

# UX ASSESMENT SERVICE

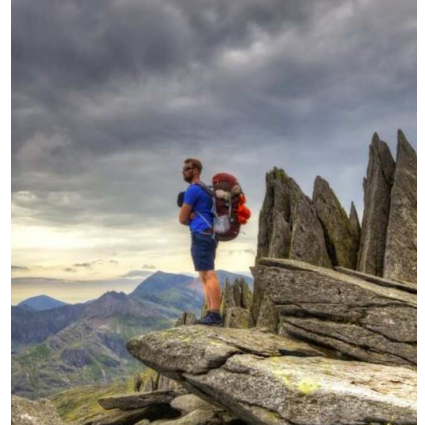
## DIGITAL TRANSFORMATION

### Optimizing Business Objectives and User Experiences

Digital transformation is about more than just incorporating new tools and technology into existing ways of doing business. It's also about thinking differently about the business model and applying digital solutions to create new sources of value and solve business problems faster.

Key to an effective transformation process is the creation of applications that not only achieve the desired business objectives, but also deliver exceptional user experiences that maximize user adoption.

That's where User Experience (UX) expertise plays a critical role in climbing the summit of successful transformations.



## USER EXPERIENCE

### A Vital Component for Transformation Success

As an organization moves along their transformation journey, there are times when an outside-in perspective and expertise is needed.

While many companies feel confident in their ability to deliver the required technical and functional components of a digital solution, some fall short of the expertise needed to create user experiences that delight customers and drive rapid user adoption.

The causes for less-than-optimal user experiences can be many, including outdated or inconsistent user interfaces, mismatched application technology, and disparate user experiences across applications or user touch points.

Unfortunately, the negative effects of poor user experiences on transformation can be widespread and significant:

- Poor user feedback (both public and private)
- Weak application utilization and adoption
- Customer and/or user attrition
- Corporate brand erosion

For organizations that wish to optimize the effectiveness of their digital product, the AndPlus UX Assessment service can have a profound and positive impact.



# UX ASSESSMENT SERVICE

## UX ASSESSMENT SERVICE DELIVERABLES

For organizations that need UX support regarding existing or planned digital product enhancements, the AndPlus UX Assessment service provides the expertise that help to ensure user experiences that deliver optimal corporate brand and intuitive user interfaces, while achieving the required business objectives.

Acting as an extension of the development team, AndPlus UX design experts perform a strategic analysis of an existing or planned digital product that addresses business objectives, user experience, supporting technologies, corporate brand, current user experiences, and competitive considerations.

Having completed hundreds of successful UX design projects, the AndPlus UX design team delivers:

- **Documented UX vision statement that identifies business objectives, user analysis, functional requirements, and required user journeys**
- **Identification of alignment and discrepancies between current application(s), business objectives, UX best practices, and optimal supporting technologies**
- **Prioritized recommendations for user journey, interface, and technology modifications**
- **OPTIONAL: Rapid prototype development of the proposed user experience**

Take the first step to accelerate your transformation by designing user experiences that maximize your transformation results - [schedule a conversation](#) with a UX design expert now.

## ABOUT ANDPLUS

**AndPlus is a digital technology consulting and development firm that helps clients accelerate digital transformation by closing the gap between strategy and execution.**

Fusing deep technical and business expertise with a custom Agile development process, we help our clients rapidly implement digital transformation strategies that achieve optimal results with less risk.

For more than a decade, AndPlus strategists, builders, innovators, engineers, and designers have pushed the boundaries of mobile, web, IoT, firmware, and advanced technologies to create or improve processes and products that deliver measurable value and exceptional user experiences.

To learn more about how AndPlus can help your organization, visit [www.andplus.com](http://www.andplus.com).



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