

User Experience (UX)

Understand your users on a whole new level

In today's fast-paced digital ecosystem, companies face challenges to ship better products, faster, while maintaining a cohesive user experience. Our user experience team can help you build a consistent user experience to differentiate yourself from the competition and enhance customer loyalty.

What is User Experience?

User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations. It also takes into account the business goals and objectives of the group managing the project. UX best practices promote improving the quality of the user's interaction with and perceptions of your product and any related services.



The Value

- Generate brand awareness and consistency
- Improve cross-team communication
- Prevent design from being a development blocker

The Proof

- First impressions are 94 percent design-related
- Reduced development and design cost over time
- Improved credibility by increasing user satisfaction and brand trust

The Outcomes

- User personas—get a full view of who your users are
- User flow—map out how a user will interact
- Iterate and translate design decisions efficiently

Take Action

Design Sprint: A five-day process geared toward answering critical business questions through design, prototyping, and testing with users.

Lightning Decision Jam: With this structured two-hour workshop, we help you start with the problem that needs to be solved, not the end solution.

Competitive Analysis: Identify strengths and weaknesses in the marketplace as well as opportunities for differentiation.

Custom Design System: Collect reusable components to build larger applications and establish consistency of your brand across applications and touchpoints.

Our Solution

Our user-centric design services will set your company up for long-term success and minimize design churn. Investing in UX will create brand consistency internally and for your end users. More importantly, instead of creating up-front value and moving on, UX is there with you through every phase of the process.

Tackle Any Potential Blockers

WHO ARE MY CUSTOMERS?

By having a concrete vision of how your products or services can make a customer's life easier, you can then prioritize features and resources in a timely and financially efficient way.

WHAT PROBLEMS ARE MY CUSTOMERS FACING?

Once you know your customers, understanding their problems will allow you to design, engineer, market, and sell appropriate solutions that you know will sell. This can only be done through proper user research and persona mapping.

WHAT FEATURES DO MY CUSTOMERS USE MOST?

Identifying the most used features will create value with your target customer and allow you to build empathy with the user, resulting in a higher quality product or service.

MY PRODUCT OR SERVICE LACKS CONSISTENCY

Customers expect a consistent experience; failure to achieve one leads to a poorly perceived product or service. Ensuring consistency and maintaining quality control will allow you to maintain customer relationships as well as attract new ones.

IT TAKES TOO LONG TO GO TO MARKET

Delays in development can cause significant financial burden and stretch resources thin. By ensuring an efficient and streamlined process, you can work towards being first to market, while also reducing bottlenecks in production pipelines.

MY DEVELOPMENT TEAM HAS NO FRONT-END SKILLS

With the complexities involved in creating software, it's important that teams be comprised of both front-end and back-end developers. Our team will provide a front-end developer to ensure design goals are met and implementation is scalable.

The Business Problem

"I want to maintain a cohesive experience for my users to build brand consistency and ongoing customer loyalty."

The Opportunities

Increase User Retention

Keep your users coming back with a delightful experience and consistency across your product

Streamline User Flow

Increases user productivity within your application

Brand Consistency

Create a memorable experience that ensures your users know exactly who you are

Low-Fidelity

Enables you to iterate faster while maintaining cohesive experience

High-Fidelity

Set requirements for your developers without the need for excessive, back-and-forth communication

Establish Design System

Increases efficacy of future design and development efforts without reinventing the wheel every time

44%

of customers have higher expectations than they had a year ago

3 in 4

customers expect companies to understand their specific needs

62%

of customers have switched brands in the past year due to poor experience

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