



G-Cloud 14

Service Definition – Wipro User Experience Realisation
Through User-Centric Strategy & Design



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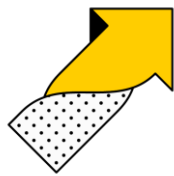
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Wipro User Experience Realisation Through User-Centric Strategy & Design

Wipro Leverages its strategic Design Agency Designit to deliver world class User Experience Strategy and Design. Designit, with its colleagues in Wipro, adopts a collaborative approach with clients, offering an array of UX services including user analysis, persona development, wireframing, crafting user stories, conducting user testing, defining MVP specifications, prototyping, and conducting website audits. Our team of UX consultants leverages their expertise to inform and shape wireframes, preparing them for rigorous user testing and iterative refinement.

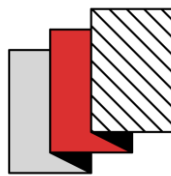
Flexible & scalable squads



Access world-class designers on-demand

Pick experienced and talented designers from our global pool.

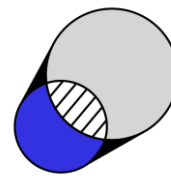
Flex & scale design squads as needed using best-shore & rates.



Accelerate & elevate design delivery

We combine fast delivery with the highest standards in craft.

Covering research, service design, product design, and design assets.



Scale & mature design capabilities

Plug immediate gaps to deliver critical design work & backlogs.

Help you build & run, scale & mature design capabilities.

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Key Capabilities and Features

This service encompasses several distinctive features:

- A Global and Local network of proficient user designers, service designers, researchers and content designers
- Comprehensive project and digital strategy analysis.
- A deeply iterative and collaborative methodology.
- Holistic design assistance spanning web, mobile, and cloud platforms.
- Expertise in user experience architecture, including persona profiles, user journeys, and service blueprints.
- Robust support throughout the prototyping, UX, visual design, content design, and front-end development phases.
- Empowering customers through structured knowledge transfer.
- Creation of wireframes tailored for various device screens, including mobile, tablet, and desktop.
- Thoroughly user and client-centered discovery and research phases.
- Stakeholder workshops to ensure alignment and collaboration.

Typical design problems we solve



Design Research

Fresh insights to identify unmet needs and opportunities, and to make evidence-based decisions.

- Missing an outside-in perspective
- Too many options & opinions
- Poor user experience & usability
- Lack of experiments & testing



Service Design

Shape new or existing products and services, to increase value for your customers and business.

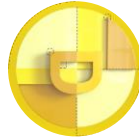
- Underserved customer & market needs
- Playing catch-up to the competition
- Siloed teams & misaligned efforts
- Programmes running behind schedule



Product Design

Launch new digital products, and speed-up the release of exceptional user experiences.

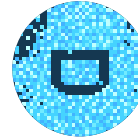
- Product focus & roadmap unclear
- Product releases & backlog too slow
- Underperforming journeys & experience
- Missing a design system



Industrial Design

Make brands come to life through physical objects of desire and great spatial experiences.

- Product range has become outdated
- New technology needs implementation
- Optimising production and logistics
- Spatial experience is off-brand.



Design Assets

Rapidly deliver the design assets needed to engage audiences, improve interactions and comms.

- Strengthen design craft & creativity
- Assets take too long to be produced
- Design inconsistent across teams
- Comms need to be more compelling

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Benefits:

The pivotal business advantages of this service encompass:

- Delivering straightforward and user-friendly digital solutions tailored to all user demographics.
- Access to a top 100 Design agency
- Embracing best practices in User Experience (UX) and User Interaction (UI).
- Accessing the expertise of specialist UX consultants and content designers.
- Crafting content strategies that resonate with precise target audiences.
- Enhancing site metrics in alignment with performance benchmarks.
- Employing a proven and refined user-centered methodology.
- Structuring designs based on data-driven insights.
- Elevating customer experience and fostering deeper engagement.
- Fostering consistency through an integrated design approach, ensuring visual and experiential coherence.

Our Methodology

In our approach to User Design, collaboration takes center stage, ensuring that we tailor our services to meet each client's unique needs. The timeline for project completion is primarily influenced by the scope and intricacy of the project requirements.

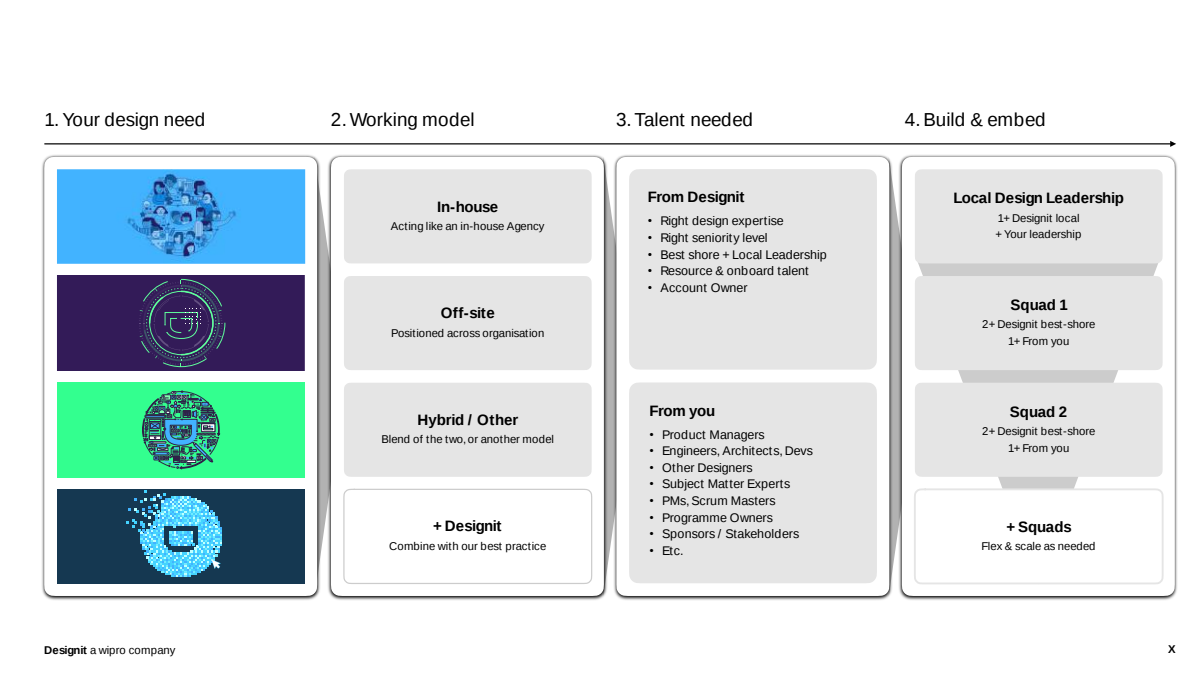
At Wipro, we embrace a Lean UX methodology, prioritising the user experience over tangible deliverables, a departure from traditional UX approaches. This method places a premium on team collaboration, emphasizing the importance of early feedback to facilitate swift decision-making.

Inputs from our Government partners

As part of this service, we anticipate receiving the following inputs from you:

- Access to all existing processes, whether automated or manual, to be evaluated for user design integration.
- Active participation in workshops aimed at defining goals, identifying user demographics, crafting personas, and outlining user stories.
- Provision of validation outcomes at the conclusion of each stage, which will inform subsequent stages and phases of the project.
- Feedback on the artifacts generated throughout each stage of the process, facilitating iterative refinement and enhancement.

Our typical engagement



Client deliverables

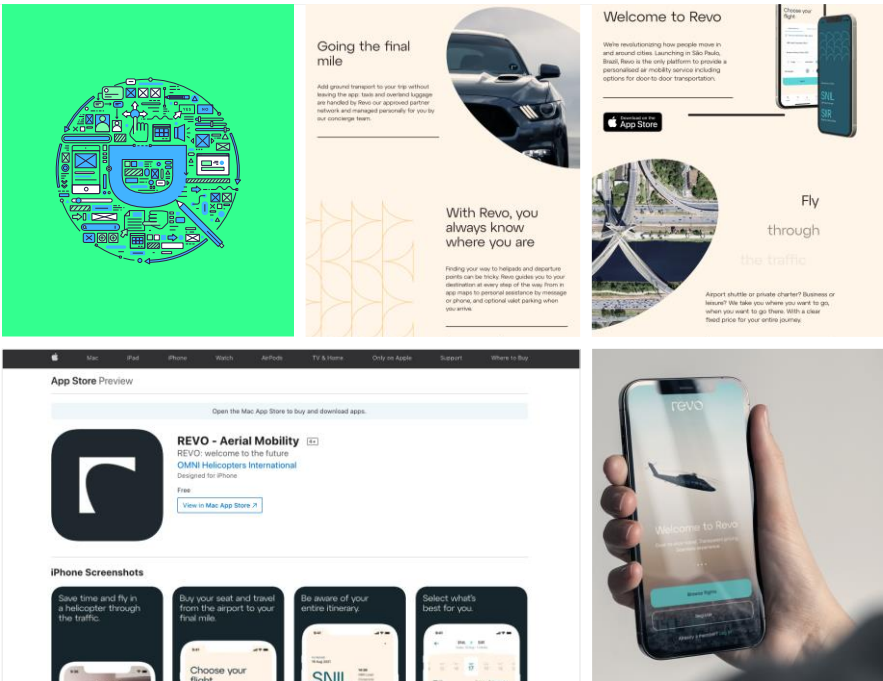
The service yields a range of outputs and deliverables, outlined below at a high level. This list is not exhaustive; should you require a deliverable not listed, please reach out to explore possibilities, as we're likely able to accommodate your needs. The primary deliverable is the provision of High-Fidelity designs. Throughout the project, various other outputs and deliverables will be generated, including:

- Stakeholder UX Workshop findings
- Problem Statement articulation
- User Types and personas, validated through surveys
- User stories, validated through surveys
- Information architecture and user journey mapping
- Low-fidelity wireframes

UX/UI Design

- Typical activities / deliverables:
- Product strategy, vision, roadmap
 - Detailed user journeys & flows
 - Information architecture
 - UX wireframes & screen design
 - UI components & interactions
 - Motion design & animations
 - Prototypes & user validation
 - Design systems

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Contact Us

Kindly contact us at the following Wipro email id for any further information and engagement related details.

Email - publicsector-uki@wipro.com



About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With 250,000 employees and business partners across more than 60 countries, we deliver on the promise of helping our clients, colleagues, and communities thrive in an ever-changing world.

