



G-Cloud 14

Service Definition - Wipro Digital User Experience (UX)
and Visual Design Services



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Our Service Overview

Our UX services excel in crafting exceptional digital experiences that drive business performance. Leveraging deep industry expertise and innovative methodologies, we deliver top-notch quality and innovative solutions. A structured, user-centric approach guides our process from research to delivery, with close collaboration alongside stakeholders. User needs remain the utmost priority, fueling Wipro's commitment to engineering outstanding user experiences marked by excellence.

Our Experience Design Capabilities

Our multi-disciplinary team comprises **UX researchers, UX designers, and visual designers** who possess a profound understanding of user needs. They **design intuitive interfaces** and work towards **enhancing overall user satisfaction**. We strive to create **seamless and enjoyable user experiences** by focusing on critical factors such as **usability, accessibility, visual design, and information architecture**.

Our approach is centered around employing industry best practices and leveraging cutting-edge methodologies to deliver user-centric solutions that resonate with the target audience. Through extensive research, iterative design processes, and meticulous attention to detail, we ensure that our solutions not only meet but exceed user expectations, driving increased engagement, satisfaction, and ultimately, business success.

Our comprehensive service offerings are tailored to address the evolving needs of modern enterprises, enabling them to unlock value and drive sustainable growth. We primarily function in the following key areas:

USER EXPERIENCE (UX):

In today's hyper-connected world, delivering exceptional user experiences across the customer journey touchpoints is pivotal for business success. Our UX services encompass strategic planning, design, and execution of intelligent, user-centric experiences. We develop cohesive strategies and designs that ensure a consistent experience across diverse content, digital assets, and transaction points for customers, partners, and employees. Our self-service portals facilitate anytime, anywhere access, empowering users with seamless experiences.

DATA VISUALIZATION:

Effective data visualization empowers businesses to make informed, data-driven decisions, communicate insights effectively, identify opportunities and mitigate risks, and monitor performance metrics. Our data visualization solutions leverage advanced techniques to curate and represent data in visually compelling and easily consumable formats. By transforming complex data into engaging visual narratives, we enhance audience engagement, enabling stakeholders to derive actionable insights and make well-informed decisions.

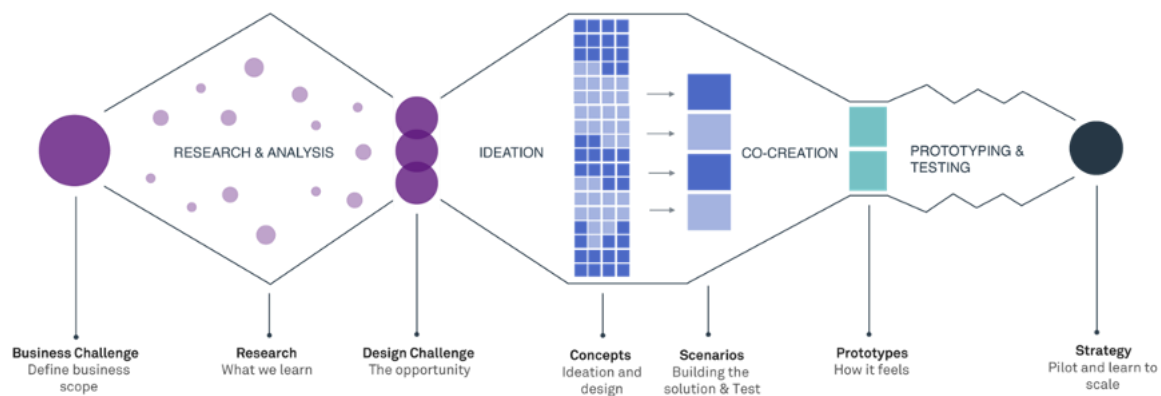
IMMERSIVE DESIGN:

Immersive design revolutionizes the way individuals interact, buy, sell, learn, and collaborate. By seamlessly blending the physical and digital worlds, our immersive experience design solutions disrupt traditional business models and transform the interactions between customers, suppliers,

partners, employers, and employees. Through cutting-edge technologies and innovative design approaches, we deliver captivating, multi-sensory experiences that elevate user engagement and drive business growth.

Our multi-disciplinary teams of experts, armed with industry-leading methodologies and best practices, collaborate closely with clients to deliver tailored solutions that drive tangible business outcomes and foster long-term competitive advantages.

Our User Centered Experience Design Approach



Double Diamond Process

With the **double diamond process** as our guiding lens, we aim to identify **areas of opportunity** for the service platform, **prioritize user needs and goals**, define problems and business implications, and adopt design strategies and solutions that will add value to the service platform.

Our user experience design follows below phases:

Empathize & Analyze:

We engage with business stakeholders to understand the present as-is journey and user behavior, which provides visibility into user needs, areas for intervention, and opportunities.

- We conduct user interviews, contextual inquiries, focus groups, etc., to understand the key pain points of users.
- We perform design audits and heuristic evaluations of the existing platform to understand the gaps and provide appropriate design recommendations and suggestions.

Key Deliverables:

- Document needs, pain points, customer insights & primary research
- Defining Personas and as is user journey maps



- Defining strategy and vision of business and functional goals

Findings & Strategy:

We prioritize the design scope and feature integration in accordance with business KPIs. This is achieved through:

- Defining the problem statement : A brief description of the problems or issues that need to be addressed in the service.
- Persona mapping : Collecting data on potential user groups, which helps create archetypes that aid designers in making informed decisions.
- Empathy maps : Understanding and collecting what the user sees, says, does, and feels/thinks. This helps us comprehend what the end-users aim to accomplish.
- As-is user journeys and storyboards : These help designers visualize the user's journey and identify user needs. They also aid in understanding complex customer journeys across multiple touchpoints. Additionally, they help understand user emotions at each step of the process, align cross-functional stakeholders, and create personalized experiences. We map the experience across business and technology to support the end-to-end user journey.
- Design guiding principles: Following these principles ensures consistency in decision-making across designers and teams.



Key Deliverables:

- Business and functional scope
- Strategizing and prioritizing short term, midterm and long-term goals and milestones

Creative Development:

With a clear understanding of the problems, we proceed into brainstorming solutions.

- Brainstorming and ideation : This allows for critical thinking and the generation of multiple innovative ideas, which are then validated for feasibility. Here, we can involve business stakeholders for better decision-making.
- Information architecture: It acts as a blueprint to map interaction patterns and navigation paths. The content is organized, structured, and labelled in a way that increases overall efficiency.
- UX wireframes : Building wireframes is a quick and simple process, which produces a low-fidelity blueprint enabling the setting of expectations early in the design process while still allowing for rapid iterations and adaptations by collecting user feedback early on.



- Understanding the business's design systems to achieve cohesive design systems across all platforms

Key Deliverables:

- Story boards and user journey maps
- Information architecture
- UX wireframes



Simulate Experience:

Prototypes illustrate the value added by the solution and provide an opportunity to revisit areas if any gaps are felt .

- Micro interactions, design prototypes
- Ensuring adherence to WCAG web accessibility guidelines for inclusive design.
- Immersive stakeholder engagements provide a first-hand feel and receive constructive feedback to ensure a seamless integration of business workflows .

Key Deliverables:

- Mockups and Hi fidelity visual designs
- Final clickable prototypes

Validate with Users:

Testing with end-users helps measure the value that the new solutions provide and analyse their behaviour .

- Quality checks and usability results of the prototypes are generated through usability testing .
- We cluster observations through user feedback and revisit solutions wherever necessary .

Key Deliverables:

- Final design handover to developers.
- Recommendations for future features and enhancements.

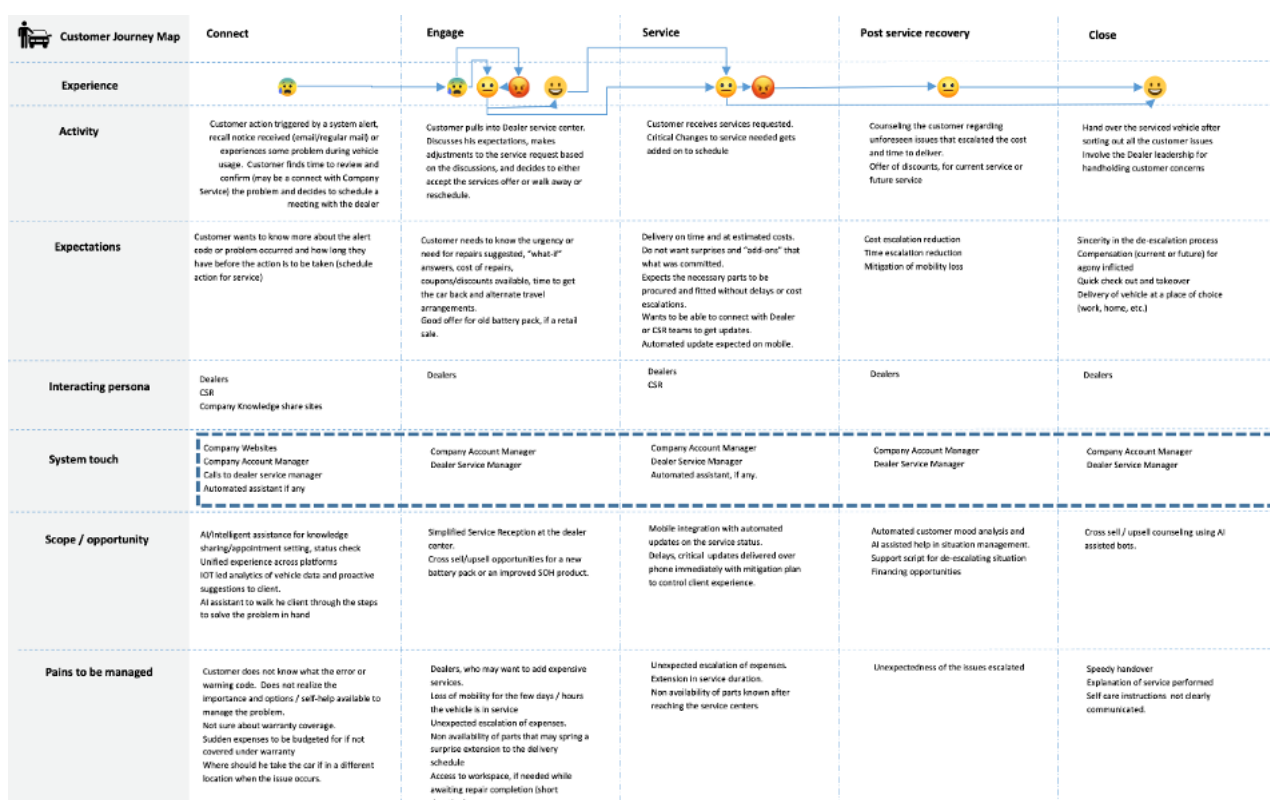


Sample Work

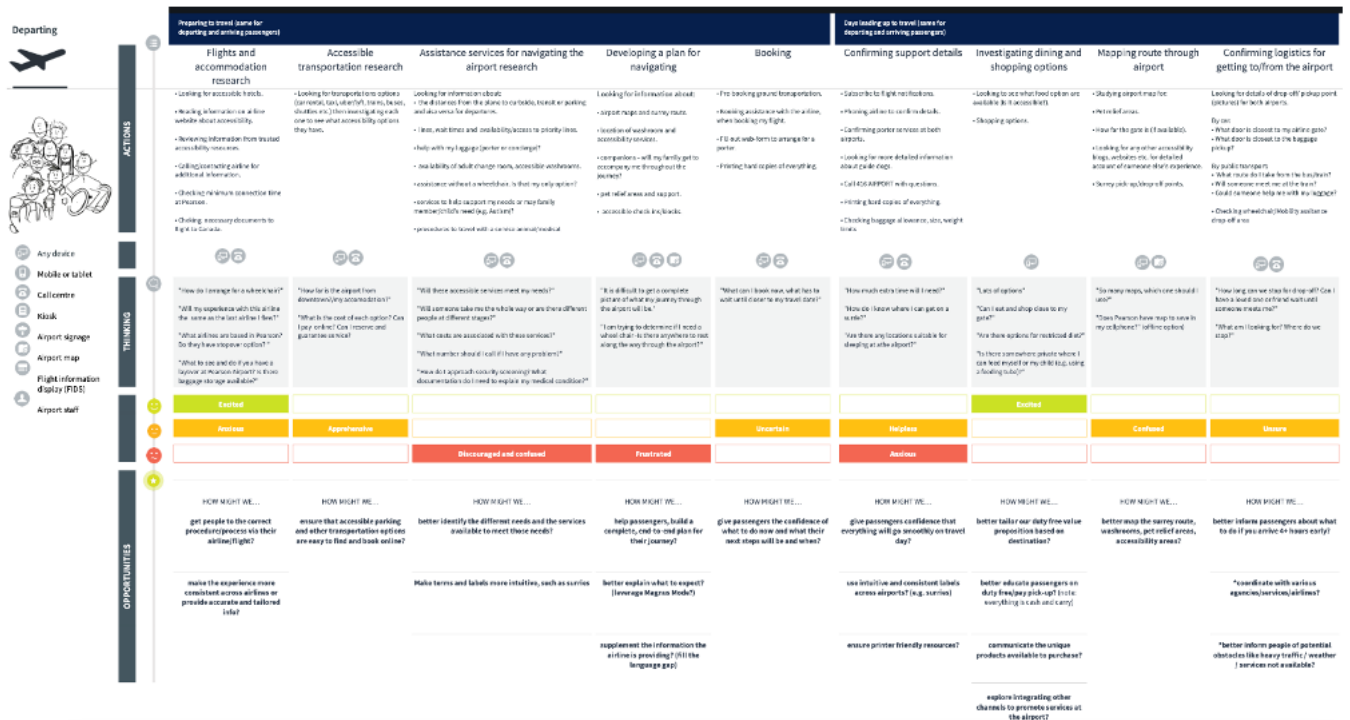
Journey Maps

The customer journey map gives a representation of the steps a customer goes through when interacting with a interface or the system. It is used to understand the customer's perspective and identify opportunities for improvement in the customer experience. The map typically includes information on the customer's goals, pain points, and touchpoints with the company, as well as emotions and feedback at each stage of the journey.

Below is an example of a customer journey map made for an automotive company showcasing how a customer interacts and engages with a dealer and in turn with the company. Which also focuses on experiences at each stage of customer and dealer interaction.



Below is another journey map for one of the airport authority management, which showcases the departure, connecting and arriving journey maps.

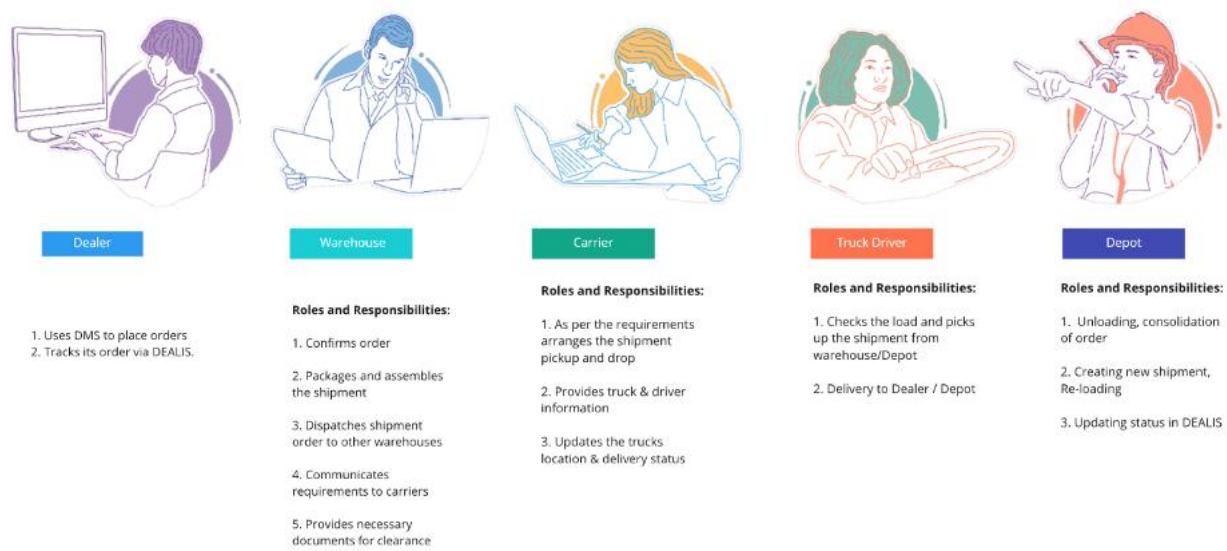


User Storyboard

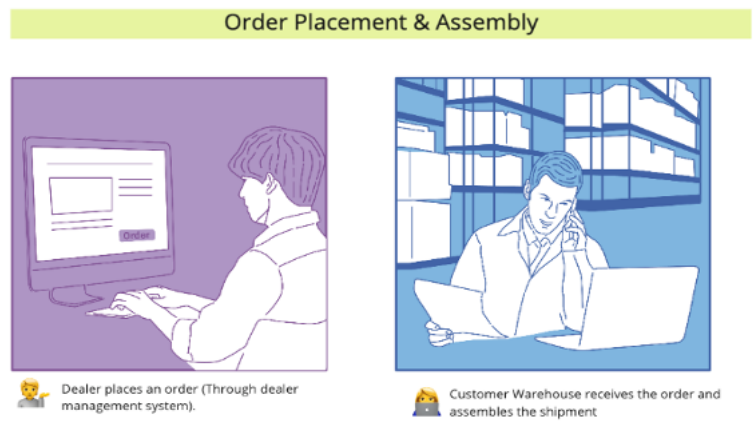
A user storyboard is a visual representation of a customer's experience with a product or service. It is typically used to help stakeholders understand how users will interact with the product and identify potential issues or areas for improvement. A user storyboard is similar to a customer journey map, but it is typically more focused on the specific features and functionality of the product, rather than the overall customer experience.

Some of samples of personas and user story's of the automotive company are given below.

Personas:



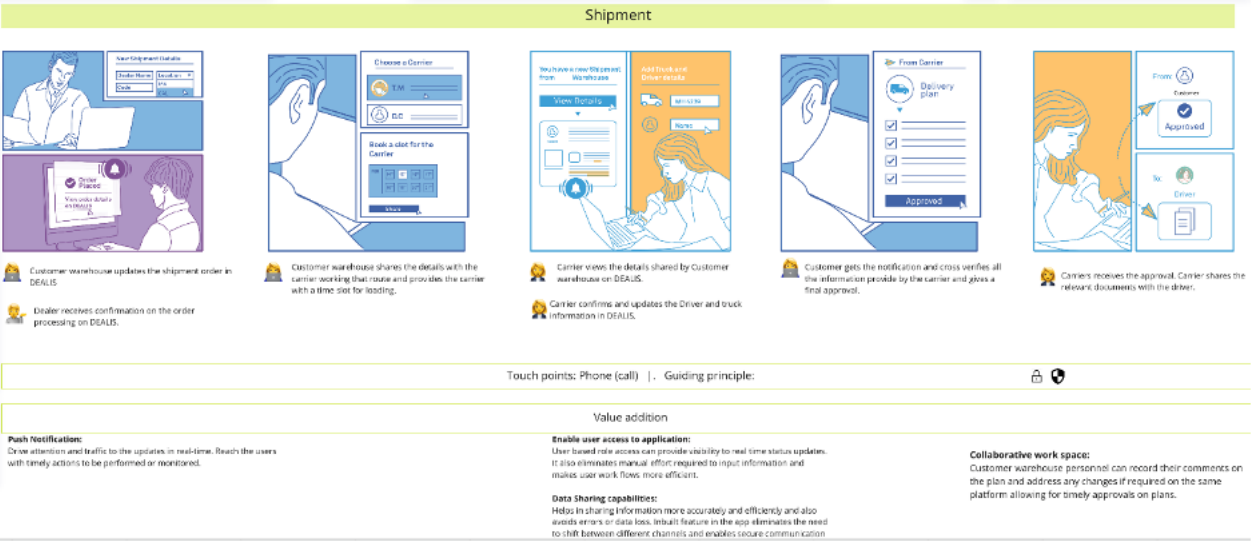
User Story board/Journey:



Touch points: Text | Mail | . Guiding principle:  

Value addition

Push Notification:
Drive attention and traffic to the updates in real-time. Reach the users with timely actions to be performed or monitored.





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.

