



smart people  
smart solutions

# USER EXPERIENCE DESIGN FOR A DIGITAL WORLD



*We design exceptional digital experiences to deliver real business outcomes.*

Ronnie Cloete  
Practice Head: DVT Digital Transformation

## BENEFITS OF GOOD USER EXPERIENCE (UX)

### RETURN ON INVESTMENT (ROI)

- ✓ Increase key conversions
- ✓ Improve churn, abandonment, referrals, shares etc.
- ✓ Improve usability, ease of use & simplicity
- ✓ Doing UX design early helps avoid mistakes
- ✓ Reduce customer & re-development costs

### BRAND ENGAGEMENT

- ✓ Improve brand perception
- ✓ Provide the right content – at the right time
- ✓ Generate word-of-mouth marketing
- ✓ Ensure positive first time experience
- ✓ Give your business a competitive edge

### SURFACE VISUAL DESIGN

### SKELETON WIREFRAMES

### STRUCTURE SITE MAP/ SCREEN FLOW

### SCOPE REQUIREMENTS/ CONTENT

### STRATEGY CONCEPT/ USER RESEARCH



90%

## WE DESIGN GREAT USER EXPERIENCES

*The digital transformation team at DVT helps you discover the right problems to solve, then design and create solutions that your customers will love.*

We understand user behaviour and user motivations, and follow proven methodologies to build consistently great experiences for our clients and their users.

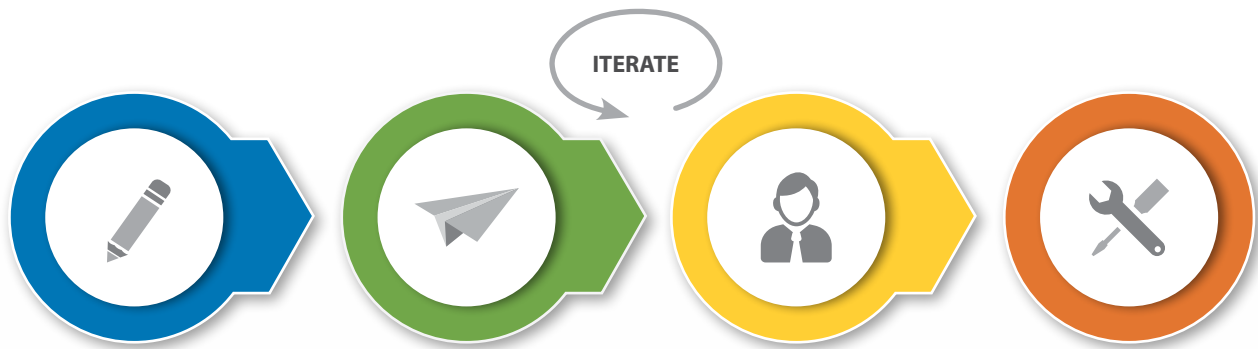
The design process is about so much more than a good looking user interface. To create a solid foundation for each digital product, we employ tried and tested research methods to ensure a user-centred approach. Every decision influencing interaction is conceived, refined and tested keeping the person doing the interacting ('the user') foremost.

## OUR CLIENTS

*"To say that we were impressed with the UX work that the DVT Digital Transformation Team did, would be an understatement."* - Tiaan Janse van Rensburg, Director, Solution House, Incident Desk



## OUR APPROACH TO UX DESIGN



### DEFINE

- User research
- Design sprints
- Stakeholder interviews
- Journey mapping

### PROTOTYPE

- Sketches
- Wireframes
- Paper prototypes
- Interactive prototypes

### TEST

- Workplace observation
- Usability labs
- Questionnaires
- Data analytics

### IMPLEMENT

- Style guides
- Visual design
- Pattern libraries
- UI development

## WHAT WE OFFER



### UX REVIEW & ANALYSIS

Making use of heuristic methods, we offer expert reviews as a quick and cost effective way to identify key improvements. A great entry point into UX design for newcomers.



### UX DESIGN

Our consultants are ready to augment your existing team's skills. We can work with other designers or independently as part of an Agile delivery team.



### RAPID PROTOTYPING

We employ industry-standard design tooling to whip up product concepts that are used to get early feedback from both stakeholders and customers.



### USABILITY TESTING

Key insights are formed by putting the product into the hands of users in a lab environment or real world context.



### UX RESEARCH

Only by engaging the user will we discover what truly works. We undertake qualitative research, such as interviews and workplace observation, as well as quantitative methods (e.g. surveys).



### VISUAL DESIGN

It needs to not only work great, it should also look great! The way the product is perceived aesthetically is an important factor influencing the overall experience.



### UX TRAINING COURSES

Our UX experts are available to train your teams, targeting designers, developers or business executives in the principles and practices of great product design.

## WHO WE ARE

The DVT UX Design practice is part of our core Digital Transformation Solutions team, focused on delivering high-impact, purpose-built web and mobility solutions for clients around the world.

Our diverse expertise across business centres in Johannesburg, Cape Town, Durban and London places us at the epicenter of digital transformation in Africa and Europe, and gives our local and global customers a gateway for world-class software design development, testing, deployment and management.

## CONTACT US

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