

DESIGN GUIDE

THE SIX STAGES OF UX DESIGN

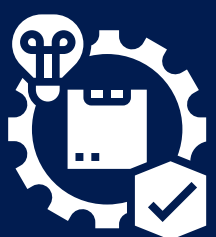
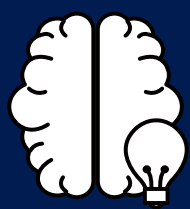


RESEARCH

Invest in understanding your user and addressing their pain points with the help of tools that distinguish your brand from the rest.

STORYBOARD

Leverage your research to create compelling wireframes and skeletons that will help you deliver your project seamlessly.



VALIDATE

Deploy various validation methods to ensure that your project idea conforms with your user's needs and solves their problem effectively.

CONFIRM

Gather feedback regarding design and other necessary customizations using an agile methodology to deliver an enhanced user experience.



TEST

Design, build, and test applications to ensure seamless cross-platform delivery and garner high engagement from a wider audience.

PROTOTYPE

Leverage rapid prototyping methods to evaluate performance and usability as well as identify glitches in the workflow to deliver best-in-class end product.



BENEFITS OF LEVERAGING AN ENHANCED UX



Increased customer confidence



Concretized customer relationships



Improved developer productivity



Positive impact on bottom line