



User Experience



► What is it?

User Experience (UX) is a service that performs a diagnosis of applications based on metrics of effectiveness, efficiency and satisfaction of the product flow in order to offer recommendations to optimize the user experience. It offers a prioritized work backlog for short, medium and long term.

► Benefits



It measures the usability for one or multiple product flows in order to optimize them.



Increases the efficiency and effectiveness of the product use.

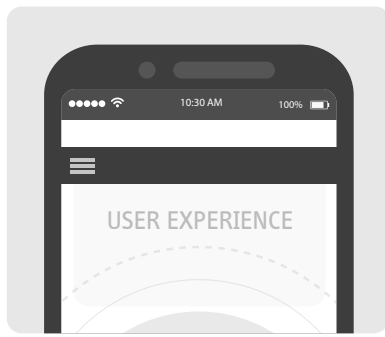


Increases the level of product adoption and user satisfaction.



Removes unnecessary complexity and reduces implementation effort.

► Differentials



- It uses techniques that define the relevant Customer Journeys and User Stories in order to obtain information that is relevant for the business, as well as pertinent information about the use of the product and its competition.
- It allows the making of a low-cost, quick implementation prototype that includes the main features of the product, in order to evaluate the key aspects of it.
- It measures the usability of one of multiple product flows in order to optimize it.

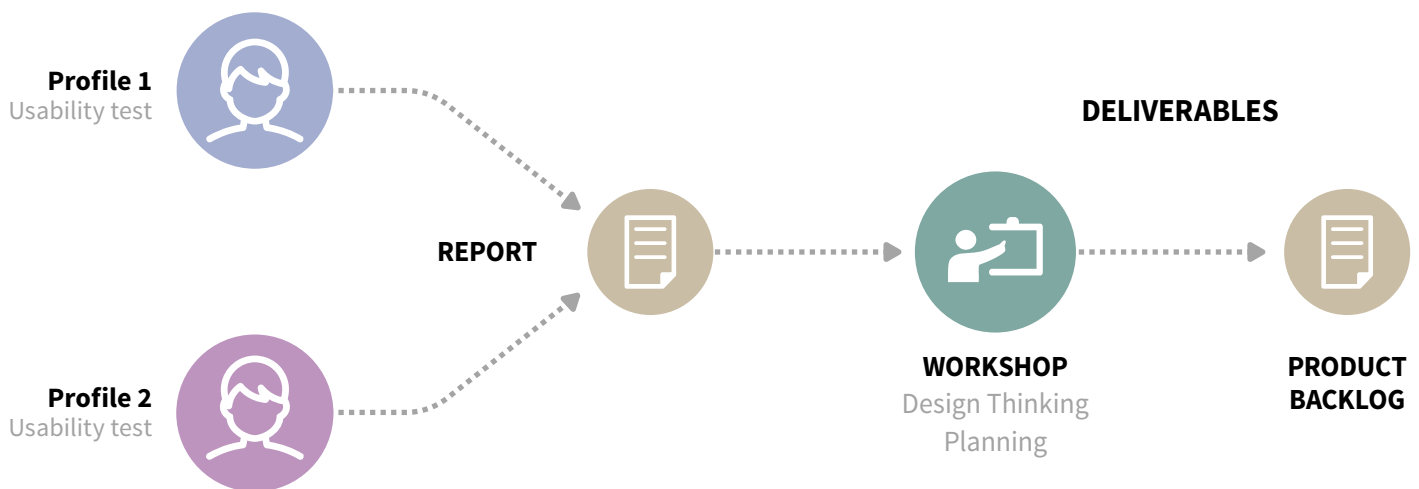


User Experience®

About User Experience (UX) ®

It's a service that performs a diagnosis of an app based on their efficiency, effectiveness and satisfaction for the most representative flows inside the product in order to provide recommendations that improve the user experience. As a result of the process, a prioritized backlog is obtained to organize work in a short, medium and long term.

Main objectives

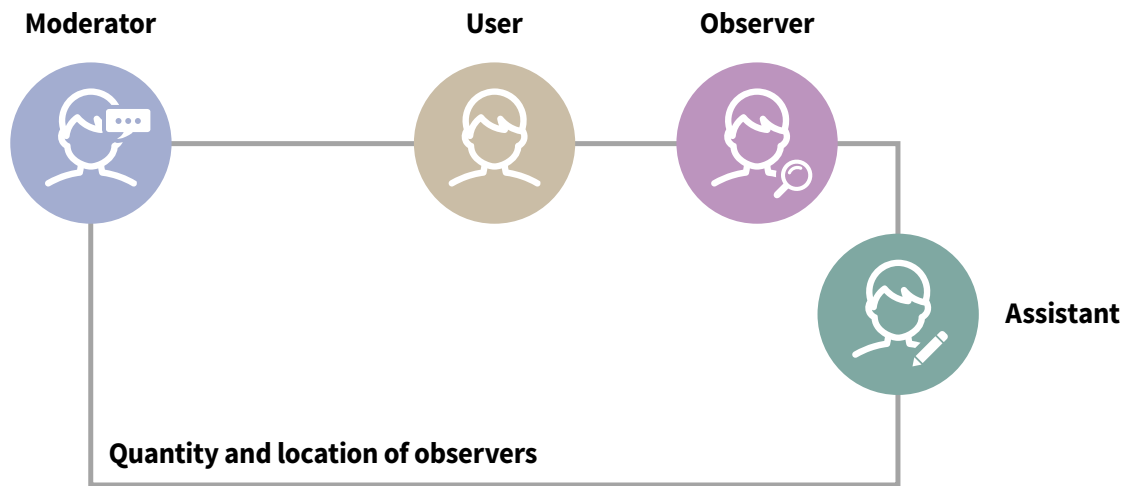


- To identify the main usability problems within the main flow of the solution.
- To establish hypothesis to be evaluated and validate them according to the user behavior observation.
- To get qualitative information about the user experience when they use the product.
- To determine the usability level of the interface—the effectiveness, efficiency and satisfaction with which users can reach certain objectives within a particular environment with the product.

Advantages

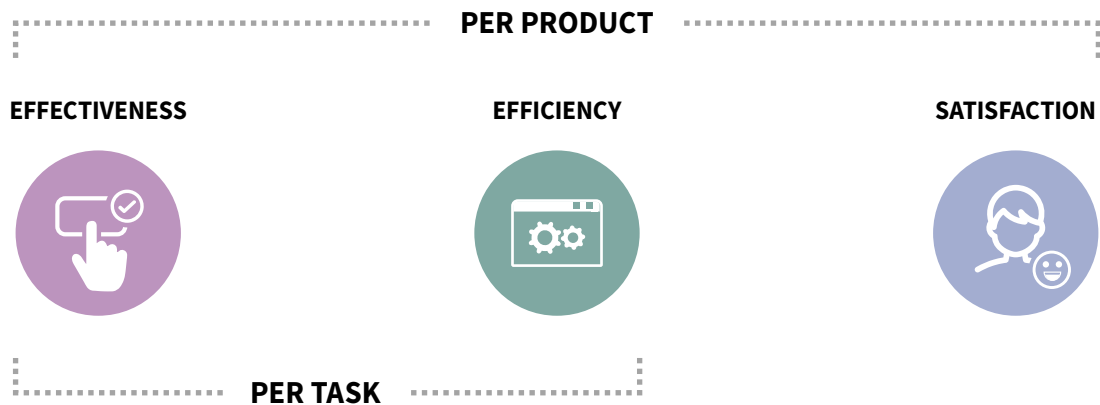
- Improves the time-to-market, at the time it lowers the re-work and deployment costs.
- Increases users' adoption and satisfaction when using the app.
- Improved the use effectiveness and efficiency of the product.
- Removes unnecessary complexity and reduces deployment times.

Methodology



- Individual 45-minute sessions with each user (six users).
- After observing subjects, we draw conclusions about each user based on a pre-established hypothesis.
- We identify behavior patterns and concrete metrics that add to the rational modifications' recommendations.
- We get the raw backlog with changes and improvements to make to the product.

Measurements to obtain



- **Effectiveness:** it represents the ability of the users to perform the required tasks without external assistance.
- **Efficiency:** it represents the cost in time or errors that the user needs to afford in order to perform the requested tasks.
- **Satisfaction:** is a metric that allows to identify, under standard measurement modalities, the level of acceptance of the product in subjective terms.

