

# UX DESIGN SERVICE

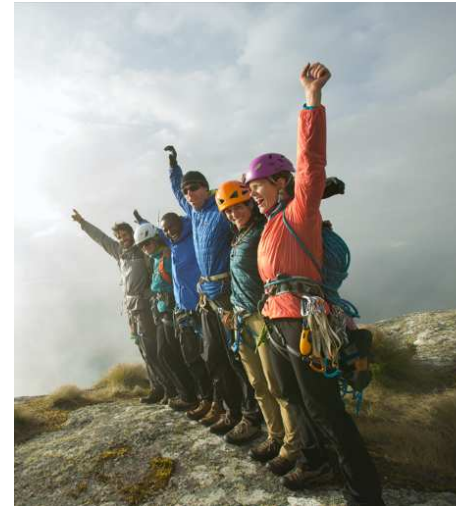
## DIGITAL TRANSFORMATION

### Creating Great User Experiences While Achieving Business Objectives

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

Key to effective transformations is the ability to deliver exceptional user experiences while simultaneously achieving the desired business objectives.

That's where User Experience (UX) design plays a critical role.



## UX DESIGN SERVICE

### Where the Art and Science of User Experience Meet

The AndPlus UX Design Service is where the art and science of user experience merge to deliver exceptional business value, extraordinary user experiences, and positive user adoption.

From initial strategy to product release, AndPlus UX Design services address three key areas that help to ensure the success of your digital product:

**Strategic Design** - Strategic UX design works with business stakeholders to identify business challenges, user perspectives, user environments, and more. This information is carefully analyzed to construct the solution objectives, the success factors of the ideal digital product solution, and the best course of action to realize your business objectives.

**Experience Design** - Experience design addresses the user perspective of a proposed solution. Leveraging iterative user testing and journey mapping, UX experts design the process of how the users interact with the solution to achieve business objectives, and then visualize this process using interactive wireframes.

**Interface Design** - Interface design engages product owners and the development team to design and refine how users interact with the solution at the device level, across multiple device types and platforms. In addition, interface design focuses on supporting the organization's brand and overall aesthetics while simultaneously delivering an intuitive and engaging user experience that ultimately supports the business objectives.

For companies that lack UX design expertise or may need additional UX design capabilities, the AndPlus UX Design Service is an ideal resource.



# UX DESIGN SERVICE

## UX DESIGN SERVICE DELIVERABLES

The AndPlus UX Design Service is a comprehensive turnkey solution for organizations building digital products. From initial strategy to product release, AndPlus UX design experts work directly with your developers as an extension of your development team. AndPlus UX Design provides the expertise that differentiates good digital products from great digital products - products that achieve desired business results, drive user adoption, and deliver amazing user experiences.

The AndPlus UX Design service delivers a comprehensive user experience support from concept, to product delivery, and beyond:

- **Documented UX vision statement that identifies business objectives, user analysis, functional requirements, and required user journeys**
- **Iterative user experience workshop(s) documentation**
- **UX development map integrated with the product development map**
- **Final user experience testing and feedback prior to deployment**
- **Post-release UX validation and refinement (optional)**

[Contact AndPlus](#) to explore how the UX Design Service can help to ensure the success of your next product.

## 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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