dvt
**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 Enablement*

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

DID YOU KNOW?
Most of the effort in the design process is non-visual.

SURFACE
VISUAL DESIGN

SKELETON
WIREFRAMES

STRUCTURE
SITE MAP/ SCREEN FLOW

SCOPE
REQUIREMENTS/ CONTENT

STRATEGY
CONCEPT/ USER RESEARCH

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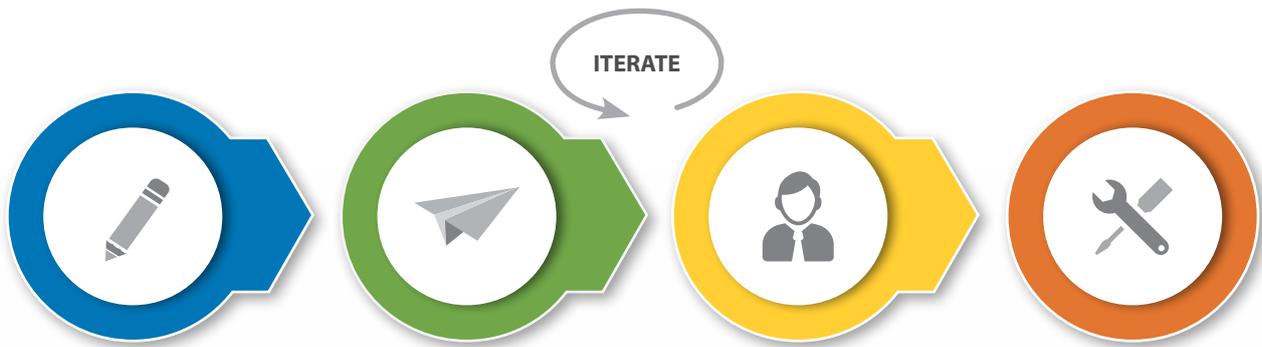
The design process is about so much more than a good looking user interface. To create a solid foundation for each digital product, we employ tried and tested research methods to ensure a user-centred approach. Every decision influencing interaction is conceived, refined and tested keeping the person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

OUR CLIENTS

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

MULTICHOICE   INCIDENTDESK *IMPROVE YOUR WORLD*   momentum   South African Reserve Bank   TRACKER

OUR APPROACH TO UX DESIGN

ITERATE

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 Enablement 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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Agile software development, testing, training and consulting.