

Empowered by Innovation

NEC

DESIGN FOR
USABILITY

WHY?

Why does User Experience matter?

Customers, who are happy, should refer your brand to others.
Customers, who you have made feel special, know you have thought about them in a meaningful way, are your customers for life.

If you are creating an experience for your customers, keep in mind that the highest priority is neither what technology you will deliver nor how you can convert them; it is **how to make them feel about your brand.**



A design isn't finished until somebody is using it.

Brenda Laurel

Interaction Design Consultant for Sony Pictures, Apple, and Citibank.



Make their lives a little bit easier.



Save their time and effort



Pleasantly get their surprise

If you start by defining the experience you want your customers to feel about your product, the rest will follow.

WHY? Because happy customers are loyal ones.

Definition of User Experience

User experience (abbreviated as UX) is how a person feels when interacting with a system. The system can be a website, a web application or desktop software.

(Smashing Magazine - A leading online publisher in the field of Web design and Web Development)

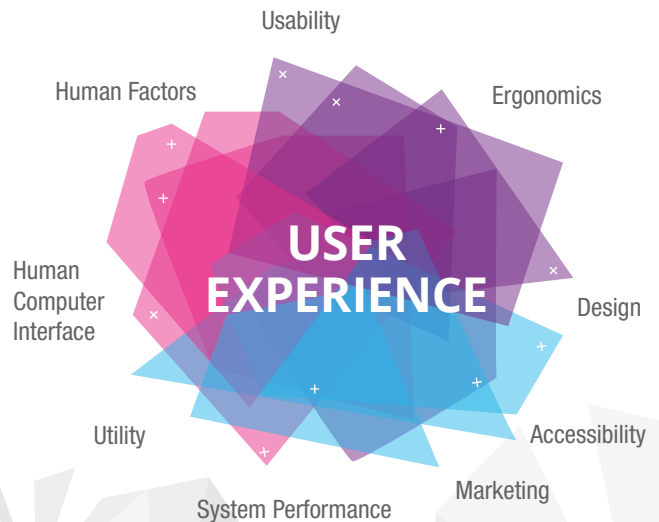
HOW UX DESIGNERS EVALUATE USER EXPERIENCE

➤ **Study and evaluate how users feel about a system**

E.g: Ease of use, perception of the value of the system, utility, efficiency in performing tasks etc.

➤ **Look at sub-systems and processes within a system.**

E.g: they study the checkout process of an e-commerce website to see whether users find the purchase process easy to use. They also study components of the sub-system and judging how easy when users fill out a Web form field.



Web Application (UI/UX)

Inner page design/coding

Responsive Design

Tablet

Smartphone

What situations would be benefited from UX Design?



COMPLEX SYSTEMS

The more complex the system is (multi-facet websites, interaction-rich web applications and e-commerce websites), the **more involved the planning and architecture** will have to be for it.



START-UPS

Start-ups companies, which may not have the resources to build complex systems and create a **solid user experience** for users in the very **first versions** of a product, can certainly **make it stand out** and attract user's attention.



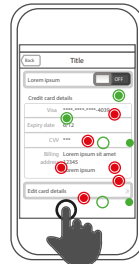
LONG-TERM PROJECTS

Implementing anything to an existing production process usually extends the timeline. UX designers can, in theory, shorten timelines; thus, potentially **save time and cost** in revision phases by addressing users' issues.

HOW WE WORK?



CLIENT PROVIDES INPUT DATA
Basic concept or request, detailed requirement, basic design, function design, html source



WE PROCESS INPUT DATA
Study document and analyze business flow based on clients' input data

WE BUILD UX IMPROVEMENT PLAN AND DESIGN UI



FINAL DESIGN



CLIENT SENDS FEEDBACK AND APPROVAL TO US

ABOUT OUR TEAM

1500 Websites in our portfolio

400 Webpages per month

8 Years of experience in the industry

NEC VIETNAM CO., LTD.

HO CHI MINH BRANCH

Address: 9th Floor - Etown 3
364 Cong Hoa Street
Tan Binh District
Ho Chi Minh City, Vietnam

Tel: +84-8-3812 1506
Fax: +84-8-3812 1512

DESIGN TEAM CONTACT INFORMATION:

Truong Van Truc (Senior Manager)
Email: truactv@nec.vn
Tel: +84-8-3812 1506 (Ext: 302)

Phan Duong Minh Trung (Manager)
Email: trungpdm@nec.vn
Tel: +84-8-3812 1506 (Ext: 223)