



Rich User Experience

Driving Business Solutions

A 'great user experience' is that most sought feedback for digital business initiatives. Consistent, superior customer experiences build brand loyalty, increase customer engagement, and provide a business differentiator. User Experience as one of the focus solutions in Birlasoft's Digital Transformation arsenal. The UX practice ensures that the solution addresses user needs and expectations, and is designed to deliver the optimal customer experience. UX design places a customer first approach, as opposed to a feature first approach. This guarantees that the solution is efficient, intuitive and effective.

User-Centered Design & Discovery

- Discovery
- Use Cases
- User Flows
- User Stories
- Personas

User Research

- Focus Groups
- Surveys
- Stakeholder Interviews
- Competitive Audit

Content Architecture

- Content Audit
- Information Architecture
- Taxonomies
- Sitemap
- Card Sorting
- Features

User Interface

- Moodboards
- Style Tiles
- Storyboards
- Sketches
- Pattern Library
- Wireframes
- High-Fidelity Designs

Testing (All Phases)

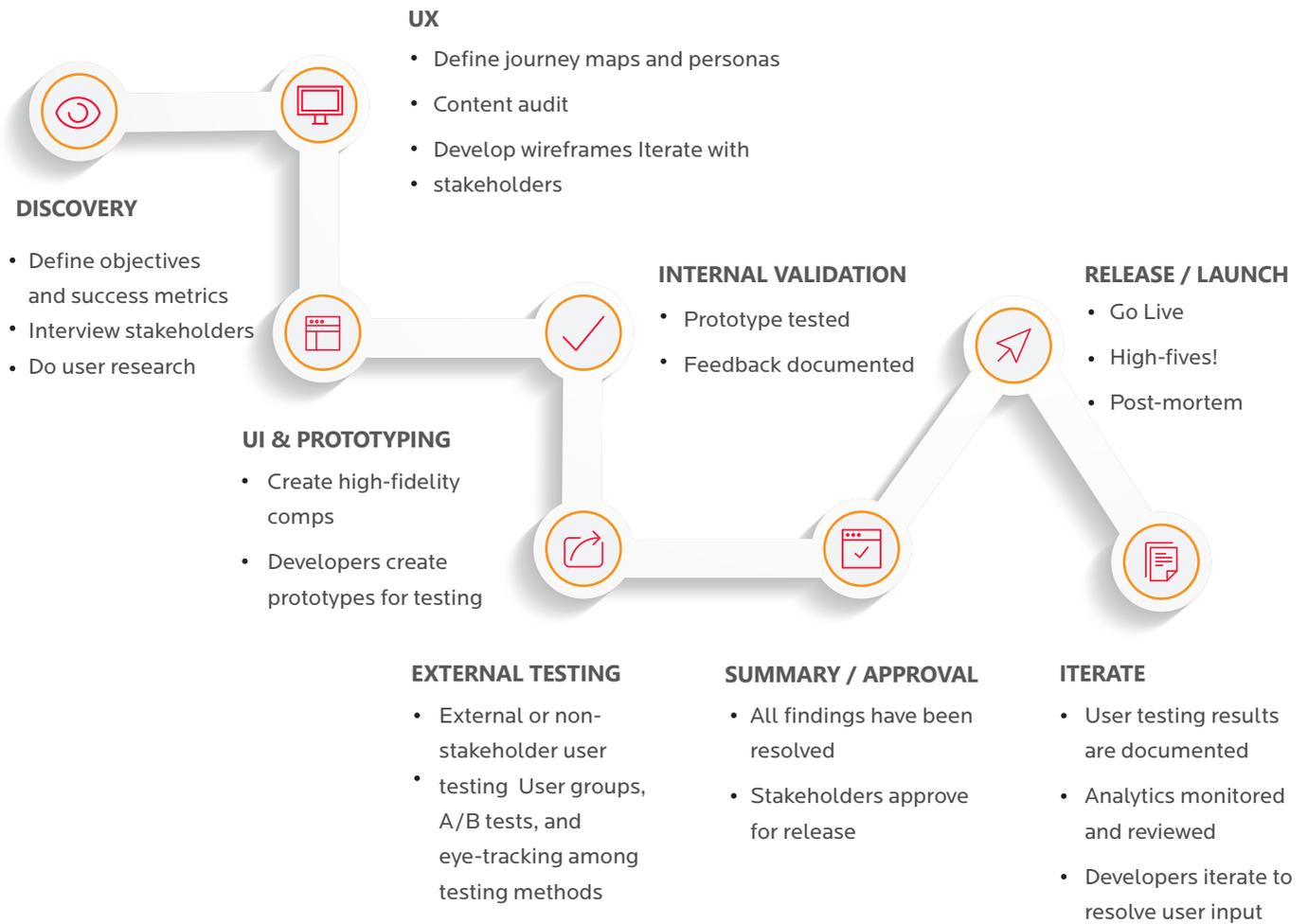
- Low-Fidelity Prototypes
- Usability Testing
- A/B Testing
- Eyetracking
- Accessibility Testing
- Analytics

The Birlasoft Edge

Birlasoft is committed to create user experiences for businesses that 'wow' their customers. The key advantages that we provide to our clients are:

- Optimal User Experience across multiple devices and platforms
- One stop shop for UX, UI and Development Experience
- Expertise in the areas of current best practices and upcoming trends

Birlasoft User Experience Process



Success Stories

- Created a "Reporting Portal" based on the App Store model that integrates a single page for accessing and consuming reports for a large North American food manufacturer.
- Developed a hybrid iOS app that integrates securely with SAP ERP systems for a large North American distribution and delivery network company.
- Created an effective search driven document management system delivering precise document search results including on-the-fly document creation and document maintenance for a global supplier of drilling equipment.



RESOURCES

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.