



G-Cloud 14 Service Definition Document

Aaseya UX Consultancy Services

1. Overview

Aaseya provides services in user experience and visual design for low-code based solutions which optimize usability, accessibility, and productivity by comprehending user needs, creating wireframes and prototypes, assisting development teams with UX elements, and thus enabling organisations in their journey to achieve Digital Maturity and provide customer satisfaction.

With a specific focus on Public Sector, Aaseya works with Public Sector and Government bodies globally to implement and manage their Pega Platform and digital solutions.

Aaseya has an Executive Leadership Team that has worked for / and with Low Code spanning 12 – 25 years. Aaseya delivers services both on customers site, offshore and hybrid delivery models.

2. Scope of Services

The Aaseya UX Consultancy Service provides:

- Analyzing user requirements to craft wireframes and prototypes
- Assisting developers with UX components, offering guidance to internal teams
- Experts in modernizing and transforming legacy applications
- Prototyping, storyboards, flat designs and interactive wireframes
- Utilizing Agile methods enabling ongoing stakeholder and user feedback
- Partnering to initiate and build a customer's COE
- Delivering services using On-Site, Off-Shore and Hybrid delivery models
- UX design for multiple channels including mobile, tablet

3. Approach

Aaseya aims to provide comprehensive UX consulting services that are tailored to the specific needs and objectives of the client, ultimately delivering impactful and user-centered solutions. Aaseya stresses a problem-solving approach that emphasises empathy, collaboration, and experimentation to create innovative solutions with high quality UX standards. Our approach is based on Agile, backed up by Design Thinking and following are the key steps that are being followed in a typical engagement:

- **Research Phase:** Conduct in-depth research to understand the perspectives, behaviors, and needs. This will involve interviews, surveys, observations, and other research methods. Create personas that represent different user segments, helping to humanize and understand.
- **Analysis Phase:** Creating user personas based on research findings to represent the different user segments and their characteristics along with mapping out the user journey to visualize the user's interactions and touchpoints across different stages.
- **UX Strategy Development:** Defining a clear UX strategy aligned with the client's business objectives and user needs along with prioritising features and functionalities based on their impact on user experience and business value. The information architecture is also designed to ensure content is organized intuitively and accessible to users.
- **Design Phase:** Creation of low-fidelity wireframes to outline the layout and structure of key screens and interactions. Developing interactive prototypes to visualize the user flow and test usability before development. Applying visual design elements such as color, typography, and imagery to enhance the aesthetics and usability of the interface.
- **Implementation Support:** Work closely with developers to ensure the design is implemented accurately and meets the intended user experience and perform thorough testing to identify and address any bugs or discrepancies in the implemented design.

- **Post-Launch Evaluation:** Track key metrics and analytics to evaluate the success of the launched product or feature. Gather feedback from users post-launch to identify areas for further improvement and continuously iterate and optimize the user experience based on user feedback and performance data to drive ongoing success.

4. Expected Outcomes

The Aaseya UX Consultancy Service aims to provide the following key benefits:

- Prioritizes user-centered design and implementation
- UX and Design consultancy throughout development lifecycle
- Conformance to the high usability standards
- Maximize the benefit realisation of low-code
- Outcome based commercially innovative models
- Early benefit realisation through faster delivery timescales
- Benefit from Aaseya's experience across a wide customer base
- Promote behavioral change in the users

5. Pricing

The Aaseya UX Consultancy Service is priced on a monthly service fee. The price is dependent on the following key aspects:

- Contract length – duration of involvement of the consultant/s
- Skillset, expertise and experience of the consultant involved
- Number of Business Processes and Actors/Users involved for studying
- Level of UI/UX mockups and wireframes required
- Transition requirement if any
- Locations from where the services are delivered
- The SLAs required for the service

By understanding the above dimensions, Aaseya can quickly provide a commercial proposal. Alternatively, Aaseya can provide the same kind of service on a Time & Materials Rate Card, priced per the attached SFIA Rate Card.

6. Aaseya UX Consultancy Services– Contact Information

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7. About Aaseya

Aaseya is a leading professional services company, specializing in Digital Transformation through the rapid delivery of Low Code and Digital Process Automation technologies. Aaseya's 600+ consultants specialize in the agile delivery of leading Low Code Software Platforms which include **Pega Systems, OutSystems and Camunda** delivering faster time to business value for their customers.

Aaseya, operates in 13 countries, working with Banking, Insurance, Manufacturing and Government organizations, delivering innovative enterprise solutions in the areas of Customer Experience, Business Operations, Legacy Modernization, Case Management, and CRM.

Aaseya is a subsidiary of YASH Technologies, a Global System Integrator, with 8,000 employees serving 400 customers globally, including 70+ Fortune 500 clients, delivering business transformation through IT.

As a business we also have the following Security Accreditations:

- ISO27001:2013
- Cyber Essentials

Websites: www.aaseya.com, www.yash.com