Spread of Front-End Technology Across Our Clientele

| Customer   | Front-end Technology Stack   |
|--|--|
| Leading global financial service firm based out of USA (multiple LOBs)       | MV*/SPA - Angular, ReactJS-Redux, EmberJS, ExtJS, BlueJS (In-House JS Framework), OOJS<br>UI - Html5/CSS3, Bootstrap/Material UI, LESS/SASS, BlueUI / JPM UI Toolkit / Tuxedo / HoneyComb (In-House UI Library)<br>Unit Testing - Jasmine-karma, Mocha-Chai, Istanbul<br>Chart - Fusion Charts, High Charts<br>E2E Testing - CucumberJS, Blue Automate (In-House E2E Framework), Gherkin |
| A USA based bank (multiple LOBs)   | MV* - ReactJS<br>UI - Html5/CSS3, Bootstrap, jQuery UI<br>Unit Testing - Jest/Enzyme<br>Accessibility - WAVE, Color Contrast, JAWS, NVDA, Apple Voice Over, Android Talkback   |
| A USA based largest Bank and Brokerage firm (multiple LOBs)                  | MV*/SPA - AngularJS, Angular, OOJS<br>UI - Html5/CSS3, Bootstrap, LESS<br>Unit Testing - Jasmine-Karma   |
| Large European Financial Service & Insurance company                         | JS Framework - ExtJS<br>UI - Html5/CSS3  |
| Large European Bank  | MV*/SPA - ReactJS-Redux<br>UI - Html5/CSS3, Material UI<br>Unit Testing - Jest / Enzyme<br>Chart - High Charts, D3JS   |
| Multinational French Corporation in Energy Management & Automation Solutions | MV*/SPA - AngularJS<br>UI - Html5/CSS3, Bootstrap, LESS<br>Unit Testing - Jasmine-Karma  |
| Multinational Logistic Service Company                                       | MV* - Angular<br>UI - ACE (In-House UI Library)<br>Unit Testing - Jasmine-Karma<br>Chart - D3JS  |
| Multinational Insurance Corporation  | MV*/SPA - AngularJS, OOJS<br>UI - Html5/CSS3, Bootstrap, Media Queries, Susy   |







# Designing a delightful IoT shower experience

















# Redesigning NASA.gov Horizon Design System

NASA partnered with Blink to craft a foundational design system aimed at capturing the spirit of NASA's mission and modernizing the web experience across the agency. A highly collaborative cadence yielded broad stakeholder alignment as well as deep user-centered design solutions.

## SERVICES

Information Architecture  
Content Strategy

Design Systems  
SEO and Analytics

Foundational and Usability Research  
Motion Design





## Atomic Design System

# Foundations

COLORS / FONTS / SPACING / GRIDS / IMAGE CONTAINERS

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# Elements

ICONS / AVATARS / LINKS / HEADERS / BODY TEXT / TEXT FIELD / TOGGLES

---

# Components

TOOLTIPS / BANNER / BREADCRUMB / MODAL / SHARE BUTTONS / THUMBNAIL TILES

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# Modules

NASA MAG / NASA LIVE / LATEST NEWS / LINK LIST / IMAGE CAROUSEL

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# Templates

HOMEPAGE / TOPIC HUB / SUBTOPIC HUB / ARTICLES / GALLERIES

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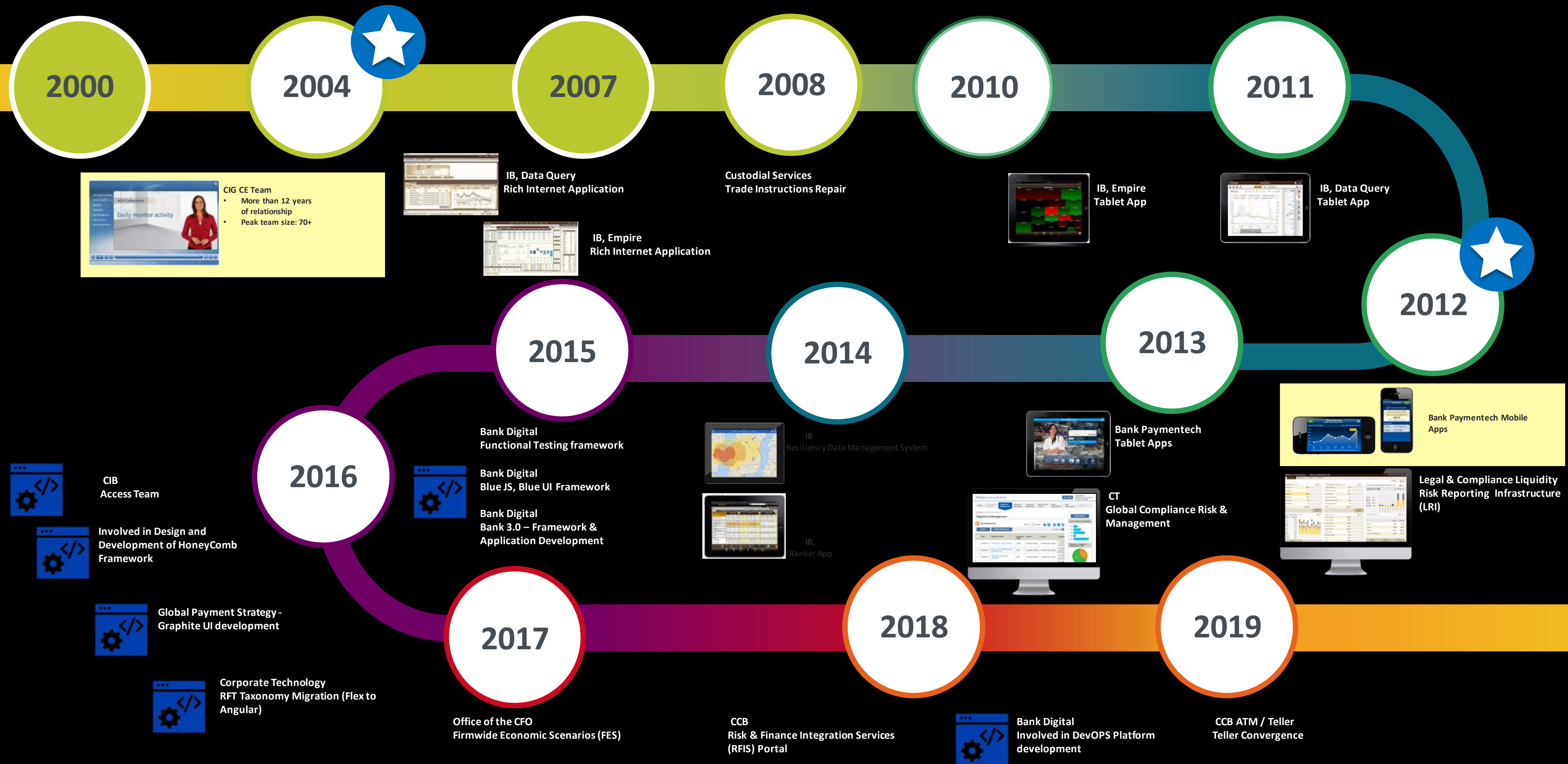
# Pages

HUMANS IN SPACE / ROBOTICS / OSIRIS-REX / ISS FEATURE / NEWS & EVENTS

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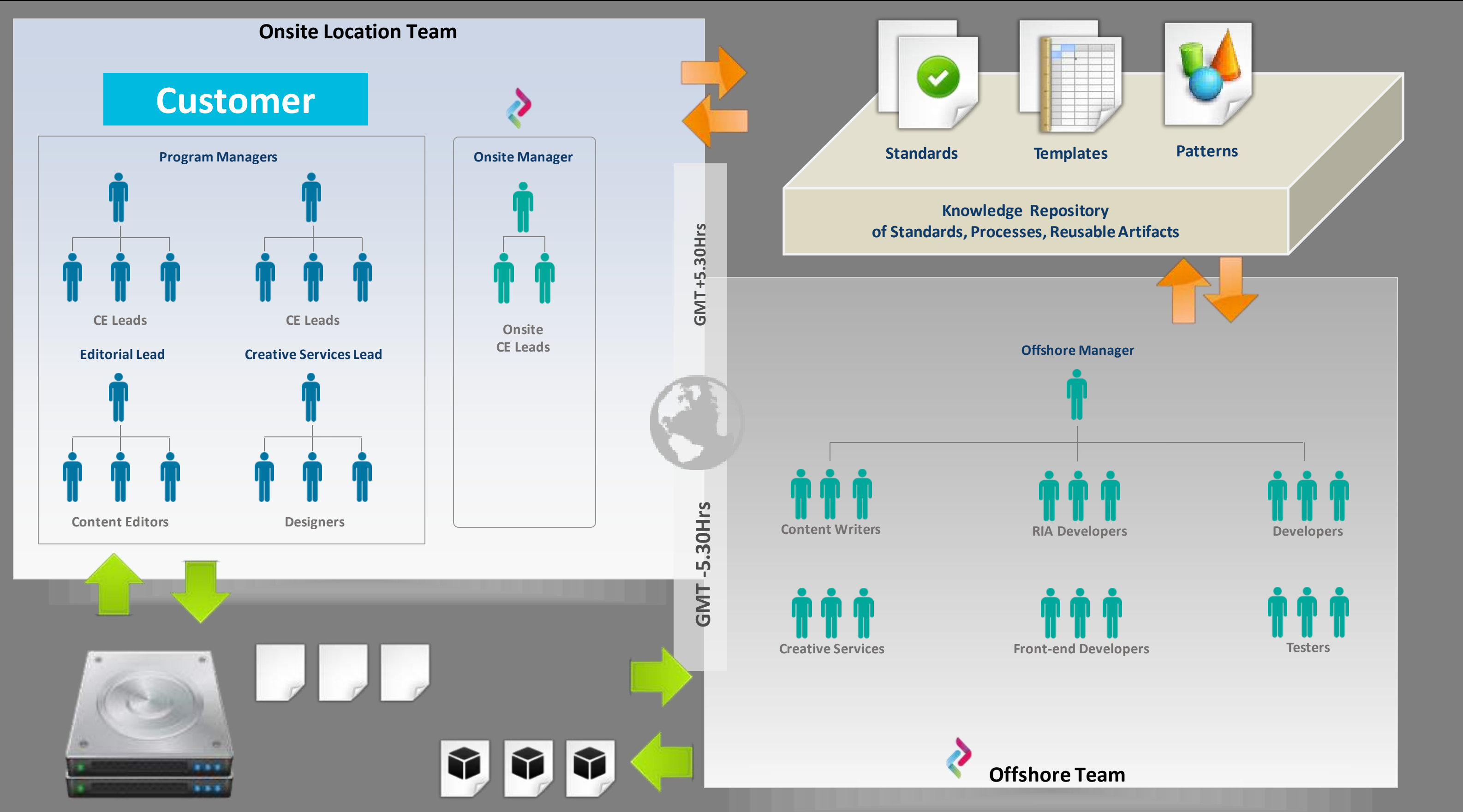


# A Snapshot of UX Research, Design and UI Development by Mphasis – Large Financial Services Provider





# Bank CIG CE Team and Mphasis UX Team



Larger pool of specialized resources to assist the Onsite Team in daily deliverable completion.

Improved and faster turn-around time on project delivery supported by consistent and up-to-date reusable artifacts and processes.

## Bank CIG – Customer Experience Management

The Customer Experience (CE) Team within the Corporate Internet Group (CIG) was responsible for monitoring and enhancing the usability of all its customer facing websites and applications

## Dedicated Offshore CE Centre

Mphasis UX Practice built a multi-skilled extended team model of specialists to compliment the CIG CE team group activities.

## Work Request Based Delivery Model

Every engagement was communicated to the offshore team by using a formal work request.

## Time and Material (T&M) Billing Model

The T&M Model provided the client flexibility to staff the offshore CE Centre with appropriate skills and headcount from time to time.

Team composition reviews and forecasts were used for resource and skill optimization.

It also allows flexibility in movement of resources between onsite and offshore locations.

## CIG CE Team

- More than 12 years of relationship
- Peak team size: 70+



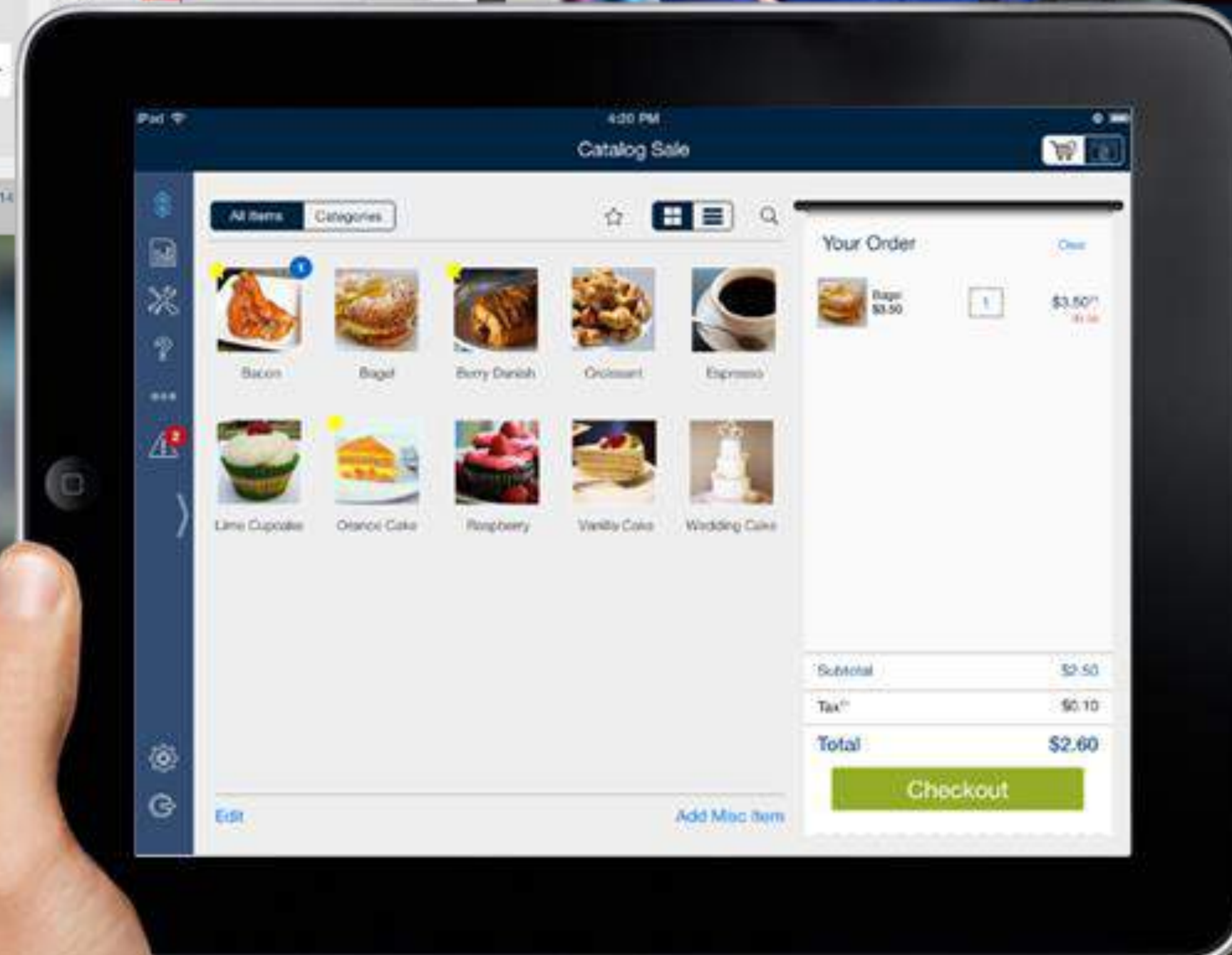
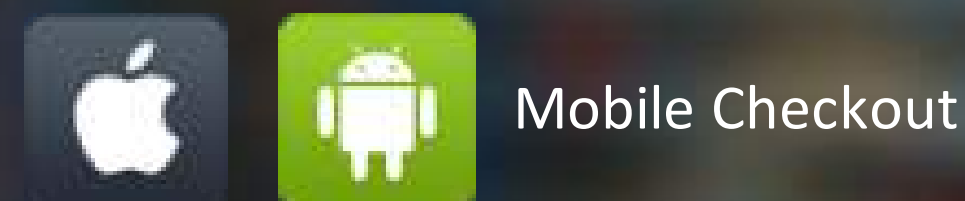
# Case Study: Bank Paymentech - Point of Sale Apps (1 of 2)

Highly intuitive and simple user interface

Features developed for five UI resolution types iOS (iPhone 4/4S, 3GS, Android LDPI, MDPI and HDPI) by supporting more than 60+ devices in US.

307,500+ downloads so far.

70,000+ card readers delivered to end-users





# Case Study: Bank Paymentech - Point of Sale Apps (2 of 2)

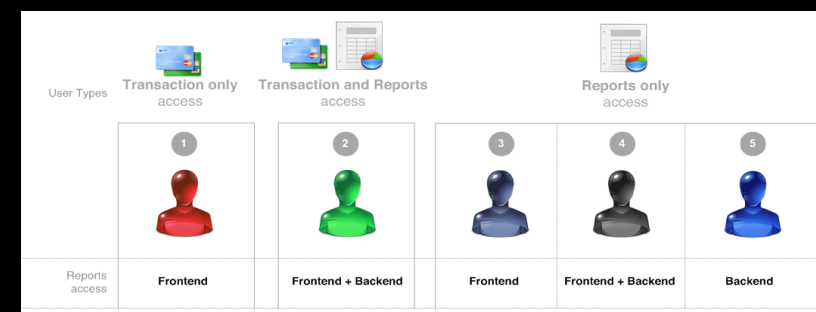
## Business Problem

Native App design and development project, to enable retail merchants to provide point-of-sale payment services through iPhone or Android phones and tablets

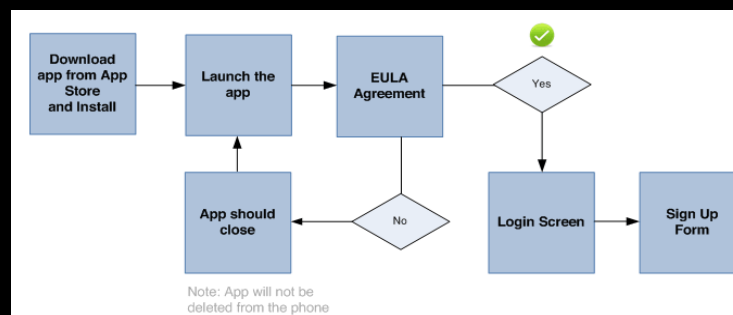
## Experience Design Process and Deliverables

## Delivered Business Value through User Centered Design

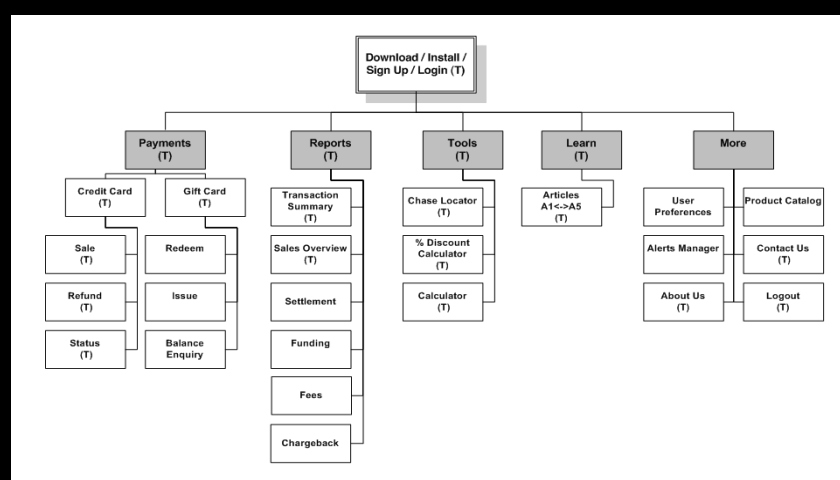
### Types of Users and Access



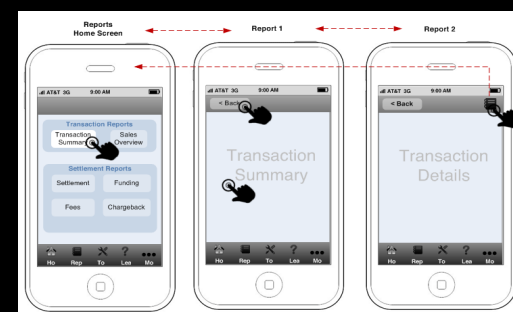
### User Scenarios and Flows



### Menu Structure



### Navigation



### Interaction Flow



### Paper Prototypes



Appreciation from Product Manager for UX / UI Design for Mobile Payments App

"...I think we'll end up with an application that puts all of our competition to shame!"





# Design 3.0

Our Design lens on Platforms



# Next Gen Experiences, Drivers and Trends

## Attributes of Next-Gen Experiences

- ✓ Hyper-personalized
- ✓ Drive AI & Driven by AI (& Data)
- ✓ Not Just Omnichannel but Opt-ichannel
- ✓ Journey waypoints not stand-alone

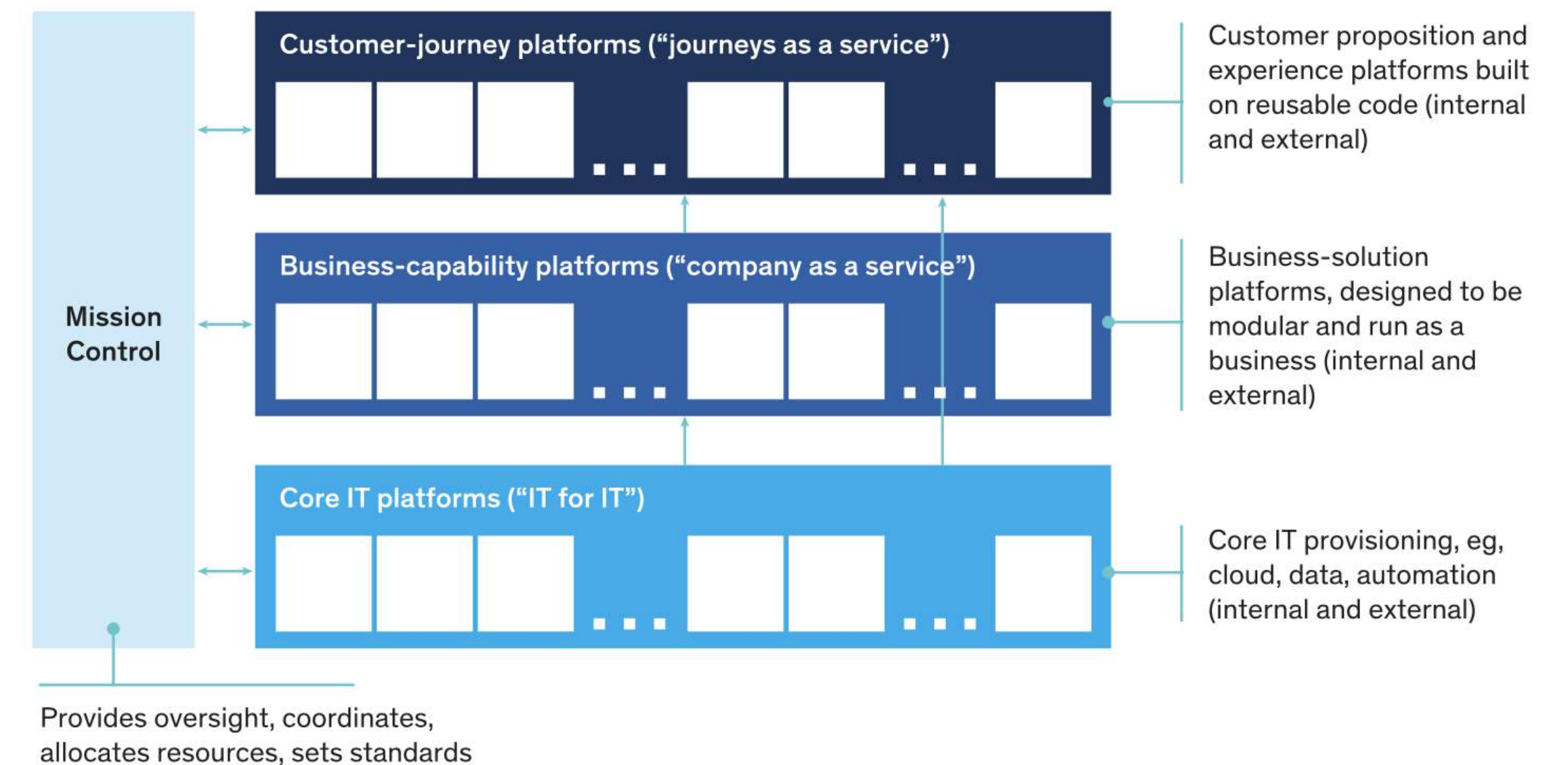
## Drivers

- ✓ Business Wants Breakneck speed
- ✓ New Business Models = New Experiences
- ✓ User Research is the bedrock but design by hypotheses
- ✓ Underpinned by Data & Enable AI

## Trends

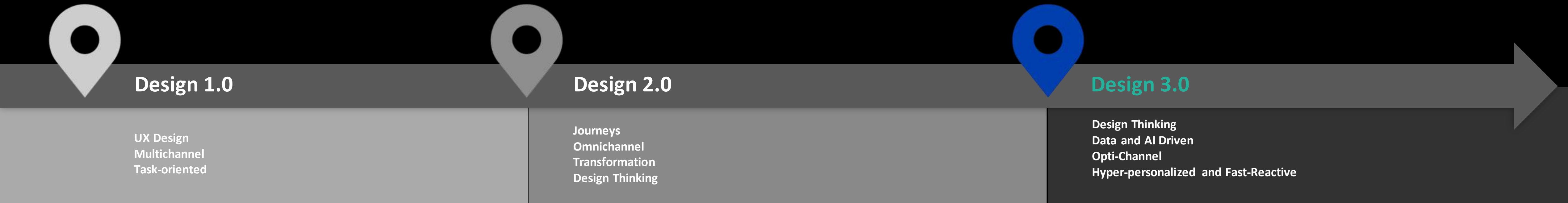
- ✓ Movement towards Platforms
- ✓ Capabilities not Apps
- ✓ Design structures to deliver speed, innovation and course-correction
- ✓ Design Language & Design Systems
- ✓ Experience as a Service
- ✓ Lean Start-up Thinking

## Platforms are grouped into three broad areas.



McKinsey  
& Company

# From Design 2.0 to Design 3.0



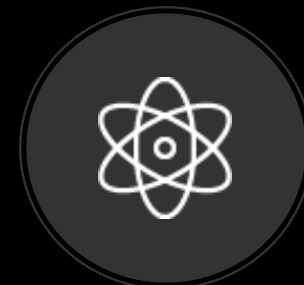
## What will drive Experience in the new world?

Designer  
Empathy



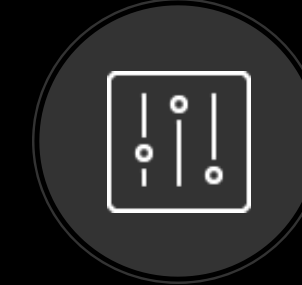
Relevance

Designer Creativity



Innovation

Platform  
Sophistication



Enablement

AI  
Maturity



Speedy Responsiveness

## Design Studio



Persona Builder  
& Repository



Journey Builder  
& Repository



Wireframe  
Templates



Interaction  
Models



Style Guides & Patterns

Experience Design

## Design System



Coded  
Components



Coded  
Patterns



Themes  
/ Branding



Web Accessibility  
Compliances

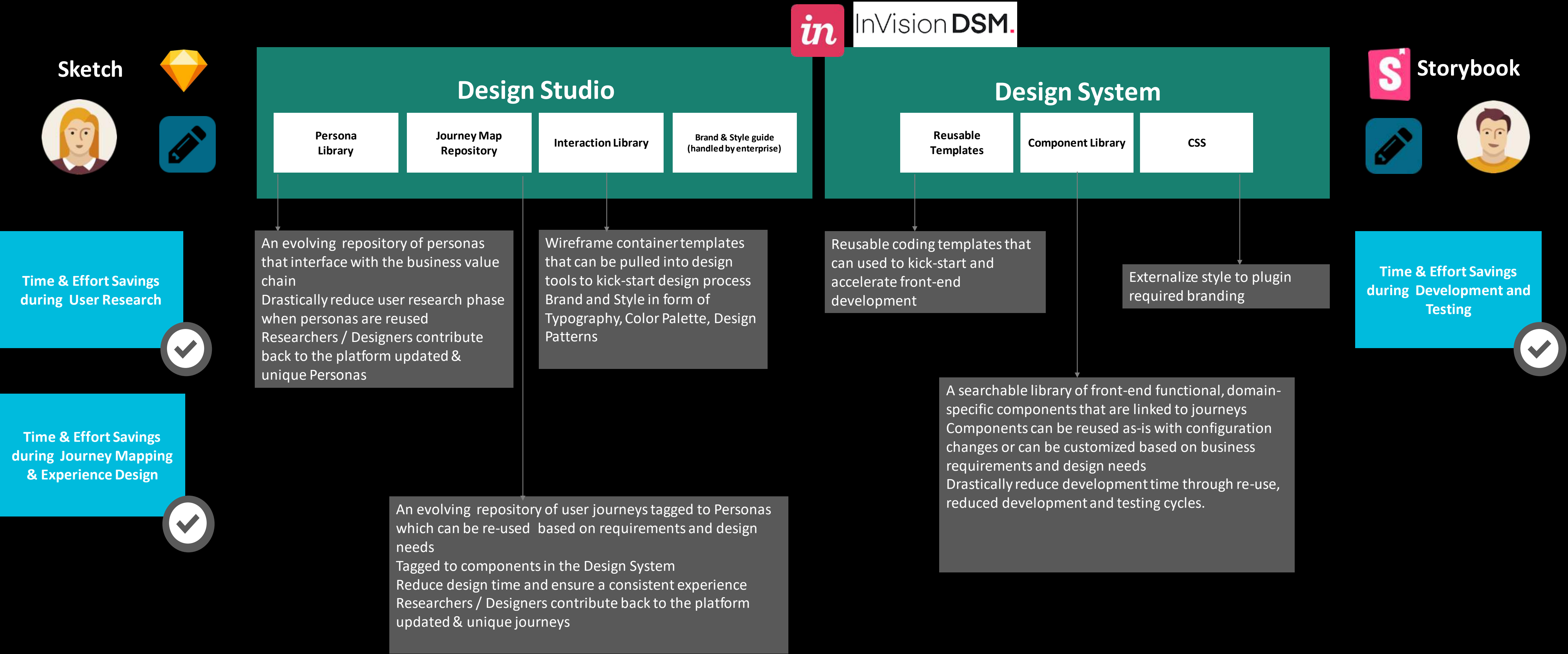


Multi-channel Adoption

Experience Frontend Development

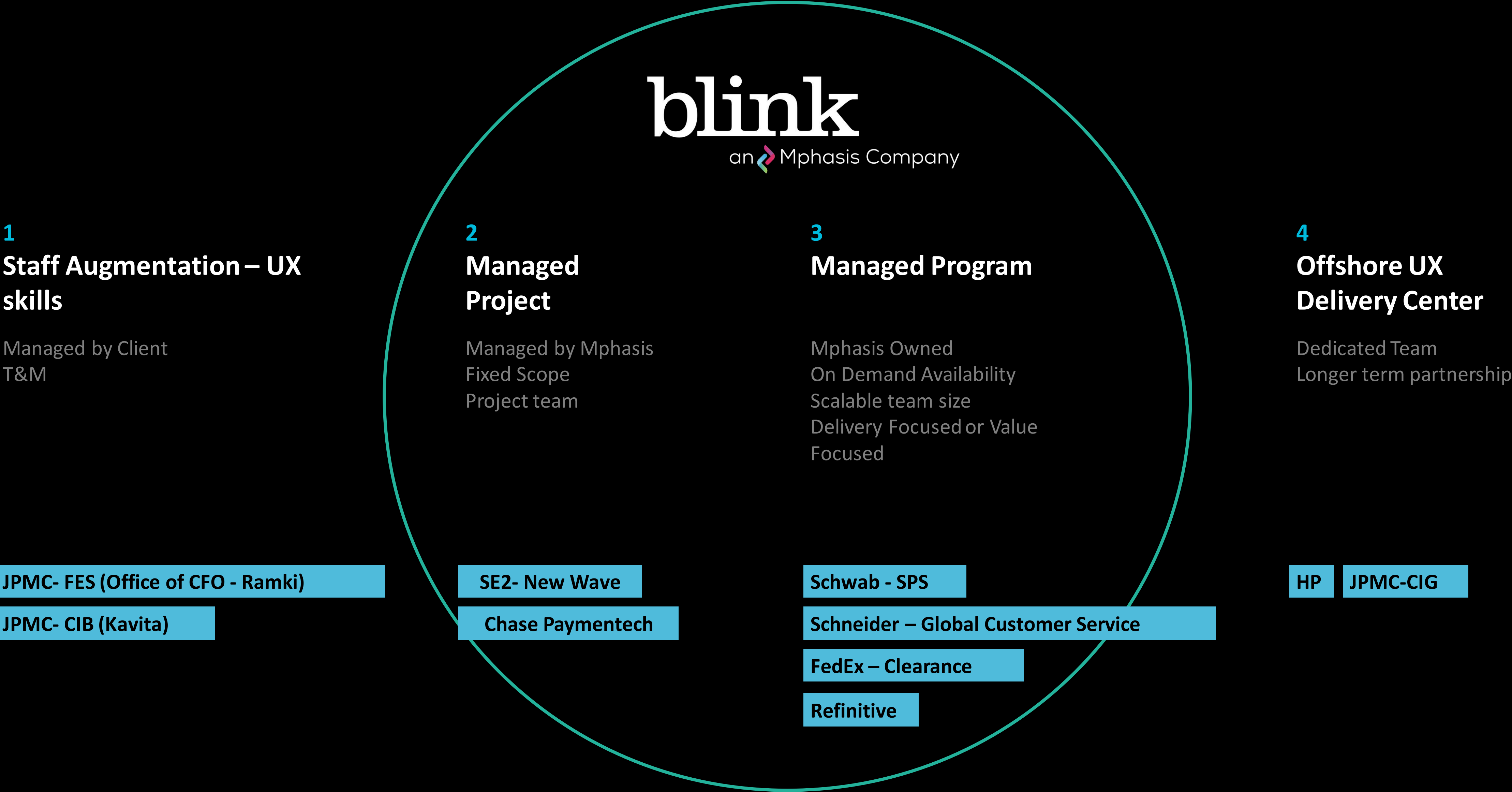


# Design System Manager



# Appendix

# UX Engagement Models

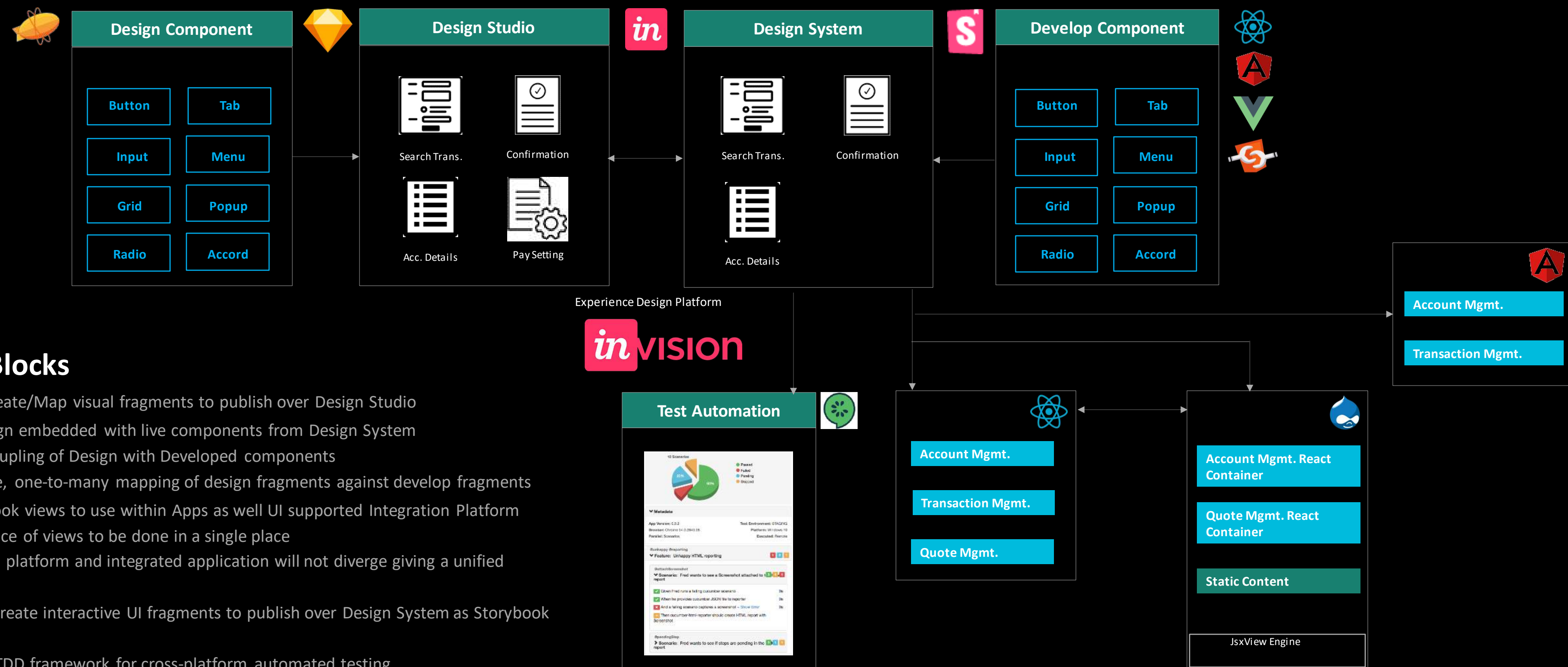




# Experience Design & Development Platform

Loosely coupled Storybook views allow to plug & play within multiple applications, Pure UI Frameworks/Libraries or any other UI supported Integration Platform.

If scaled to a Web Component based model makes it Application Framework agnostic to be used within any Front-end Frameworks/Libraries.



## The Building Blocks

- Design Component: Create/Map visual fragments to publish over Design Studio
- Design Studio: UX Design embedded with live components from Design System
  - Enable better coupling of Design with Developed components
  - Have one-on-one, one-to-many mapping of design fragments against develop fragments
- Design System: Storybook views to use within Apps as well UI supported Integration Platform
  - Enable maintenance of views to be done in a single place
  - Experience design platform and integrated application will not diverge giving a unified approach
- Develop Component: Create interactive UI fragments to publish over Design System as Storybook views
- Test Automation: An TDD framework for cross-platform automated testing





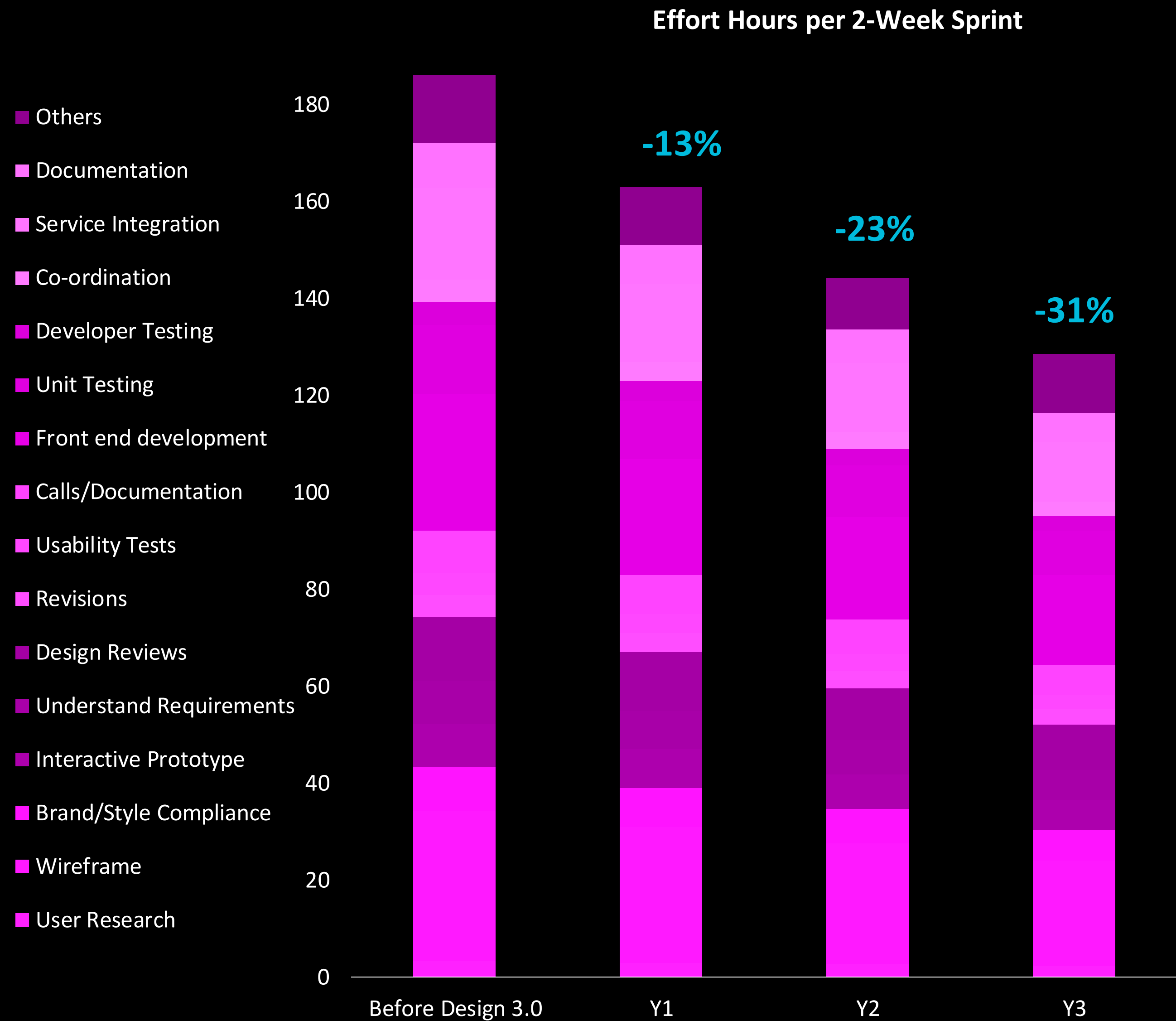
# ROI of Design 3.0



# Faster Design & FE Development

## Case study from a major U.S. financial client

- Improve velocity by up to 31% by Year 3
- Improve quality : Baked in unit test with 100% code coverage for each component
- Reduced front-end developer effort within scrum team
- Live component published to showcase appearance and interaction
- Documentation provided over component usage and configuration
- Version control maintained as per releases with a provision to rollback to earlier versions
- Can be extended to in-corporate service configuration
- A one-stop-shop to connect Design-Development and save on co-ordination effort
- Consistency in design and development process through institutionalized governance

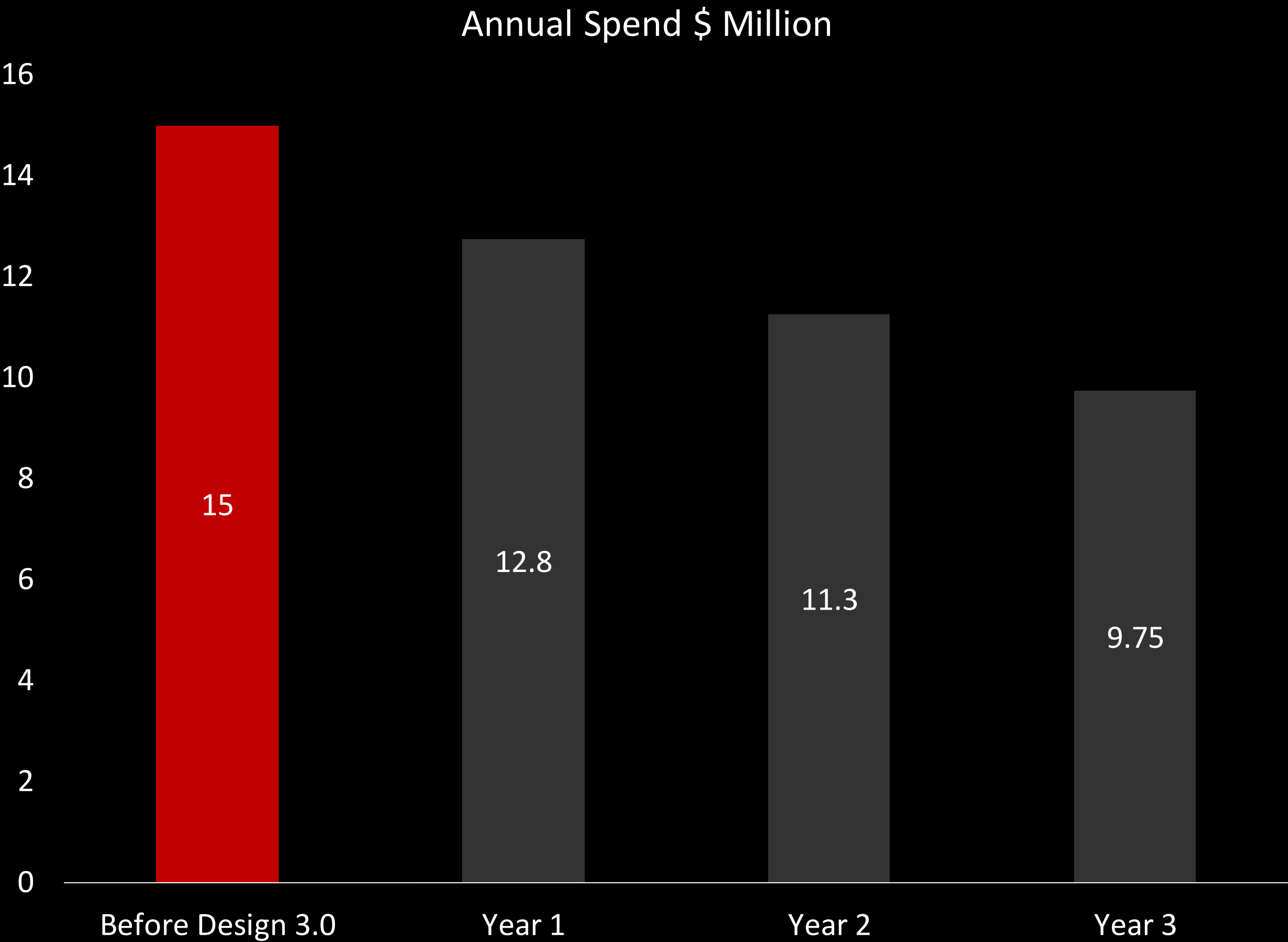


# Design and FE Development Savings

## Hard \$ savings

Save effort per developer by  
15% in year 1  
25% and 35% in year 2 and 3

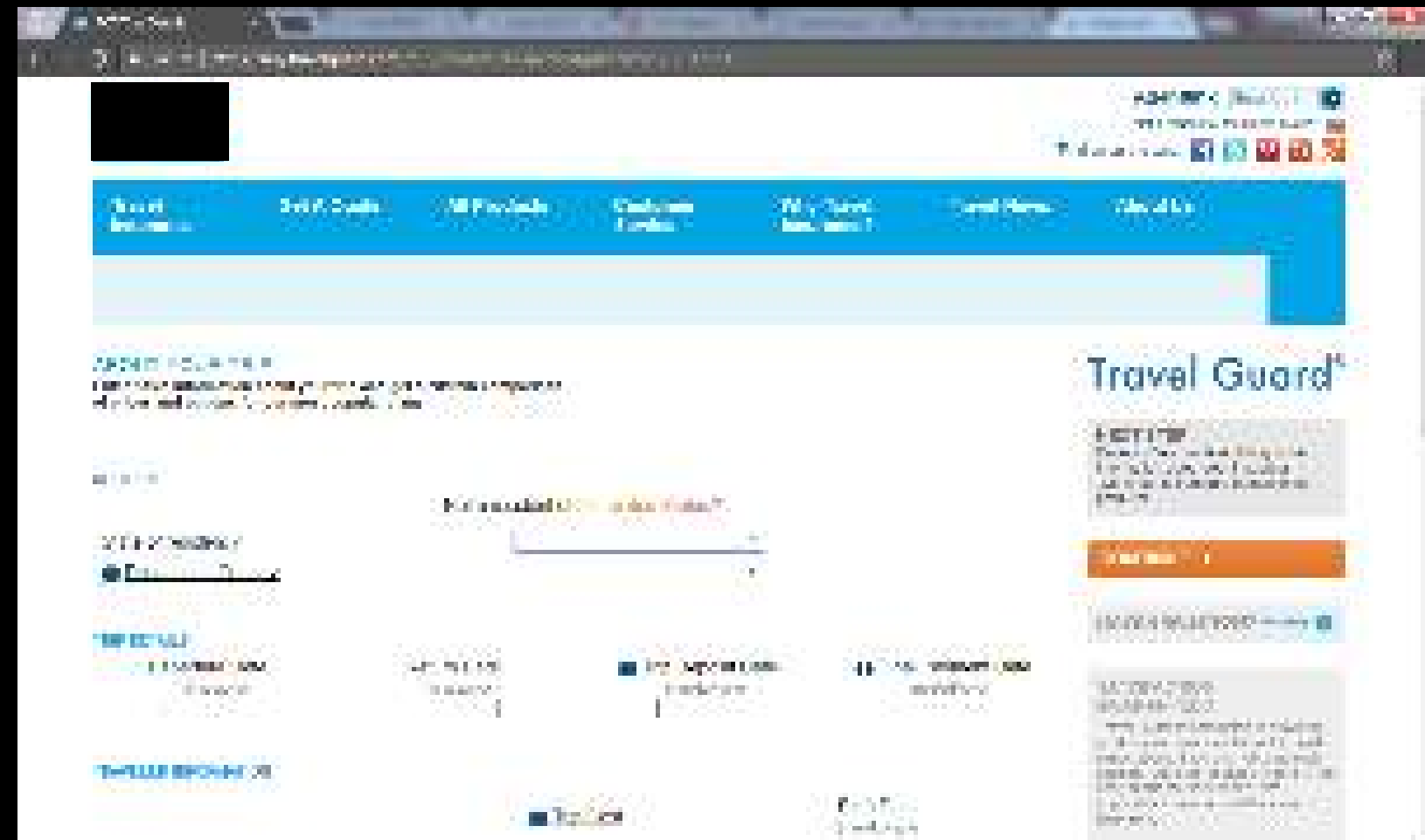
Resulting in \$ savings of about \$8 Million (20%) over 3 years





# Travel Insurance: Simplified purchase path, enabled with responsive design

## Old experience

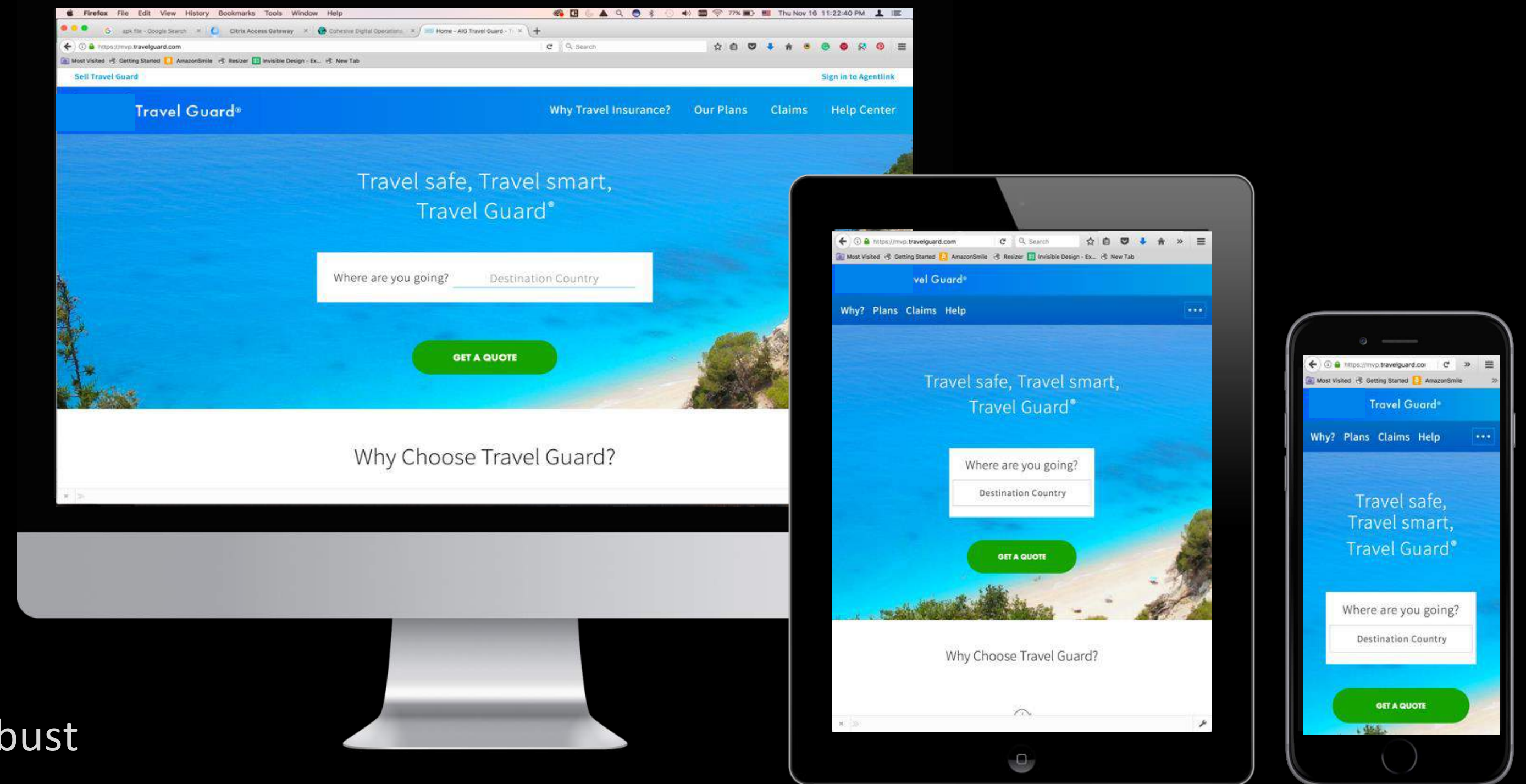


## A Minimum Viable Product for Travel Guard

Designed and delivered a highly intuitive and robust MVP user experience and user interface.

**Worked closely with Adobe Enterprise Manager (AEM)**

## New experience, responsive web design for the purchase path



Total 729 Policies sold on MVP  
vs 589 on Legacy

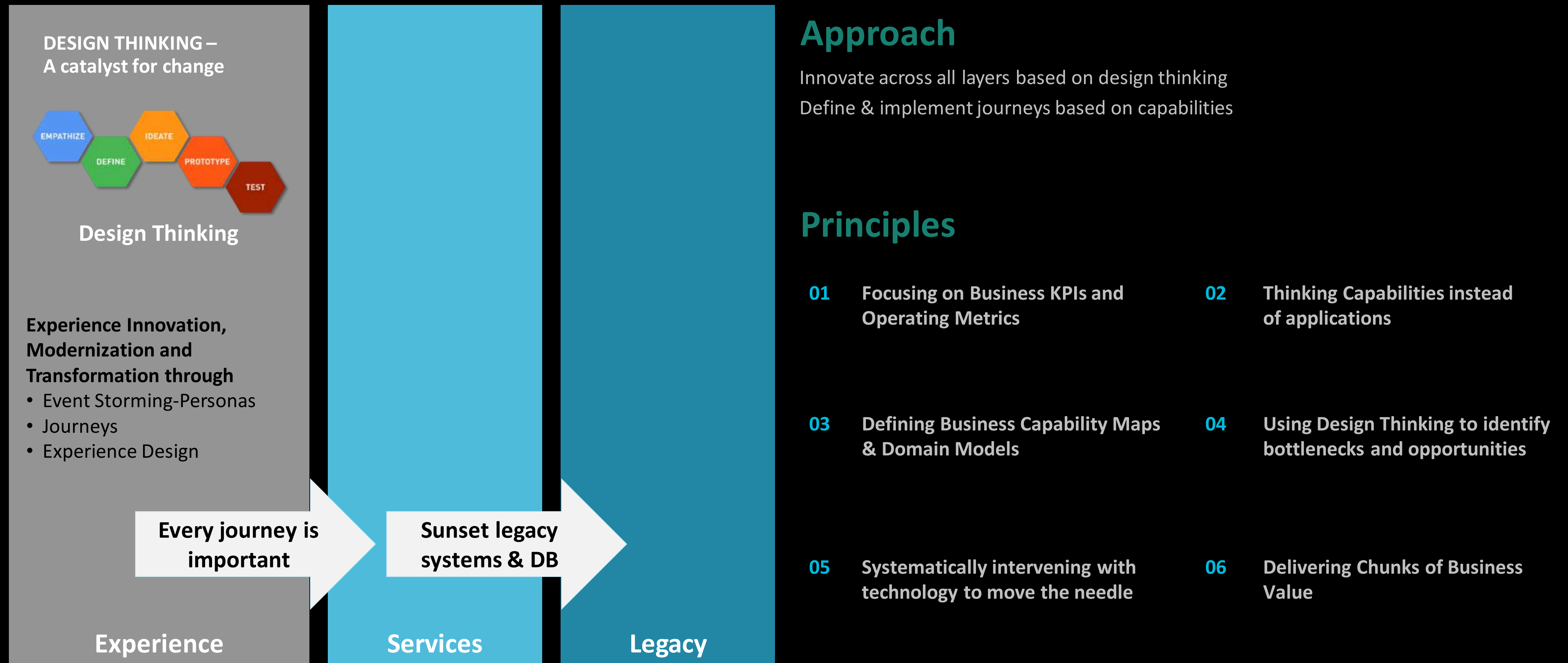
**25%**

25% increase in overall  
conversions

**3x**

Mobile channel conversions  
have almost tripled.

# Large Broker-Dealer Digital Transformation (1 of 3)



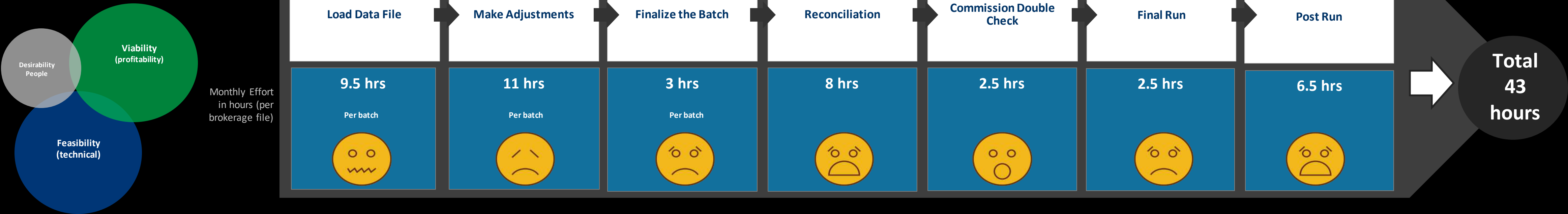


## We created a detailed step-by-step, 'As-is' Compensation-Run Process

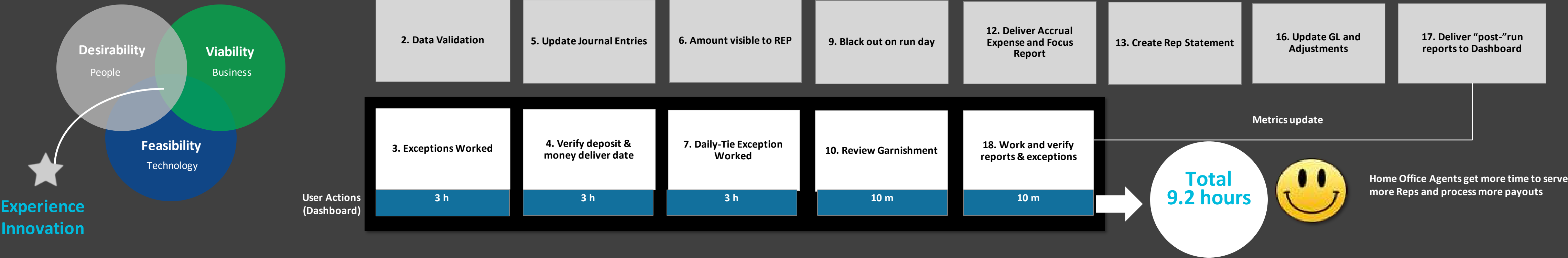
# Large Broker-Dealer Digital Transformation (3 of 3)

We conducted Design Thinking workshop with Customer team for compensation

## Legacy Approach



## Design-led Approach





# Thank you

