

UI/UX CAPABILITIES

IMAGINATION UNLIMITED!!

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PICTURES SPEAK A THOUSAND WORDS, AND THERE COULD BE AS MANY WAYS AS POSSIBLE TO DRIVE MEMORABLE EXPERIENCE OF USING A PRODUCT OR SERVICE. PEOPLE TECH OFFERS SOLUTIONS THAT BEGIN WITH UNDERSTANDING END-USER NEEDS AND THE WAY A CLIENT ASSESSES THOSE NEEDS IN THE FORM OF A BLUEPRINT. WHETHER YOU HAVE AN AGILE OR WATERFALL METHODOLOGY, WE DO A CHARACTERIZATION OF THE DESIGN FROM THE ONSET.

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QUALITY
SIMPLICITY
CREATIVITY

“

When we design, we make the Interface Experience feel like there's a human on the other end, not a computer”

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The user experience is a crucial ingredient when it comes to positioning your brands online. A good user experience starts with the right depiction of a product, and People Tech believes in delivering the magic touch to all client projects and priorities with able designers and visual experts working with an eye to detail across various platforms including mobility and desktop or tablets.

UXelerate YOUR BUSINESS

ENHANCE THE USER EXPERIENCE OF YOUR BUSINESS APPLICATIONS

We perform our **custom-tailored, individualized creativity workshop** with you, which will bring to light customized product ideas. It does not matter whether these are for stationary or mobile applications. As soon as a product idea has been found, our special workshop **User Experience for Business Applications** - will focus on resolving discrepancies between business goals and user goals. Features that have an emotional effect on the users of the product are identified and will now trigger motivation, identification, long-term conviction, and creativity among them. Your product will be an inspiration and people will like to use it.

We interact with the client to understand the design direction and work in the same course. The team of designers at People Tech develops accurate wireframes accordingly that depict a smooth and consistent flow of screens across the application or portal. A complete navigation path is devised accordingly involving system elements, such as buttons, links and required infographics to set the complete portal functioning with desired user proximity.

DO YOU WANT AN INTEGRATED USER EXPERIENCE STRATEGY?

As the user experience and design are mutually dependent, we essentially follow a model that benefits various sizes of business and stakeholder interests. We reach out to customers with the desired output in the agreed time-frame that takes care of several parameters.



- A design that uniquely challenges established practices.
- Modern visual appeal in sync with agreed theme.
- Propels interest of buyers through user experience.
- Navigation as smooth and frictionless as possible.
- Advanced usability and the speed of cognitive processing.



OUR DESIGN METHODOLOGY

Discovery

- Scope Document
- Stakeholder Interviews
- Heuristics Report
- Usability Testing
- Project Charter

User Studies

- User Interviews
- Surveys
- Analytics
- Reports
- Personas

UX Design

- Content Analysis & Site Mapping
- Taxonomy Structures
- User Interaction Flows
- Wireframes
- Functional Specs



WHY PEOPLE TECH?

- Boutique User Experience services company with close to a decade of experience in delivering amazing designs to brands.
- Extensive pool of talented and experienced resources, available onsite, near-shore as well as offshore.
- Flex! offering to maximize benefits, enhance business continuity and minimize cost.
- Green Source initiative makes available experienced local resources at rates comparable to offshore services
- Expansive repository of reusable scripts and frameworks to maximize cost and time efficiencies.
- Automation tools enhance quality, minimize human error and offer unmatched cost-efficiency.
- End-to-end services from inception, conceptualization, design, develop, support and maintenance.

OUR BUSINESS IS YOUR BUSINESS' ADVANTAGE

We help you -

- Generate **innovations**
- Improve the positive UX of your products
- Develop products that generate positive UX
- Develop an integrated **UX strategy** for your company
- Improve customer experience



The place where we can BUILD almost everything that you IMAGINE!!



OUR GLOBAL FOOTPRINTS



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