Introduction & Capabilities
Design Research & Evaluation | Design Definition | Front End UI Development
We offer Design Research, Definition, and Evaluation Services

Our team of User Researchers, Interaction Designers, Usability Experts, Visual Designers, & Front End Developers have diverse experience catering to versatile UX needs of our clients.

Our capabilities span across experience strategy, user research, information architecture, interaction design, visual design, rapid prototyping, and front end UI: touching a wide range of domains demanding user experience expertise.

As a UXalliance partner, we have the bandwidth to lead multi-country user research projects across 46 countries with streamlined research outputs.
We are experienced across enterprise and consumer domains

- Human Machine Interfaces
- Industry Solutions
- Consumer Portals
- Mobile
- Management Consoles
- Supply Chain & Logistics
- eCommerce
- Real Estate
- Insurance
- Telecom
- News & Media
- Social Media
- Pharma
- Education
- Healthcare
## A well-knit team of Strategists, Researchers, Designers, & Developers

<table>
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<tr>
<th>Role</th>
<th>Details</th>
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<tr>
<td>Experience Strategists</td>
<td>Our core strategists are armed with rich enterprise domain expertise and come with an average experience of 15 years in the areas of design management, resource planning, design innovation, &amp; design execution.</td>
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<tr>
<td>User Researchers</td>
<td>Our key user researchers bring expertise in design, communication, ethnography, &amp; usability. They have successfully completed more than 30 research projects across India, including multiple global research projects.</td>
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<tr>
<td>Interaction &amp; Visual Designers</td>
<td>Our qualified interaction and visual designers are end user advocates, UI best practice experts, pixel perfectionists, brand conscious, and have experience across web, mobile, and custom UI.</td>
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<tr>
<td>Front End Developers</td>
<td>We offer front end development services based on project demand. Through our development partners we are also well positioned to offer eCommerce solutions, web products, cloud solutions, and mobile apps.</td>
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Core SERVICES
Design Research

User insights for streamlined user centric design

Design Research provides a cost effective means of understanding the target user’s characteristics. We employ a combination of field-tested methods like *ethnographic field studies, contextual interviews, cultural probes (diary studies), telephonic interviews and surveys* - to develop a deep understanding of user goals, motivations, pain points, and the tasks they perform.

**Deliverables**

- Persona
- User Model
- Work Model
- Experience Map
- User Journey
- Report

**Table:**

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<th>Competitive advantage through deeper understanding of user goals &amp; motivation</th>
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<tr>
<td>Prioritisation of requirements that are of value to your users</td>
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<tr>
<td>High level of objectivity and customer-orientation in your development process</td>
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Design Definition

Design, and Rapid & interactive prototyping for easy validation & development efficiency

Following the Design Research, we convert the user models and work models into a well-defined set of use cases. It transforms the various user requirements into specific product needs of the customer, defining the specifics of what will be built and how. Iterative & interactive wireframes allow for quick reviews and validation culminating in elegant visual designs and UI specs for streamlined development.

Streamlined use case definition

Coherent structuring of user goals and solution features and functions

Iterative approach in defining the entire solution through agile wireframing and frontend UI

Deliverables

- Use Cases
- Information Architecture
- Detailed Paper/Static/Balsamiq Wireframes
- Visual Design
- Interactive Prototype
Design Evaluation

Early prototype validation to assess fitment with user needs

Through **formative, summative usability measurement** services including unique **eye tracking** reports and **remote usability test** using Morae and FocusVision, we evaluate the effectiveness, efficiency and delight metrics of your product by testing it on sample users. This can be seen as an irreplaceable usability practice, since it gives direct input on how real users use the system.

**Deliverables**

- User Recruitment
- Usability Study Design
- Moderation & Note Taking
- Usability Evaluation Report
- Eye Tracking Evaluation Report
International Usability

Global research made easy

PeepalDesign is a partner of the User Experience Alliance (UXalliance) - an international network of 25 leading user experience firms in Europe, Asia, America, and Australia. Created in early 2005, the network reaches major markets all over the world and offers international user experience research for global organizations from one source.

We can conduct international projects by leading the preparation, fieldwork, analysis and reporting, and overall project management. We conduct user research, usability testing, and evaluation methodologies to clearly understand the complex needs of diverse marketplaces.

One point of contact: User Experience Alliance (UXalliance)

The UXalliance advantage

• Over 500 user experience experts worldwide
• Standardized test methods across countries to ensure consistent high quality of service and results
• Professional simultaneous interpretation during sessions
• Local cultural knowledge
• With our established relationships, clients reap cost- and time-saving benefits with our ability to conduct research globally within a very short timeframe

UXalliance’s comprehensive experience

• Together, the UXalliance has interviewed more than 15,000 participants in global usability projects conducted in Europe, Asia, America, and Australia.
• The network has a global reach of more than 50 countries.
• Over 150 Fortune 500 clients have worked with the UXalliance, including General Electric, Yahoo!, DaimlerChrysler, Expedia, Microsoft, and ING Direct.

UXalliance partners

• Assist S.p.A. (Italy)
• Axance (France)
• Ayer Viernes (Chile)
• ExperienceU (Czech Republic)
• IQ Content (Ireland)
• Mantaray-it (South Africa)
• Mercedes Sanchez (Brazil)
• Mitsue-Links (Japan)
• Optimal Experience (Australia)
• Optimal Usability (New Zealand)
• PeepalDesign (India)
• Serco ExperienceLab (UK)
• SirValUse (Germany)
• Snitker & Co (Denmark)
• Symetria (Poland)
• Teleno (Switzerland)
• ThinkUser (Korea)
• UI Design Group (Russia)
• User Centric (USA)
• User Experience (China)
• User Intelligence (Finland)
• User Intelligence (Netherlands)
• UTRLab (Turkey)
• Xperience Consulting (Spain)
• Yu Centrik (Canada)
Un-moderated Remote Usability Testing

Run online usability research across locations in a cost-effective way

PeepalDesign has partnered with UserZoom to bring you the most sophisticated and comprehensive software solution for online research in the market. The value is in the ability to gain statistically significant data from participants participating from their natural context from across the country or the globe.

- Collect Data Quickly & Efficiently
- Quantify Usability
- Get The Right Participants
- Conduct Studies On A Limited Budget
- Compare Designs
- Identify The Areas That Need The Most Improvement
- Conduct Competitive Benchmark Studies
- Test Users In Their Natural Context
- Understand User Behavior
- Validate Or Define Your Lab-Based Research
- Test Internationally Without Travelling

- All-in-One Solution: The most versatile and comprehensive on-demand solution for User Experience research in the market. This is a high-end solution for highly demanding Professionals.
- Analytics 2.0: This goes beyond traditional research methods, combining the best of three worlds: Usability, Survey and Web Analytics data.
- Support is king: UserZoom provides OUTSTANDING customer support. The result is a 90% renewal rate!
Research Infrastructure

- Fully equipped test lab along with eye tracking, remote testing, recording infrastructure
- Capability to recruit and run usability researches across major metros in India
- Access to usability infrastructure across 46 countries though Uxalliance
- Run unmoderated usability research via userzoom

**FULLY EQUIPPED TEST LABS**

**MOBILE TEST CAMERA**

**EYETRACKING TOOL**

**GLOBAL NETWORK**
- Pan India participant recruitment capability
- Access to labs across 46 countries worldwide through global partners

**UNMODERATED ONLINE USABILITY TESTS**

**EYETRACKING ANALYSIS SOFTWARE**

**REMOTE TEST TOOLS**

As the exclusive India partner of userzoom, we bring you the most versatile and comprehensive on-demand solution for User Experience research in the market.
Front End UI Capabilities

- Well-versed with the proven and latest UI tools & technologies to serve your unique UI development requirements

### Platforms & Technologies

- Microsoft .net
- php
- Java
- Windows Azure
- Amazon Web Services
- PhoneGap
- jQuery
- HTML

### Content Management Platforms

- SharePoint
- Drupal
- WordPress
- Joomla!
- CS Cart
- Magento

### Rich Media Tools

- Silverlight
- Dreamweaver
- Adobe Premiere Elements
- CorelDRAW

### Adobe Design Tools

- Adobe
- Flash
- Dreamweaver
- Photoshop
- InDesign
- Fireworks

### Software for Devices and Platforms

- Microsoft Surface

### Browsers

- Chrome
- Firefox
- Safari
- Opera

### UI Controls - Third party and Open source

- dojo
- telerik
- Sencha

*This is only an indicative list of tools and technologies that our front end dev team works with.*
### Engagement Model

We are happy to engage with you as an extended team and support you in your user experience design, research, and evaluation needs.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Benefits</th>
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<tbody>
<tr>
<td><strong>EMBEDDED</strong></td>
<td>Hire partial or fully dedicated designers for a minimum of one year</td>
<td>• Skilled Designers&lt;br&gt;• Cost Effective</td>
</tr>
<tr>
<td><strong>VIRTUAL CAPTIVE</strong></td>
<td>Hire a fully dedicated design team operating out of our premises as an extension of your team. Applicable for long term partnership</td>
<td>• Extension of client team&lt;br&gt;• Consistency in design delivery&lt;br&gt;• Managed by peepaldesign on behalf of the client</td>
</tr>
<tr>
<td><strong>PROJECT</strong></td>
<td>Engage with us on project basis for developing new design concepts, conducting design research and evaluations for your products</td>
<td>• Maximum Flexibility&lt;br&gt;• Low Liability&lt;br&gt;• Fixed Cost</td>
</tr>
</tbody>
</table>

- Long term engagements will be of higher impact and prove cost effective.
- We can offer you an engagement plan & preferred rates based on your UX requirements across the year.
- We work on fixed cost, retainer, and T&M model.
THANK YOU

If you have any queries, we will be happy to answer them.
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