INTRODUCTION & CAPABILITIES

For Shipcom

02 July 2013
PeepalDesign is a full service UX consultancy

We are a Bangalore-based global user experience design and research firm founded in 2010, armed with a collective corporate design experience of over 65 years solving real-world user issues across multiple domains and enterprise solutions. Over these three years, we have helped many top companies improve the user experience of their products and services, and continue to work closely with many companies enabling & supporting their usability research & design needs.

We are an affiliate partner of the UXalliance, representing India in an international network of 25 leading user experience firms – a trusted network that enables us to carry out high-quality and consistent design research across 50 countries. In addition, we are also the exclusive India partner for UserZoom – a world-class software solution that allows you to test, analyse, and measure the user experience across devices, platforms, and apps.
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>
<thead>
<tr>
<th>Role</th>
<th>Description</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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Founders Profile

Durga Prasad Vemula
• An alumni of IIMC and 19 years of experience Durga Prasad is a seasoned UX strategist, design manager, and design researcher with deep understanding of research methodologies and well rounded experience in managing large scale UX projects.

Aurobinda Pradhan
• An alumni of IITB, IIMB and 13 years of experience Auro is a creative problem solver, design thinker and interaction design expert with multiple patents and double digit patent applications.

Nakul Shenoy
• An alumni of Manipal and 13 years of experience Nakul is a User Experience & Research evangelist with deep expertise in end user research, moderation and persuasive communication. He is also a corporate entertainer and well known mind reader.
MOBILE EXPERTISE
Mobile OS and form factors

Responsive UI (HTML-5)
Design applications to fit multiple form factors
Case Study: Design Definition for a tablet based HMI App


**Brief**
A Fortune 25 company entrusted us with redesigning their existing visual basic based HMI application to work on touch-based windows tablets. PeepalDesign moderated stakeholder workshop, conducted user research followed by design definition with information architecture, iterative wireframes for the entire solution and delivered high fidelity visual design.

**Output**

**Stakeholder Workshop:**
PeepalDesign moderated the workshop to define overall product goal, vision, use cases & UX scope.

**User Research**
Visited the client lab to understand user contexts and constraints that influence the procurement of a specific kind of tablet.

**IA, Wireframes, Visual Design**
We delivered information architecture, wireframes followed by pixel perfect visual design. Each delivery went through reviews, client scrutiny and sign off.
Other Mobile Case Studies

Mobile Solutions: Concept, Research, Wireframing, Visual Design
• A consumer electronics major approached us to support them with strategic UX consulting for multiple strategic mobile apps. PeepalDesign continues to offer end to end UX consulting starting from planning, resource augmentation, design research and user centric UI definition services.

Mobile Enterprise Solutions
• We support one of the large enterprise software manufacturers in generating user centric custom mobile solutions for their clients. Few of the applications are Quick order taking app, global order tracking and opportunity capture solutions.

Others
• Apart from enterprise solutions, we are working on smart city apps, stadium app, content sharing apps etc.
Process

Discovery
- Concept
- Persona
- Scenario
- Research

Co-creation
- Task
- Task Flow
- Wireframing
- Iterative Design

Execution
- Visual Design
- Testing
- Interactive Proto
- Approval
Execution Model

Project Co-ordinator
Single point of contact

Strategist
- Conduct workshop
- Analyse the requirement landscape.
- Plan roadmap
- Define standards & benchmarks

Researcher
- Conduct expert reviews
- Conduct eye tracking studies
- Plan & execute moderated and un-moderated usability studies
- Analyse findings and prepare report

Designer
- Analyse existing solutions against industry best practices
- Participate in research activities and embed actionable insights into design solutions proposals
- Provide design solutions
Generic 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.

- **EMBEDDED**
  - Hire partial or fully dedicated designers for a minimum of one year
  - • Skilled Designers
  - • Cost Effective

- **VIRTUAL**
  - Hire a fully dedicated design team operating out of our premises as an extension of your team. Applicable for long term partnership
  - • Extension of client team
  - • Consistency in design delivery
  - • Managed by peepaldehyde on behalf of the client

- **PROJECT**
  - Engage with us on project basis for developing new design concepts, conducting design research and evaluations for your products
  - • Maximum Flexibility
  - • Low Liability
  - • Fixed Cost

- 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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