BUSINESS SOLUTION

USER EXPERIENCE AS A KEY CONCERN
CHALLENGES  Today everything focuses on the user experience (UX): Institutional Internet site, company intranet, extranet, web applications, desktop or mobile ... everything is about how simple of use and how appropriate the solution is for the audiences.

Being at the cutting edge of digital word and through synergies with other IT experts, the UX expert’s team at ELCA supports your strategy, the concept design and the improvement of your interactive solutions.

The UX expert will advise you, facilitate the dialogue, and design the interactive concept with the greatest added value for your users, whilst supporting the company’s strategic vision and the framework of the project.

Putting the user and modernity in the core of the concept design, UX will make your solutions efficient and attractive.

SERVICES  Each project is unique. Depending on its characteristics; ELCA will suggest a combination of the following services:

› **Evaluation of the existing solution**: Compare your solution to the competing solutions and to the best practices in the field.

› **User analysis**: Understand who your users are, which are theirs motivations, needs and expectations; match your users’ needs with your business objectives.

› **User experience design**: Define the information architecture, the interactive processes and the screen book of the solution using an iterative and participative approach.

› **Usability tests**: Measure the performance of the new solution with representatives of your users, based on specific business scenarios.

UX AND MOBILITY  Mobile users behave differently according to the places and contexts. Our UX experts analyse their behaviour and characteristics, determine the information and actions to be offered in each place and context, and define the mix of applications, devices and means of interaction, addressing the users’ needs in the most effective way. A concept designed with the person and the context at the centre is the guarantee that your mobile solutions will be successful.

« Our expertise will make your interactive solutions efficient and attractive. »
ADDED VALUE FOR USERS  When our experts conceive or evaluate the user experience aspect of the solutions, they consider the following aspects:

› Does the solution support the strategy and values of the company?
› Are the characteristics, abilities and needs of your users defined and taken into account?
› Does the solution offer the content and services to meet the expectations and needs of the users?
› Are the organisation of screens and the means of interaction adapted to the characteristics and abilities of the users?
› Is the information organised in a simple, fluid and intuitive way?
› Is the solution adapted to mobile users?
› Is the visual and interactive language rational, fresh and engaging?
› Is the solution compatible with your budget and resources?
› Is the solution able to evolve?

UX AND AGILE IT  Our UX experts are trained in Agile IT methodology, the agile approach of ELCA for fixed-price projects. During the sprint 0, our experts develop the general interactive concept for the application and then provide support for the UX design and development during the following sprints. Therefore, our UX experts can adapt the initial concept design to the changes of scope to preserve the coherence and interactive performance of the solution developed.

UX PLAYGROUND

COMMUNITIES

TRENDS

TECHNOLOGIES

BUSINESS

« The users, their characteristics and needs will be at the core of the UX design. »
A TYPICAL PROJECT OF UX DESIGN PASSES THROUGH THE FOLLOWING STAGES

› Identification of audiences:
› Interviews with the management to define the strategic objectives;
› Interviews and focus groups with each of the audiences to analyse the needs and understand the issues;
› Prioritisation of needs expressed and definition of the vision over the longer term;
› Identification and analysis of the main user scenarios;
› Acquisition of the technological context of the project to rationalise the design interaction;
› Design of the main screens and features according to the user scenarios;
› Iterative thematic workshops for the presentation and evaluation of interactive approach of scenarios with representatives of the audiences;
› Graphic design on the basis of validated screens;
› User tests to validate and refine the interactive processing of user scenarios;
› Documentation of the workshop results in the form of an annotated screen specification.

ELCA puts in place a multi-disciplinary team consisting of a business analyst, a UX expert and a technical architect for the concept design.

ELABORATION OF THE DESIGN

1. REQUIREMENTS

2. DESIGN WORKSHOP

3. WIREFRAME DESIGN WITH TECHNICAL AND BUDGET VALIDATION

ABOUT ELCA ELCA is one of Switzerland’s biggest Information Technology companies leader in the fields of software development, systems integration, business consulting and applications management. ELCA employs around 600 highly qualified staff. The head office of the company is in Lausanne, whilst it also maintains branches in Zurich, Geneva, Bern, London, Paris, Madrid (near-shore development) and Ho-Chi-Minh City (offshore development).