

User Experience Expertise Overview

An insight into eDynamic's
expertise, solutions & capabilities
in User Experience

eDynamic - A Global Web Solutions Firm

We are a Global Web Solutions Firm that offers a wide range of services including Web and Enterprise Content Management, Portals & Collaboration, Web Design/User Experience, Online Marketing, Custom Application Development, Business Intelligence, CRM and Managed Services for web applications.

We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for critical Web initiatives.

Our User Experience Solutions

The first rule of Web user experience is to know the end users, give them what they're looking for, and make it as easy, interesting and useful as possible. To achieve this, combine usability research & analysis with end user testing & auditing to arrive at the information architecture for websites. The better the experience, the more likely it is that customers will buy/convert.

eDynamic's User Experience Solutions Include:

- ▶ Complex Web Application Design
- ▶ Portal Design
- ▶ Corporate Websites
- ▶ Intranet
- ▶ B2C
- ▶ eCommerce

and many more...

Over
500
User
Experience
Design
Projects
Since 1999

Over
20
Fortune 100
Companies
selected
eDynamic for
UX & Design
Projects

Our Interactive Solutions

Best-in-class design expertise ensures you achieve your business objectives. Robust technology and smart architecture skinned with friendly, appealing interfaces, brand-driven creative and compelling content, makes the Design & User Experience focused, engaging and truly interactive.

eDynamic's Interactive Solutions Include:

- ▶ Corporate Websites
- ▶ Destination Sites
- ▶ User Interfaces
- ▶ Product/Services Microsites
- ▶ Information Architecture

and many more...

Our User Experience Offerings

User Experience Strategy

eDynamic specializes in providing user experience services including users' interaction with your website/application/interface, the ease and speed with which customers achieve their desired tasks, concept testing, brand perception and competitive benchmarking. We also provide insight into understanding end user needs, goals, habits and satisfaction levels.

eDynamic's User Experience Strategy offerings include:

- ▶ Brand Perception Analysis
- ▶ Product Evaluation/Testing
- ▶ Localization & Cultural Diversity Analysis
- ▶ Market Segmentation
- ▶ Competitive Benchmarking & Positioning

Our
UX
Offerings:

Strategy
Research
Design
Technology

With Over
20

User
Experience
Experts,
eDynamic
has the scale
to meet all
your UX
needs

User Experience Research

Our research addresses key business issues that our clients face when developing or evolving new products, services and interfaces. Based on our research we validate our client's new developments on both concepts & design along with recommendations for improvement.

eDynamic's User Experience Research offerings comprise:

- ▶ Usability Testing
- ▶ Expert Inspections
- ▶ Focus Groups
- ▶ Content Audits
- ▶ Accessibility Audits
- ▶ Quantitative Customer Experience Measurement

User Experience Design

Our User Experience Design expertise is all about quelling the big challenge – achieving a good-looking design that is also a highly usable application. We begin with organizing content and developing a framework for all existing and new site/application functionalities related to user tasks. We then take this framework into design to create aesthetically appealing applications. User experience strategy, brand guidelines and usability parameters are key elements that enable us in creating an interactive, useful interface.

eDynamic's User Experience Strategy offerings include:

- ▶ Information Architecture
- ▶ Navigation Design
- ▶ Interaction Design
- ▶ User Needs Analysis
- ▶ Persona creation
- ▶ User scenarios and goals
- ▶ Behavioral use cases

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User Experience Technology

Our User Experience technical experts specialize in user interfaces and Rich Internet Application (RIA) technologies. They work with usability and design experts to ensure that optimum user interface technologies are used to develop highly interactive and usable applications.

eDynamic's User Experience Research offerings comprise:

- ▶ Prototyping
- ▶ Rich Internet Applications
- ▶ Accessibility

Why eDynamic?

▶ Proven Success

We have been implementing User Experience solutions successfully for Mid-size & Fortune 500s such as New York Life, Aviva, PepsiCo among many others since 1999.

▶ User Experience Expertise

Our expertise on User Experience stems from our rich pool of Information Architects & User Interface Specialists that has successfully delivered on multiple User Experience Design client engagements.

▶ Global Scale

We are a truly global partner with offices in the US, Canada, the Middle East & India where we have large, User Experience teams to serve you.

Our Clients include

PepsiCo
Moneris

Minnesota State
Colleges & Universities

New York Life
Aviva

among many
others...

Why eDynamic?

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UX Expertise

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Some of our User Experience Design Clients



Moneris Solutions: Moneris Solutions, Canada's leading provider of Payment Processing Solutions, has selected eDynamic to refresh their current website and implement a Web Content Management (WCM) solution. Moneris' core objectives for this Web initiative were to strengthen visitor engagement, and provide an intuitive and effective online experience for all site visitors. eDynamic's extensive experience in providing end-to-end Web solutions – particularly our expertise in User Experience design, will enable us to deliver on all of Moneris' Web objectives



PepsiCo: eDynamic delivers new Corporate Social Responsibility (CSR) website design & development project for PepsiCo. Amongst other factors, it was eDynamic's domain expertise in Web Design & User Experience, Interactive Marketing coupled with its roster of international customers, excellent customer satisfaction metrics, service delivery approach that made PepsiCo chose to on-board eDynamic for this prestigious opportunity.



New York Life: New York Life chose eDynamic to replicate the company's offline branding on online channels with an entire new look and feel along with super efficient functionality. eDynamic created compelling experience for New York Life's web users. They transformed the entire online presence into a dynamic interface with cutting-edge product information & highly interactive user experience.

"The eDynamic team has always delivered on time with catering to our short term needs while consistently thinking about the future online needs of PepsiCo India."
- Annie Kishen,
Director,
CSR &
Corporate
Communication,
PepsiCo India

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Aviva: eDynamic worked on an end-to-end Web Strategy for Aviva, the world's 5th largest Insurance company. The engagement included a complete revamp of the Aviva website on Sitecore CMS for increased customer acquisition & best-of-breed user experience. eDynamic is also strategizing, re-designing & rebuilding Aviva's customer portal along with creating new product microsites.



DMTI Spatial: DMTI Spatial, a leading location intelligence company, has selected eDynamic to revamp their website. eDynamic is creating this new website with a focus on DMTI's key objectives - high usability, new lead generation and excellent lead conversion.

“eDynamic understands the business needs & offers creative recommendations, based on their subject matter expertise. They have consistently proven to hold their customer's satisfaction as their highest priority.

Based on our positive experience, our team is happy to recommend eDynamic.”-

Heather Hubbard,
Marketing Manager –
Fortune 100
Banking & Financial
Services Company