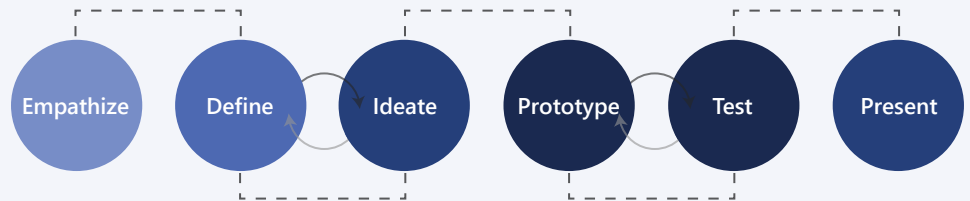


Our cadre of talented designers believe in the benefits of good design and continually strive to improve interactions between their products, their customers, and the people they serve. Our designers follow guided principles and place a high value on building trust with their customers, having an understanding and awareness of diverse user and business needs, collaborating with fellow designers, designing iteratively, and continuously learning



## HCD Methodology

Based on the design process of human-centered design, NPG designers follow an iterative process and data-driven approach focused on user-centricity and continuous improvement for creating intuitive and captivating user experiences



### Understand

We begin to understand our client, their products and users to include user research, personas, journey maps, and challenges.

Based on this understanding, we define a hierarchy of requirements, sitemaps, flows, processes, and product experience.

### Conceptualize

After articulating the problem, we brainstorm, sketch and develop page layouts through low to mid-fidelity wireframes.

We refine until we develop a polished and very robust solution to our client's design problem.

### Materialize

We test navigation, site experience, user journeys, functionality, and content. This may also include additional user testing.

We communicate decisions by delivering high-fidelity wireframes, specifications, and site principles and/or final product delivery.

## Customer Benefits

UX/UI design plays a critical role in creating positive experiences for users.

When an application is well-designed and easy to use, users are more likely to stay engaged with the product, service or brand.



### Improved User Experience

A well-designed product provides an intuitive, and enjoyable experience for users making it easier to accomplish goals and tasks.



### Increased Productivity

A well-designed product increases efficiency and productivity by reducing time and effort required to complete tasks.



### Increased Engagement

A well-designed product increases user engagement, leading to increased usage.



### Better Brand Image

A well-designed product contributes to better brand image and customer value.