

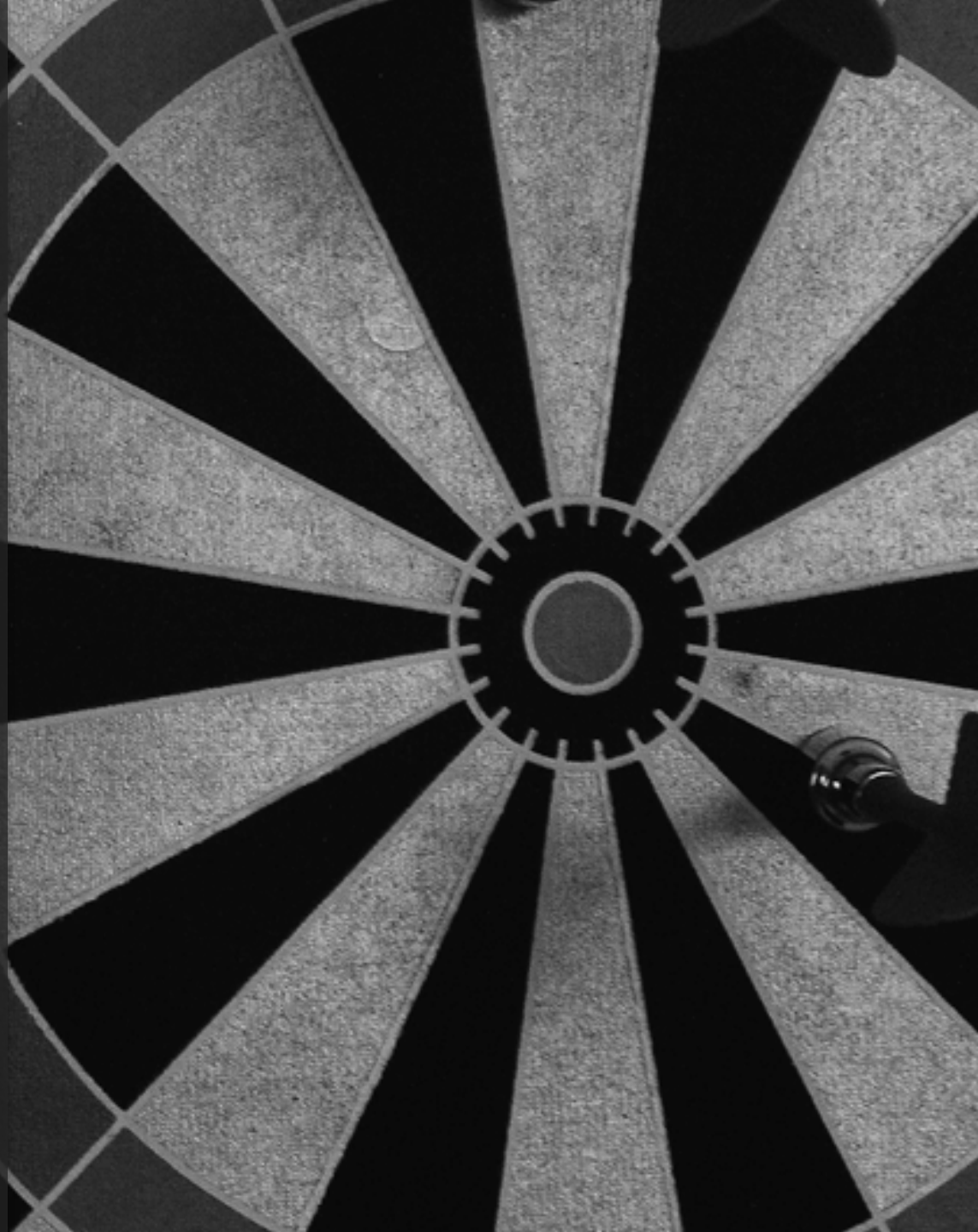
An introduction to digital design

Purpose/Process/Participation



goals

- help capco employees understand the process of creating digital products and services
- highlight what user-centered design means
- show how digital design fits into the capco organization and client engagements

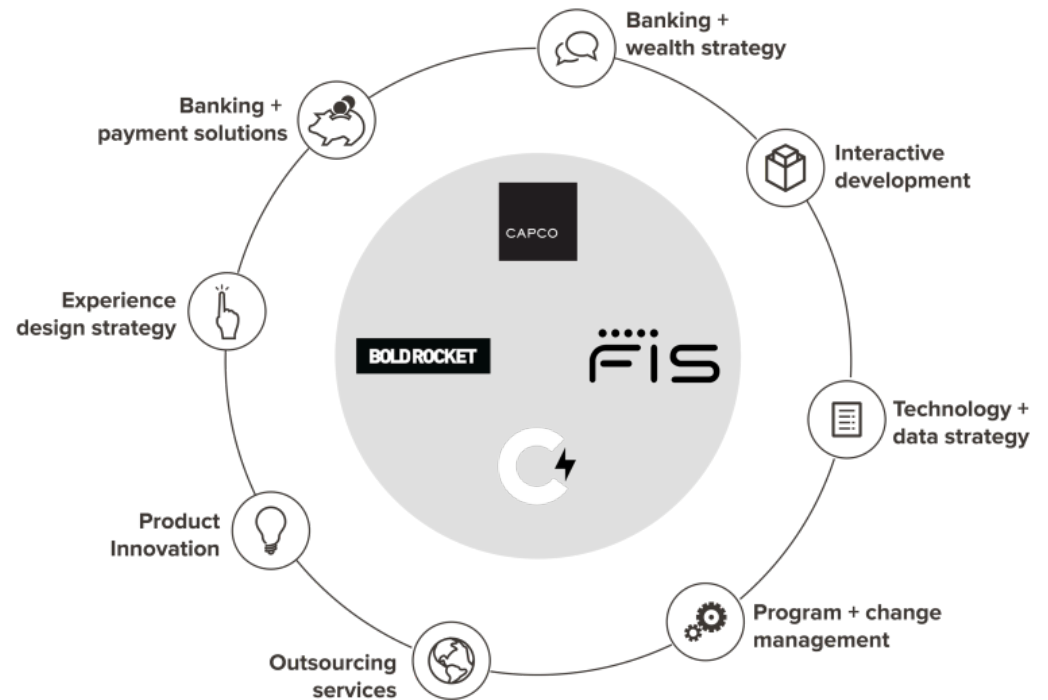


capco and design

- why is capco needed in the design process?
- financial institutions are being forced to focus on enhancing the customer's experience
 - this is primarily being forced by massive shifts in customer expectations of products and services
- these institutions are having struggles with evolving the customer experience ecosystem
- they come to us to help them envision a future and then enact it through the design process

open concept

- unified capabilities
- companies can co-exist under one umbrella: same thoughts, same passions, one goal



product design

- individual projects and initiatives with the goal of rolling up into a larger program
- helps define brand and user experience consistency

case study: apple products



touch points

- personal computers
- smart phones
- cell phones
- tablets
- game consoles
- wearables
- enhance existing products and create new ones



design thinking

- design specific cognitive activities that designers apply during the process of designing
- match users needs with business strategy and technical capabilities
- relationship between cognitive psychology (thinking processes) and computer science



user-centered design

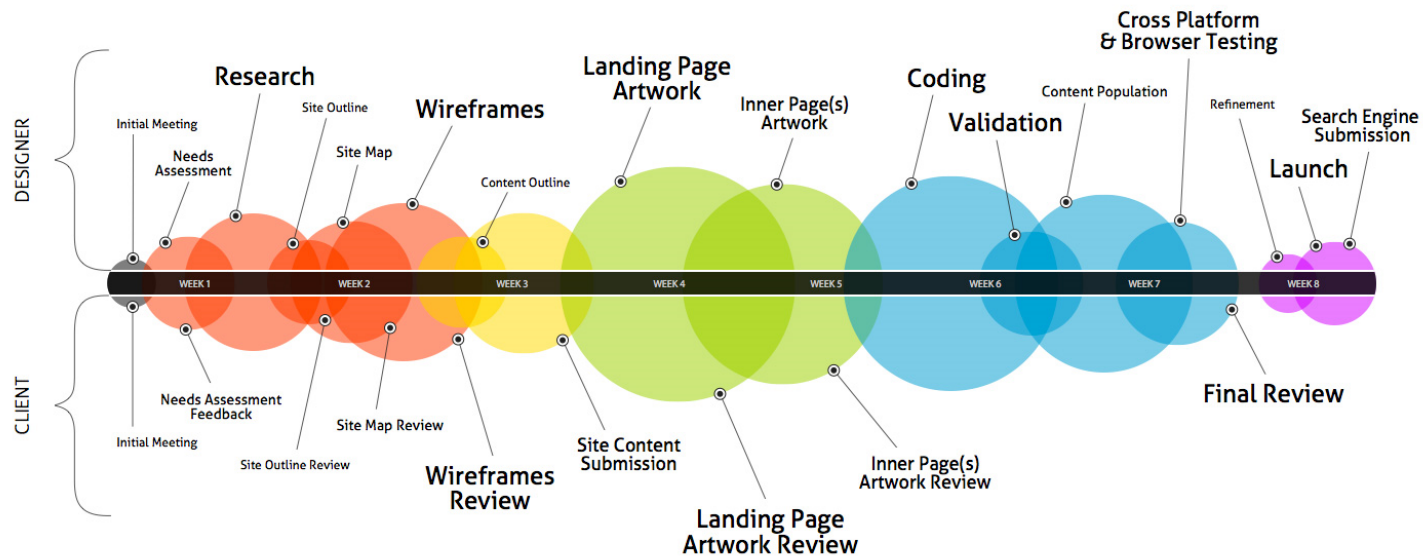
circular pattern of

- research
- define
- design
- adapt
- measure



design process

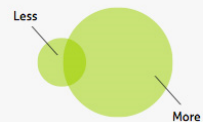
- consistent and dynamic conversation between multiple layers



MILESTONES



INVOLVEMENT



IMPORTANCE

Average
Greater

PHASE



design process players

- user experience strategy
- user experience research and testing
- visual design
- user experience design
- user interface developers
- digital marketing and social media



digital strategy

- what is it?

- an approach/formula that guides the use of resources to transform the current state of an application to a future desired state
- Invokes a long-term vision, roadmap and key performance indicators to align all user involvement with the brand positioning and business strategy

- why is it done?

- Increase sales and marketability
- Build brand awareness
- Gets entire team to buy into the user experience
- Reduces time spent building components that don't contribute to business value

- key activities

- tracks and discovers customer trends
- researches new technologies/innovations

- what are deliverables?

- Defined, strategic written document

- how does the development strategy team integrate?

- Works with the business, visual designers and user experience designers to implement a successful and strategic product

exercise:

- our overall game plan is to be come (blank)
- in practice for our user experience, this means (3 statements)
- this application will align with our business requirements by (3 statements)
- this application will meet the deepest needs of customers by (3 statements)
- this application will differentiate from competitors by (3 statements)
- we will know it works when (3 statements)



user experience research & testing

- what is it?

- focuses on understanding user behaviors, needs and motivations through observation techniques, task analysis and other feedback methodology

- why is it done?

- protects from designing the wrong product: one that will not be used or one that provides a poor quality of use
- saves from using too much time and/or money producing a product
- removes assumptions from the design process

- key activities

- card sorting
- first click testing
- heuristic evaluation
- contextual and/or individual interviews
- focus groups and testing
- prototyping reporting

- what are deliverables?

- Testing results
- Personas and use cases

- how does the development strategy team integrate?

- Works directly with the user experience designers to ensure best user experience principles are used.
- Works directly with the user interface developers to provide updates as needed.

THE OVER-ACHIEVER

“I need access to all the information and resources UC has to offer so I can reach my potential”

Stephanie has just begun her studies at the University of Canberra and is highly motivated. She has never missed a tutorial or a lecture and always carries her laptop with her around campus. It is important to her that she doesn't miss a single detail about any of her classes, and as such will check Moodle several times per day.



Stephanie Brewer, 19



TECH SAVVY

DEVICES



ENGAGEMENT

FRUSTRATIONS

Inconsistency between units
Not enough forum activity
Resource navigation difficult



VISUAL DESIGN

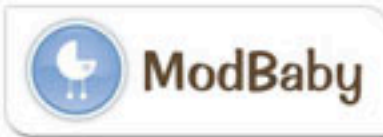
GOALS

SMS updates
Better links between UC sites
More info on unit homepage

visual design

- what is it?
 - the method of visual communication and problem solving through the use of type, space and image
 - focuses on the aesthetics of a site and its related materials by strategically implementing images, colors, fonts and other elements to create a visual representation of ideas and messages
- why is it done?
 - enhances transfer of knowledge and visual messages
 - readability and legibility is enhanced by improving visual presentation
 - aid in selling products through effective visual communication
 - provide a way to communicate information quickly and economically through a color or a symbol
- key activities
 - define visual guidelines such as typography, colors, textures, margins and gutters, images and icons
- what are deliverables?
 - mood boards and style guide
 - visual design comps
- how does the development strategy team integrate?
 - works with business team to establish and /or enhance overall branding

Inspiration:



Company Logo

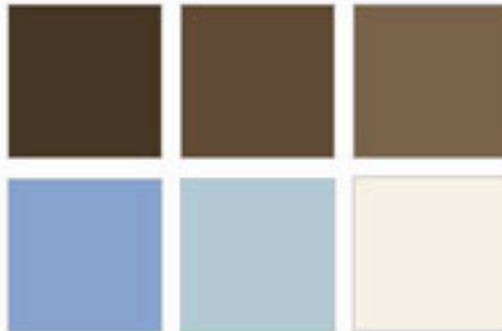
Adjectives:

Soft
Warm
Friendly
Modern

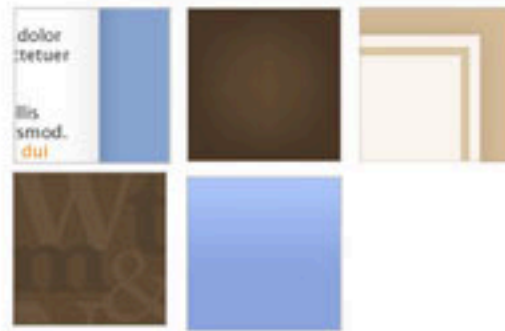
Sophisticated
Stylish
Comforting



Sample Colors:



Sample Textures & Patterns



iStock photo #4306066

Sample Typography:

Sample Page Heading: Our Products

Font: Impress BT

Sample Subheading: Receiving Blankets

Font: Georgia

Sample body text. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. [This is a link.](#)

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user experience design

- what is it?

- (UXD or UED) is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use and pleasure provided in the interaction between the customer and the product
- encompasses traditional human-computer interaction (HCI) design, and extends it by addressing all aspects of a product or service as perceived by users

- why is it done?

- integrated into software development and other forms of application development to inform feature requirements and interaction plans based upon the user's goals
 - helps avoid unnecessary product features
 - improves the usability of the system and therefore its acceptance by customers
 - expedites the design and development through detailed and properly conceived guidelines
 - incorporates business and marketing goals while protecting the user's freedom of choice

- key activities

- gathering business requirements in order to provide deliverables

- what are deliverables?

- site map, storyboard and user flows
- wireframes and prototype (paper or digital)

- how does the development strategy team integrate?

- Act as glue between the business and development teams to establish solid structure of communication

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[Messages](#)
[Calendar](#)
[Health Trackers](#)
[Health Topics](#)

My Profile



Jamie Lynn Jacobi

320 Penn Ridge dr.
North Liberty, IA
Phone: 319-555-1928
Email: jamielynn@hotmail.com

Your Profile is **75%** Complete.
Finish filling your profile to
save time on form filling on
this website!

Fields that are missing:

- [Date of Birth](#)
- [Gender](#)
- [Postal Code](#)

Messages

Week of Nov

Sunday

31

7

Parenting Basics (7:00pm - 8:00pm)

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[Baby Basics](#)

[Parenting basics](#)

[Child CPR and Safety](#)

[Next](#)

Saturday

6

13

My Doctors



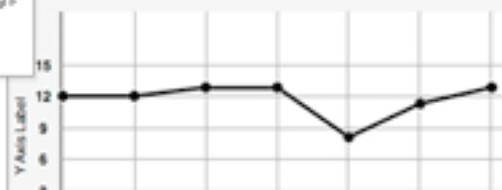
Dr. Nicholas Gordon

Phone: 319-555-1928
Fax: 319-555-2837
email: nhanson@cedarview.org

Specialties: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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Diabetes Tracker



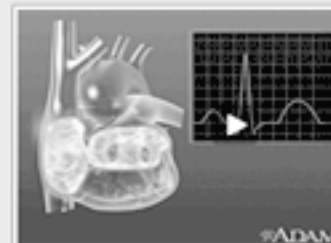
Health Article

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- [Porttitor vel fringilla](#)

Video Showcase



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Upcoming Events

12/02/2008

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user interface development

- what is it?
 - the build of user interfaces that supports the build of information between an application's users and its back-end processes and databases
- why is it done?
 - to provide a visual interface for the users to interact with
 - provide a display of information pulled from the back-end
 - provide user interface back practices through using the latest technology
- key activities
 - programming through a multitude of programming languages such as HTML, CSS and JavaScript
- what are deliverables?
 - functional, testable, shippable code that lets users accomplish their goals when using an application
- how does the development strategy team integrate?
 - works with user experience team and back-end developers in providing an interactive application



Forming the Future of Finance

Innovating & Capco is a dedicated service delivering innovative insurance, finance, risk regulation, and we design, operations

CAPCO
27th Nov
Forming the

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```
view-source:capco.com
view-source:capco.com
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
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6 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
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11 technology and package integration, and managed services to move their organisations forward." />
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14 chain, loss mitigation, post-merger integration services, regulatory reform" />
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19 services industry. Our professionals combine innovative thinking with our unrivalled first-hand industry knowledge to offer our clients co
20 expertise, complex technology and package integration, and managed services to move their organisations forward." />
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28 been deleted." }, "capco video player": { "videoClass": "video", "defaultPoster": "", "path": "/sites/all/modules/custom/capco video play
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digital marketing and social media

- what is it?

- marketing that makes sense of electronic devices to engage with stakeholders
- differs from traditional marketing by using channels and methods that enable an organization to analyze marketing campaigns and to understand what is working and what isn't in real time

- why is it done?

- to provide access of information anytime and any place
- manage complex customer relationships across a variety of channels
- responds to and initiates dynamic customer interactions
- extracts values from big data to make better decisions faster

- key activities

- market and statistical research and comparison

- what are deliverables?

- advertisements
- blog
- SEO key words
- web analytics

- how does the development strategy team integrate?

- works directly with the digital and marketing strategy teams to increase profit and revenue



How consultants
and designers
work together



potential opportunities for collaboration

digital skills you can learn

- research

- Morae software/Camtasia
- quick prototyping tools (Axure/Balsamiq/iRise)
- Google analytics

- visual design

- Adobe Creative Suite
- drawing

- user experience design

- Omnigraffle/Visio
- Fireworks

- user interface development

- HTML
- CSS
- JavaScript