

The background of the entire image is a close-up, front-quarter view of a white car with a blue roof. The car is parked in front of a red brick wall. The car's headlights, side mirror, and windshield are visible. The text is overlaid on the left side of the image.

USER EXPERIENCE **DESIGN**

the TekMindz approach

WE DESIGN **RICHER** EXPERIENCES

TekMindz's User Experience service offers the complete lifecycle of product design from the initial phase of product definition to creating powerful user interaction designs. We deliver product experience by engaging with our customers at chosen stages of the product development process, ensuring we create impactful designs and features that go beyond engineering, to pure craftsmanship.

Our team of Marketing strategists, engineers, usability experts and product interaction designers create innovative product designs and brand experiences.

We offer:

- Brand and Service Design
- Market Research, Consulting and Product ideation
- User interaction and Visual Design
- Rapid Prototyping

We do..

- **VISUAL DESIGN**
- **INTERACTION DESIGN**
- **USER EXPERIENCE DESIGN**
- **CONTENT DEVELOPMENT**
- **SOFTWARE DEVELOPMENT**
- **USABILITY SERVICES**
- **USABILITY TESTING**

UX Design Approach..

We understand the issues between usability and functionality that arise when an application interface is rendered for the various user screens – from a laptop or desktop to a handheld mobile device and tabular form factor.

We follow a design process to ensure we incorporate innovations in web experience and include them with proven usability concepts.

01 **Roadmap Building**
Define business requirements and study consumer behavior to define product strategy

02 **Information Architecture**
Creation of User Models, defining tasks and laying down action plan

03 **Interactive Design**
Document navigation, UI Patterns, wireframes

04 **Visual Design**
Defining fonts, sizes, color codes, icons, patterns, animation, UI designs

05 **Primary Validation**
Usability validation & verification

03 **Product Development**
Design, implantation and application development

The Design Process & Deliverables

- User Research & Data collection
- Interaction Design
- Interaction Design
- Information Architecture & Wireframe Design
- UI Design
- Design Elements (Style Guide, Sliced HTML)

Some of our work

See a collection of some of our work in Web portal development, Mobile and Tablet applications, Digital mailers and offline/print branding.

Worth The Run

USA

Websites



Gogoyoko

Iceland



Websites

Green IT Project

USA



Power Racing

Australia



Websites

Gaming PC

Singapore



VPN Ace

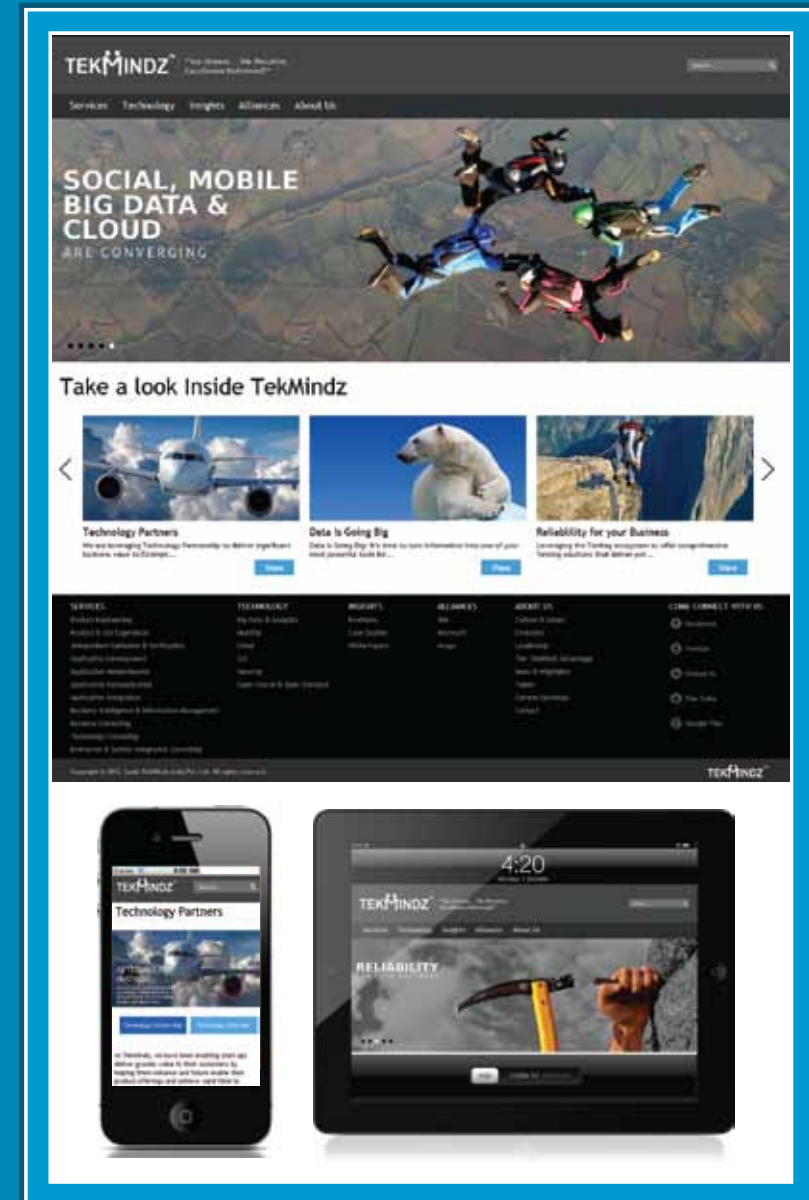
Kuwait



Websites

TekMindz

India



Mobile Apps

GBook

India



Go Tourist

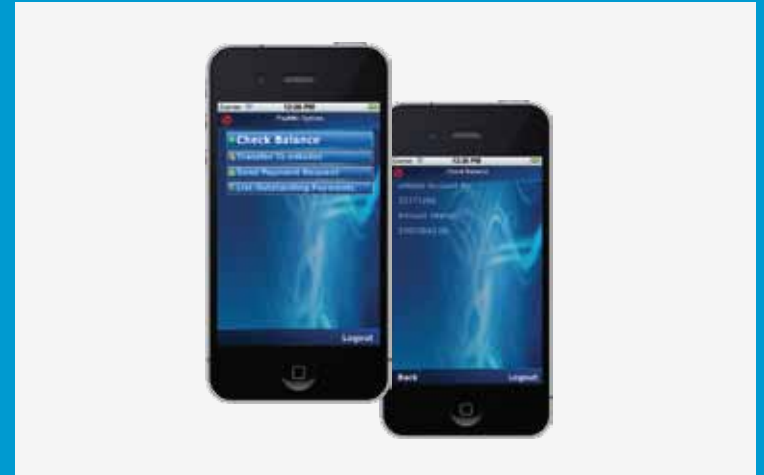
India



Mobile Apps

Payment Platform

Nigeria



Ciudadania

Spain



Marketing Material

Print Advertisement

India

The advertisement consists of two separate print pieces for COCO salon + spa. The top piece is a vertical flyer with a dark background. It features a woman with voluminous, curly blonde hair in profile. The text reads: "The Finest International Standard Unisex Salon & SPA" and "The way you feel is about to change". A red starburst graphic contains the text "Bring this coupon and avail 20% Discount". The COCO logo and website are at the bottom. The bottom piece is a horizontal flyer with a white background. It features a close-up of a woman's face, split vertically to show a difference in skin texture. The text reads: "Did you know that your skin is always trying to talk to you? in coco we listen what your skin says". A red starburst graphic contains the text "Bring this coupon and avail 20% Discount". The COCO logo and website are at the top right. Both pieces include contact information for the salon.

The Finest International Standard Unisex Salon & SPA
The way you feel is about to change

Bring this coupon and avail **20% Discount**

COCO
salon + spa
www.cocoindia.in

J - 1/2 Sector 18, Noida - 201301 Ph.: 0120-4255440, 9810806942
www.cocoindia.in | Email: info@cocoindia.in

OPEN 6 DAYS 10:00 AM TO 8:00 PM

COCO
salon + spa
www.cocoindia.in

Did you know that
your skin is always trying
to talk to you?

**in coco we listen
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About TekMindz

TekMindz is an IT consulting & technology services company with headquarters in India, serving clients across Asia/Pacific, Middle East, North America and Africa. Bringing together technology, people and processes across diverse sectors for organizations around the world, TekMindz enables business enterprises and governments to most effectively serve their customers and citizens.

Know more about us by visiting our website at www.tekmindz.com

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