

UX/UI Service Offerings

Collaborate with enVista's team of certified UX professionals



Successful websites require UX design to deliver a delightful experience when users interact with it. Our team designs custom applications, intranets, and websites and works with your marketing team to create a consistent design across your brand.

Our UX/UI Services

Successful websites require UX design to deliver a delightful, differentiated and efficient experience when users interact with it. enVista's UX/UI team offers design sessions with key stakeholders and users to help define goals, needs, pain points and opportunities to deliver a better product. Part of this process is creating personas and user stories to understand those user needs and to design a satisfying experience. We design custom applications, intranets, and websites and work with your marketing team to create a consistent design across your brand.

Questions to Ask

When you are thinking about getting started with a UX/UI Improvement project, you should consider your current website, Intranet, application or project and ask yourself these questions:

- How old is the current design and is there a long list of needed improvements?
- Does it present a consistent experience across all devices? Is it responsive?
- How does it compare to your competitors' websites?
- Do you get a lot of support calls or customer complaints?
- Overall, how easy is it to use?

UX Statistics

- Every dollar spent on UX brings in between \$2 and \$100 dollars in return
- UX increases KPI's by up to 83%
- 70% of projects fail due to lack of user acceptance
- **The bottom line:** increasing customer retention rates by 5% increases profits by 25% to 95%

Our UX Services include:

Expert Evaluation: We assess the usability of your website — working, wireframe, or prototype — relative to current best practices and identify areas of improvement for the user experience and design.

Deliverables: A written report with descriptions of our findings and recommendations for resolution.

User & Design Research: We determine the users of your site and identify their key tasks to understand their thought process when interacting with the site. Our UX experts also evaluate your current site and make recommendations on improvements.

Deliverables: Research findings, recommendations, and artifacts from the user interviews and content mapping.

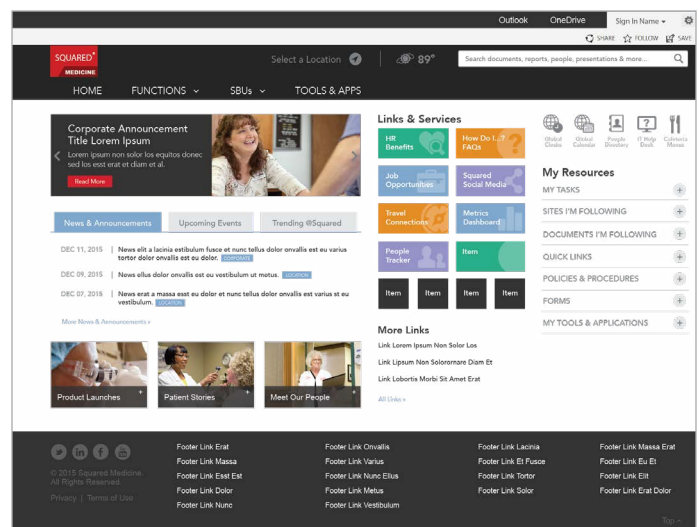
Interaction Design: Our certified UX professionals create annotated wireframes and collaborate closely with your marketing team to design full color visual composites for you to review and approve before any development begins.

Deliverables: Artifacts such as wireframes, prototypes, visual designs, technical notes, and recordings of user interviews.

Usability Testing: We conduct testing on desktop and mobile for sites, intranets, applications, and prototypes during development milestones. Our UX experts identify usability problems and replace opinions with actual users testing.

Deliverables: A written report of our findings, recommendations for resolution, and recordings of usability testing.

We combine our services to meet your business needs. We can also take you through the entire UX research, design, and testing process and provide you complete end-to-end service.



Expert Evaluations

Are you sure that your website needs help but unsure of why? Our certified UX professionals can help. In an Expert Evaluation, we assess the usability of your website — working, wireframe, or prototype — relative to current best practices.

We analyze not only websites, but intranets, software, mobile applications, and almost anything else that has a user interface. In an Expert Evaluation, we take a deep dive and identify areas of improvement for the user experience and design.

How it Works

First, we capture your high-level input related to the following:

- Company and project goals
- Competition
- Intended audiences
- Functionality
- Current pain points and challenges
- Ideal outcomes

Then, based on common web standards, best practices and heuristics, our certified UX professionals review your product and identify user experience issues.

Deliverables

Next, we prepare a written report that documents the high-level user issues and offer solutions for alleviating the UX problems.

The report we produce includes:

- A prioritized list of findings with an assigned severity to each issue
- A reasoning and description behind each finding
- High-level, written recommendations for resolution, including screen capture mockups

Finally, we present the findings and recommendations to key stakeholders.

Expert Evaluation Cost

We collaborate with you to determine the appropriate scope of the Expert Evaluation. The size of the website, intranet and application to be evaluated and an agreed upon scope of hours will be the basis for the cost of the Expert Evaluation.

User & Design Research

To design a site that is meaningful and customizable to the users, our certified UX professionals need to first understand who we are designing for. We determine who the users are and identify their user roles and tasks so we can understand their thought process when interacting with the site.

Our UX experts must also understand your business and project goals and needs. We evaluate what you're currently doing, recognize what needs to change, and understand the project scope.

How it Works

In user-centered discovery, we first identify and learn about your target audience by conducting the following:

- Stakeholder workshops
- Surveys or questionnaires
- Analytics review
- User interviews and focus groups

Next, we create the following:

- Personas
- Task analysis
- Journey maps
- User stories

Then, we define the site structure through our content mapping process that includes:

- Site map
- Page content structure outline
- Navigation design



All of this is conducted in an iterative process of review and feedback.

Deliverables

We provide our research findings, recommendations, and artifacts from the user interviews and content mapping. Finally, we present the findings and recommendations to key stakeholders.

User & Design Research Cost

We collaborate with you to determine the appropriate scope of the User and Design Research. The size of the website, intranet and application to be researched and designed and an agreed upon scope of hours will be the basis for the cost.

Interaction Design

Our certified UX professionals work closely with you to craft a solution that fits your requirements and meets your users' needs. We collaborate with your business administrators and marketing team members to ensure the quality of your brand stays consistent across all devices and resources. Our team develops annotated wireframes and designs full color visual composites for you to review and approve before any development begins.

How it Works

First, we meet with you and your team to review and understand any user research previously conducted. Your research could include interviews, surveys, analytical reports, personas, user scenarios, journey maps, and user testing.

Then, based on the conducted research and project requirements, our UX experts work in a lean and iterative process to create the following artifacts:

- Sketches, low-fidelity wireframes, and/or high-fidelity wireframes for desktop and mobile devices
- Interactive prototypes for user testing
- Visual and brand designs for desktop and mobile devices
- Style guide

Weekly review meetings are held with stakeholders and our UX experts to discuss and review designs. We collect feedback in these meetings and make necessary changes to present in the following meetings.

Deliverables

We provide all created and approved design artifacts that include but are not limited to:

- Wireframes, Prototypes, and Visual Designs
- Technical Notes
- Video of participants screen and Think Aloud conversation during user testing

Finally, we present the findings and recommendations to key stakeholders.

Interaction Design Cost

We collaborate with you to determine the appropriate scope of our Interaction Design services. The size of the website, intranet and application to be designed and an agreed upon scope of hours will be the basis for the cost of the Interaction Design services.



Usability Testing

Identify usability problems. Test your prototypes. Remove opinion and replace it with actual users testing your sites and applications. We conduct testing, not only on live sites (desktop and mobile), intranets, and applications, but also on prototypes during development milestones.

We can advance the success of your projects through:

- **Onsite Moderated Usability Testing** – We perform this testing at your location.
- **Remote Moderated Usability Testing** – We perform this using web conferencing to conduct tests with customers.

How it Works

First, we capture your high-level input related to the following:

- Company and project goals
- Intended audiences
- Functionality
- Current pain points and challenges
- Ideal outcomes

Then, working with you, our certified UX professionals determine the best testing method (onsite or remote) and prepare the testing plan and script. These are reviewed with stakeholders.

Next, we schedule participants (provided by the client) and conduct user testing on 5 to 7 participants.

Deliverables

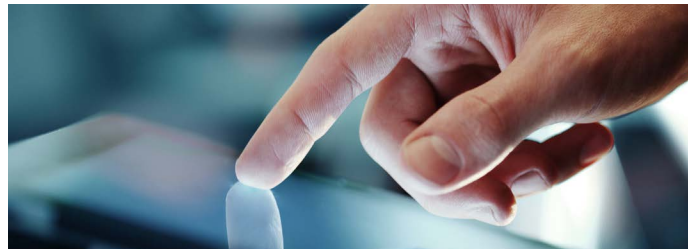
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- A prioritized list of findings with an assigned severity to each issue
- A reasoning and description behind each finding
- Video of participants screen and Think Aloud conversation during testing
- High-level, written recommendations for resolution, including screen capture mockups

Finally, we present the findings and recommendations to key stakeholders.

Usability Testing Cost

We collaborate with you to determine the appropriate scope of the Usability Testing. The size of the website, intranet and application to be tested and an agreed upon scope of hours will be the basis for the cost of the Usability Testing.



About enVista

enVista is a leading global consulting and software solutions firm enabling enterprise commerce for the world's leading manufacturers, distributors and omni-channel retailers.

enVista is uniquely experienced in both optimizing supply chain efficiencies to drive cost savings, and unifying commerce to drive customer engagement and revenue.

enVista's Unified Commerce Platform, and the firm's ability to consult, implement and operate across supply chain, transportation, IT, enterprise business solutions and omni-channel, allows mid-market and Fortune 100/5000 companies to leverage enVista as a trusted advisor across their enterprises.

Consulting and solutions delivery is in our DNA.

Let's have a conversation.™

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