

Project - 1

Summer Internship

TATA CONSULTANCY SERVICES

Intranet

Portal Design

for CMS UX Portfolio

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Visual Communication

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Acknowledgment

Personally I have taken lot of efforts in this project.

However, it would not have been possible without the kind support and help of the TCS' CMS UX group. I would like to extend my sincere thanks to all of them. I am highly indebted to Mr. Sanjay Jambhale for his guidance, constant supervision as well as for providing necessary information regarding the project & for his support in completing the project. I would like to express our special gratitude towards associates of CMS group, UX Portfolio team, my project guide Mr. Kapil Joshi, my family and friends for their kind co-operation, encouragement, attention and time which helped me in completion of this project. A special note of thanks to Vishal Vaidya and Sheetal Surve for their encouragement and constant motivation. Also thanks to Mr. Ajit Kale who helped me in all the technical and software support.

This project would not have been possible without the encouragement from Industrial Design Centre (IDC) IIT, Bombay professors. I am grateful to Prof. Sudesh Balan for the valuable inputs on the project report. I would like to thank all of them for giving me such an opportunity to work with the industry.

Abstract

The key challenge for today's marketers is to provide the right message at the right time through the right channel. Maintaining brand consistency, coordinating with multiple internal and external service providers, developing actionable insights that reflect a complete and accurate understanding of the customers and speed-to-market are clear challenges. My project was to create digital identity for Tata Consultancy Services' (TCS') Connected Marketing Solutions (CMS) group to showcase their portfolio. By attempting this intranet portal we are trying to bridge a gap between customers and CMS group which will provide design solutions and strategy. Here, we are achieving it by following current design trends to make it an user centered design.

Project aim was to showcase their Portfolio in a creative way, which will feature their strengths, capabilities, team and work. We achieved it by following current design trends and made an user centered design. Our approach was to solve the problem through Interactive info graphics.

I was working with a team of two visual designers and one usability analyst for a period of 47 days. Initial task was to create visuals on the existing wire-frames provided by TCS' CMS group which were simple and didn't have anything which showed the creative process, services and portfolio of the company. After we had a review of the provided wire-frame we suggested some changes on it and applied them. We then created two different visuals for that wireframe. The team had a discussion cum debate on the wireframe and visual design through which we came to a conclusion to change the overall approach of the portal.

The new approach was to solve the problem through Interactive info graphics, Because; It was difficult to

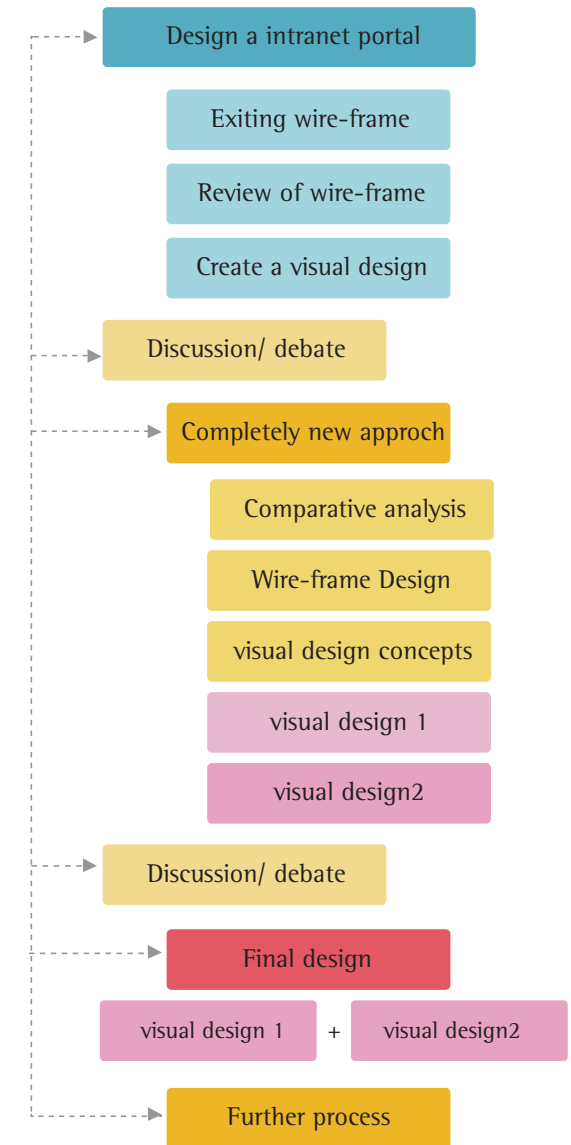
comprehend complex data or analyze large amount of information, just with the use of words or texts. Info-graphics helps and makes it easy to understand and navigate the complex world of facts, figures, directions to finish a task, solve a problem or meet a need. The objective was create design which had different layers of information and each layer can have multiple hierarchies. This was completely a new concept.

We started working on this new concept with comparative analysis of various company portfolio websites, many interactive websites and info graphic websites. Through comparative analysis we got various inputs and inspirations along with an insight of the latest design trends, various effects and how can we use them smartly in our portal to communicate better with the customers.

The problem definition was to create a wireframe which had a proper content flow, interactive, guide the user to navigate through entire portal easily and also to create and develop two different visual design concepts. After creating two different visual designs for the basic 4 pages, the team had a discussion and with the concoction of the two visual designs we created one single final design which served all the purpose. Later the design was sent to the user interface developers for further process.

Working in a company like TCS, which has an excellent group of people who all have deep knowledge in digital media was a great experience, also it was equally challenging and exciting to work with a completely new media and learn from basics. As a visual designer from IDC IIT Bombay their expectations from us were really high. They immensely appreciated our work the work process and design style. Not only most of the things are new to us but there were also many new things which they got to know from us. All in all it was a good give take of knowledge and experience.

Project Process Flow



About TCS' CMS Group

TATA Consultancy Services (TCS) is the leader in the global marketplace and among the top 10 technology firms in the world. Established in 1968, TATA Consultancy Services has grown to its current position as the largest IT services firm in Asia on the basis of its outstanding service record, collaborative partnerships, innovation and corporate responsibility. Building on more than 40 years of experience, they add real value to global organizations through domain expertise plus solutions with proven success in the field and world-class service. TCS's Connected Marketing Solutions (CMS) are designed to tackle the challenges, while helping to leverage the exciting opportunities of the digital space.

In a highly competitive business environment and rapidly changing customer behavior, companies need optimized and integrated marketing processes, systems and innovative platforms that will deliver customer-centric interactions and CMS is the group collectively working on it.

I had never worked with an IT company before which has a huge number of employees in various sector. My previous work experience was in advertising agencies and design studios where I worked with very small group of designers. The scenario was different in TCS, where a team of 25-30 people from different backgrounds who worked on one single project, and many such teams working on different projects, so the work culture is very co-operative. You always have to prove and convince yourself and your ideas to your team. This experience will be always helpful in my further life.

Key Challenges

The task was to create digital identity which will represent the face of TCS' CMS group which will give a unique individuality to the group. The main challenge was to create a powerful web identity, where user can experience their work methodology.

Initially they gave us a wire-frame which was created by one of the team member. Approach of wire-frame was not showing anything about their process, thinking and methodology. Challenge was to develop inter-activeness and user centered design where user can experience the journey of TCS' CMS Group. The key challenge was to design portal that not only features a pleasant aesthetic but that communicates function and facilitates easy access to its content.

Maintaining brand consistency, coordinating with multiple internal and external service providers, developing actionable insights that reflect a complete and accurate understanding of the customers and speed-to-market were the main challenges. Another challenge was to prove and convince your idea to the team members because very few people were from the design background; they were not easily ready to change their style of work and thinking. As a designer we are used to some common design related words and terminologies which many of them over did not get or it happened that they knew it with some other name which sometimes created miscommunication.

Working with the whole team of web designers was always a good chance to improve my skills because client work and personal projects were a constant source of new challenges. For the first time I was working on digital media, everything was very much new to me. It was necessary for me to grasp more and more information within a very short period of time and apply the same in my designs.

Revision of History

Competitive analysis

Competitive analysis helps one to better communicate with the customers about how one can best serve them. It doesn't mean that you should know what competitors are doing and how can we do better. It was all about, to the know design, usability or information architecture. Moreover, a competitive analysis was an especially helpful tool which helped me to craft value proposition. Generally in a web media you need to analyze Home page, Navigation, Site organisation, Links and labels, Search and search result, Readability, Performance and content. There was a process in competitive analysis which we followed while doing this.

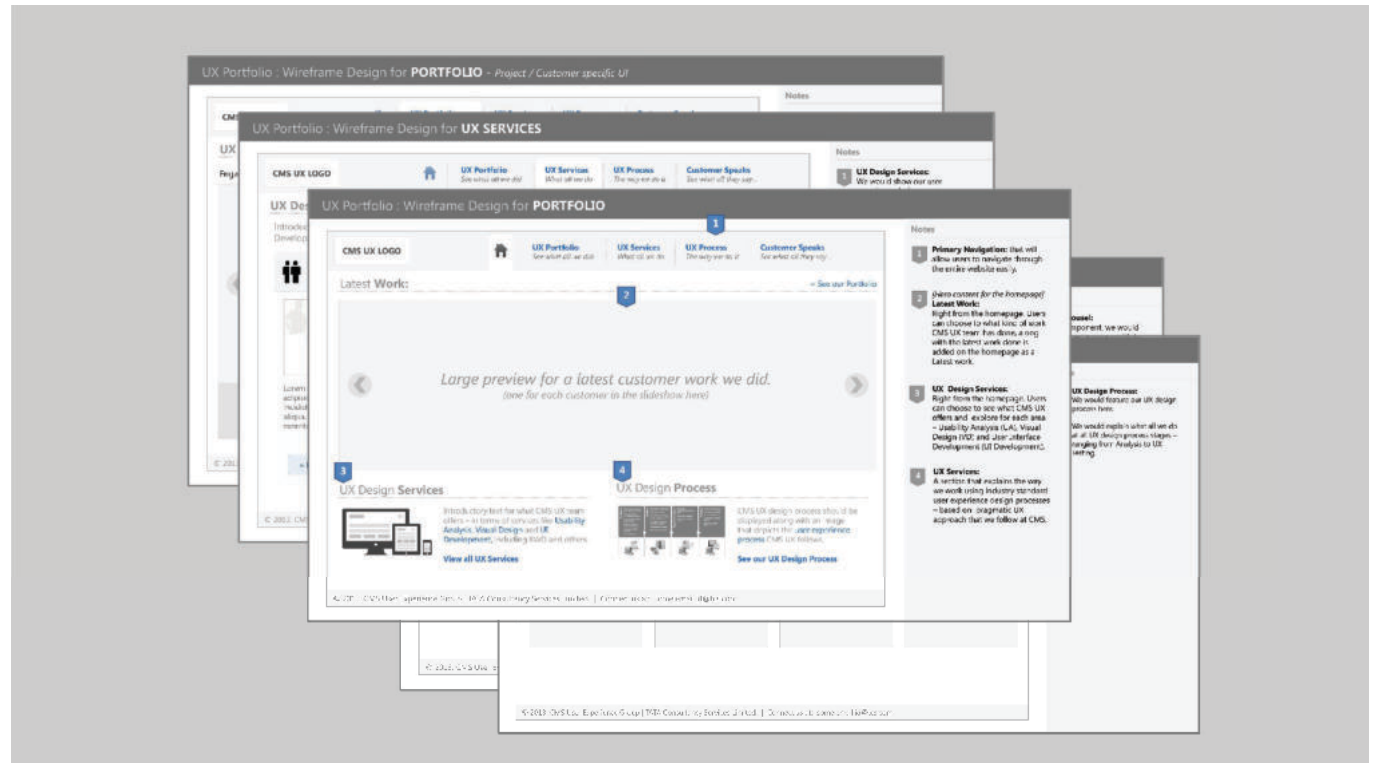
The process is as follows:

- Identify competitors
- Evaluate the competition
- Review the competitor's website

Through competitive analysis of competitors we got following insights:

- Information and navigation flow
- Simple and minimalist design.
- Use of icons for features.
- Page layout
- Content flow
- UI patterns

Existing wire-frames



These are the screenshots of existing wireframe which is designed by one of the team member. We did the review and suggested some changes on it.

Visual Design on given wire-frame

We kick started the project by working on the ready wire frame provided to us . The total time period for this task was 4 days. The objective was to create visual design which was consistent, corporate and a design which showcased the work done by CMS UX group, their services and design process. We designed an interface that not only featured a pleasant look aesthetically but also that communicates function and facilitates easy access to its content. The wire-frame had a carousel on homepage which displayed the latest work done by CMS UX group. I created different symbols for various categories so that the user can understand it easily. Initially we executed the design by following TCS's brand guidelines for typeface and colour palette. This monochromatic approach was not so appreciated by the whole team, so they provided us with a more detailed colour palette which they followed for their company presentations. With this we came up with two different visual designs.

User Group

User group for this portal was mainly higher management group and people from CMS UX team. User will be provided by user id and password and after that he can have access to this portal. This is not accessible for public purpose.

Strategy

Strategy was to showcase slide show on landing page of latest work which leads user to go and have a look on the other content of website i.e. Design process and services etc. Symbolic representation of content to create visual hierarchy.



Roll hover on View all Portfolio

Approach

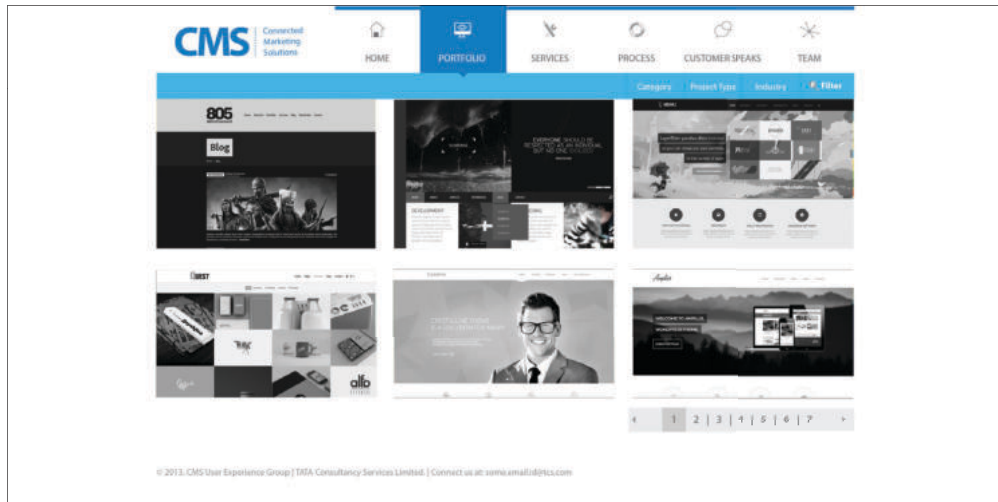
“Less is More” – Robert Browning. The approach for design was Minimalistic, Flat, Humanistic which will easily understand by user and which has a less complexity.

Colour palette

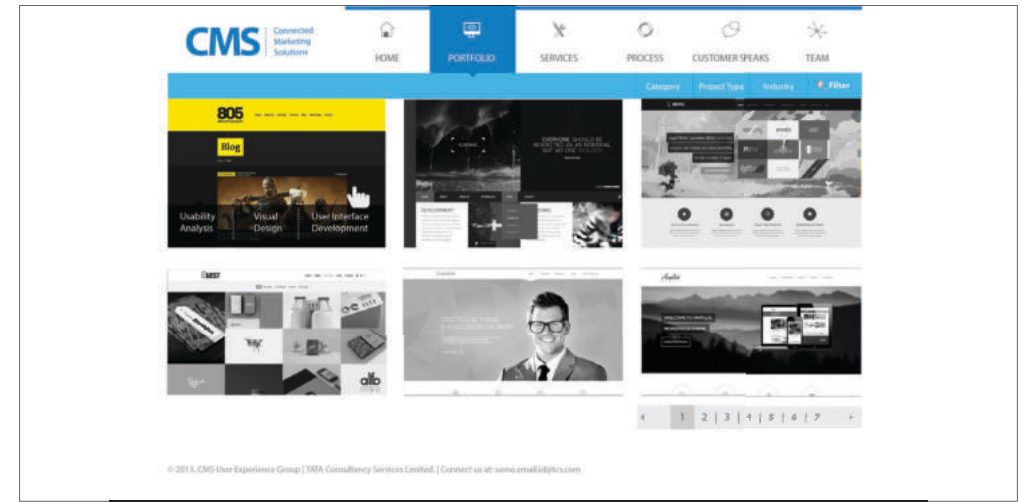
Corporate, Monochromatic, Consistent, Soothing Colour palette used for TCS is mainly blue as per its brand guideline manual. The colour scheme used in artwork was to create visual identity of the website.



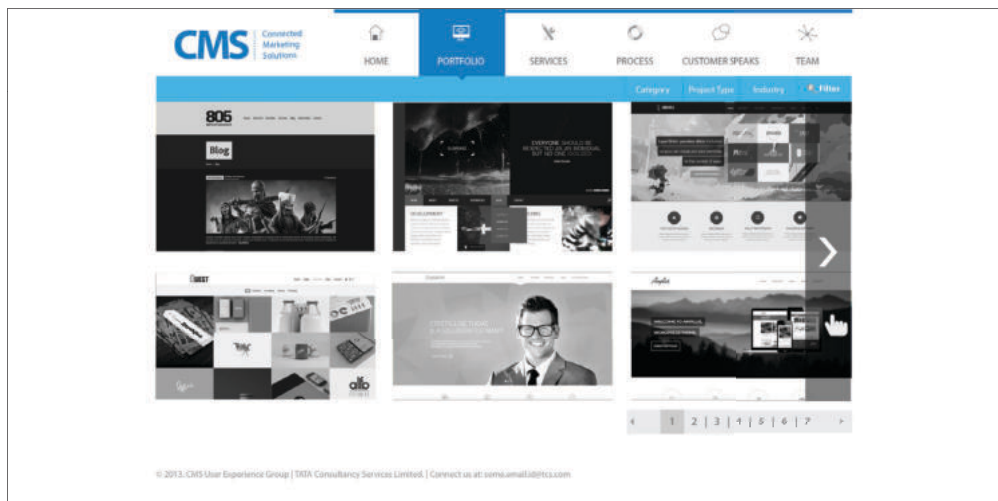
Reference images for colour palette



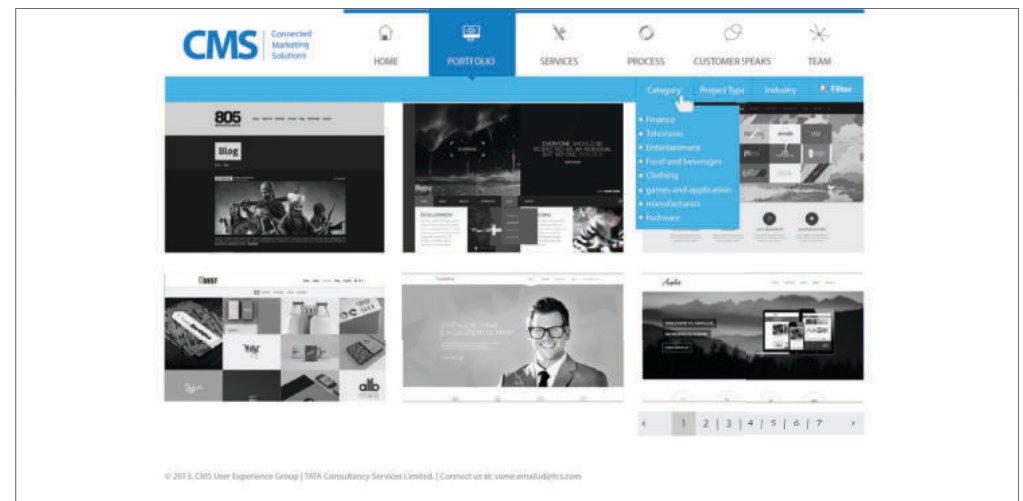
Portfolio page thumbnail view



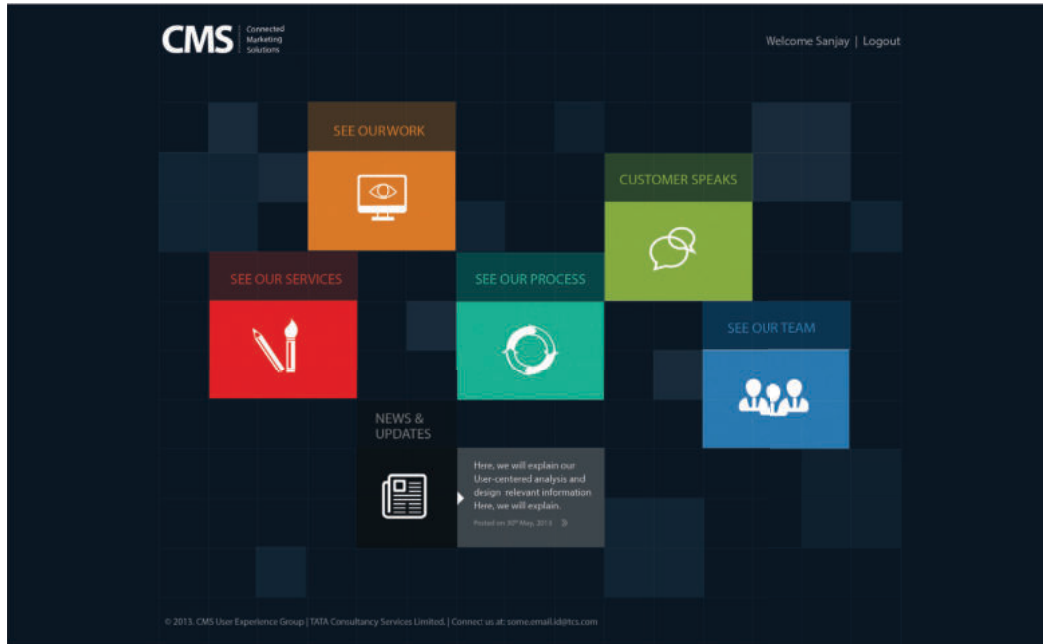
Roll hover on thumbnail



forward arrow for next set of thumbnail



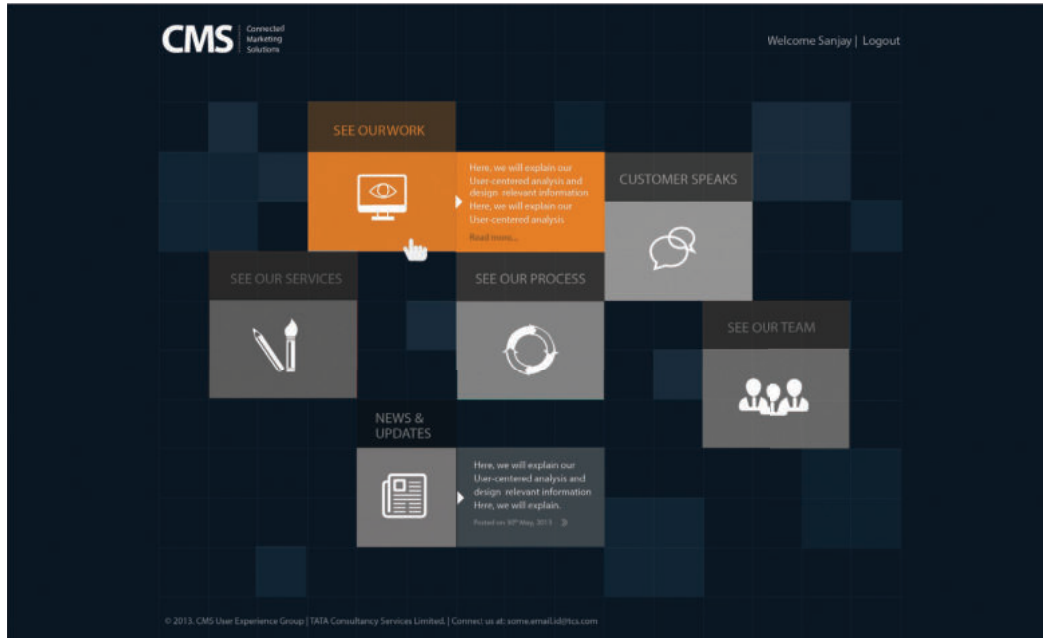
Roll hover on filter options



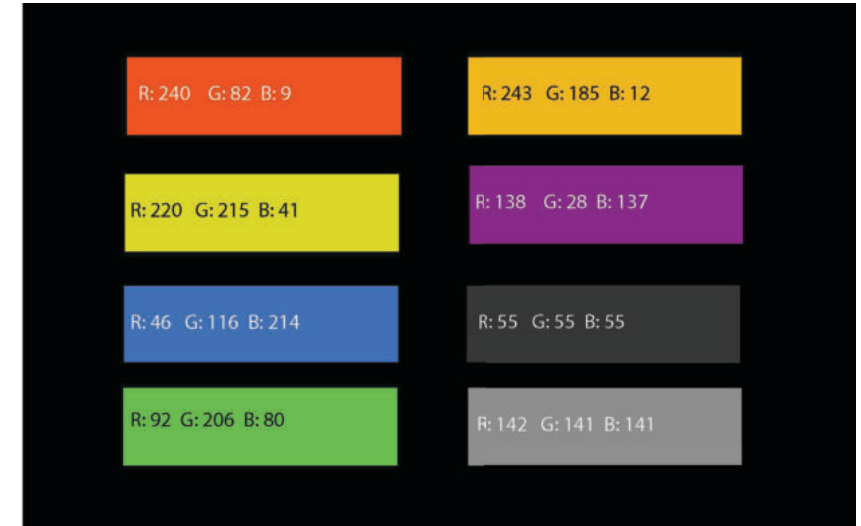
Landing Page

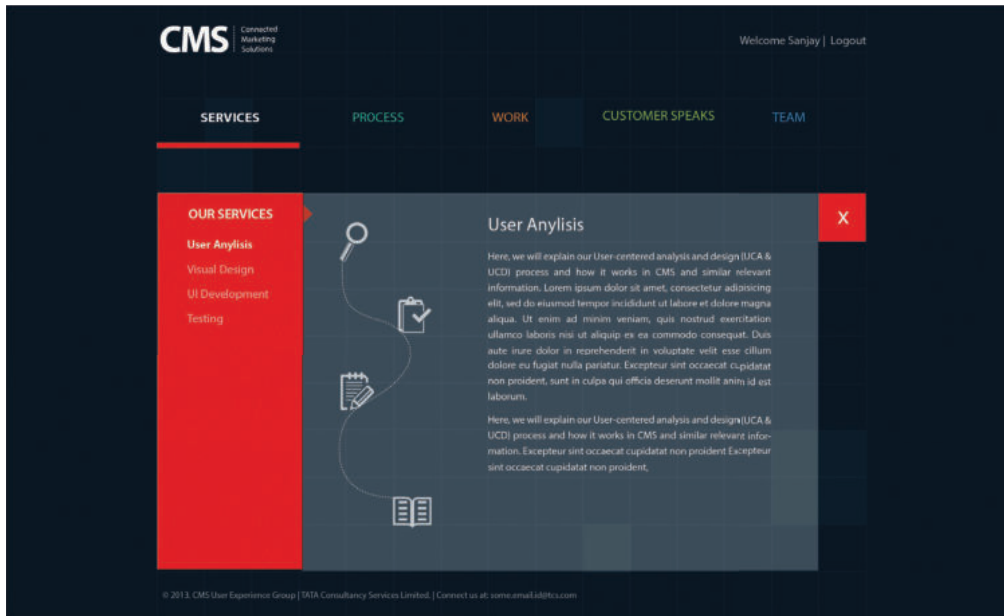
Visual Design On given colour palette

Following colour palette was using by CMS UX group for their client presentations. The previous approach for colour palette was monochromatic and not appreciated by many so they provided the colour palette which has various shades involved. In this option, I had used the symbol on landing page, when you roll hover on it, you will get introductory information about that category. The overall theme of the design was “pixel” which will open one by one to give information.

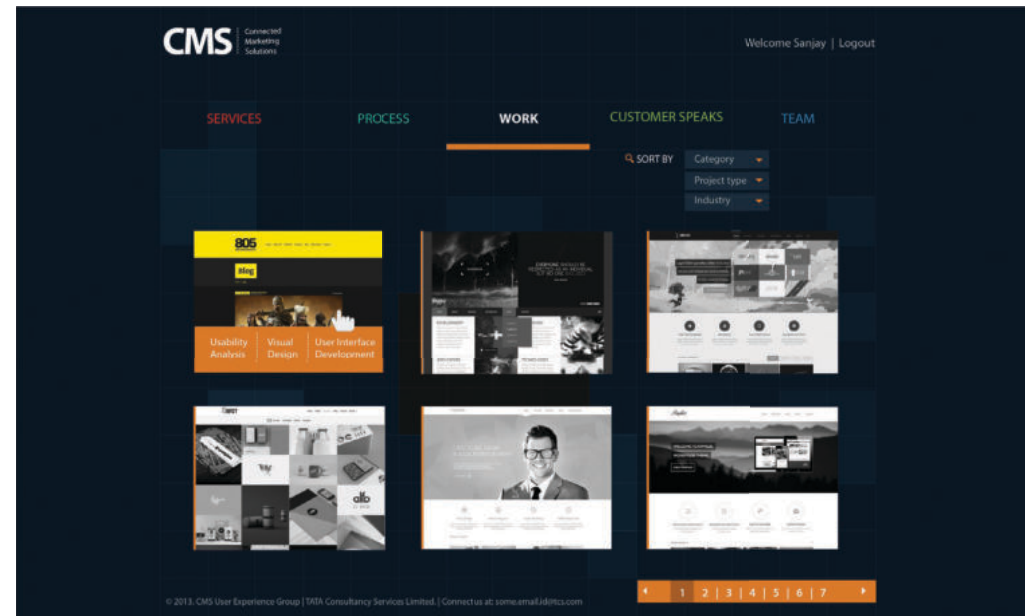


Roll hover on symbol

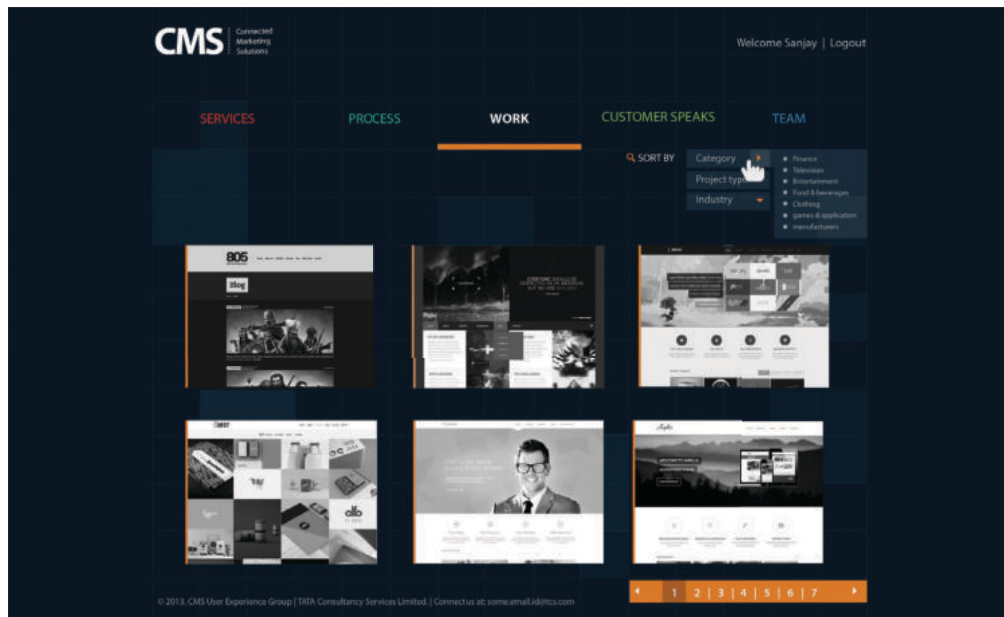




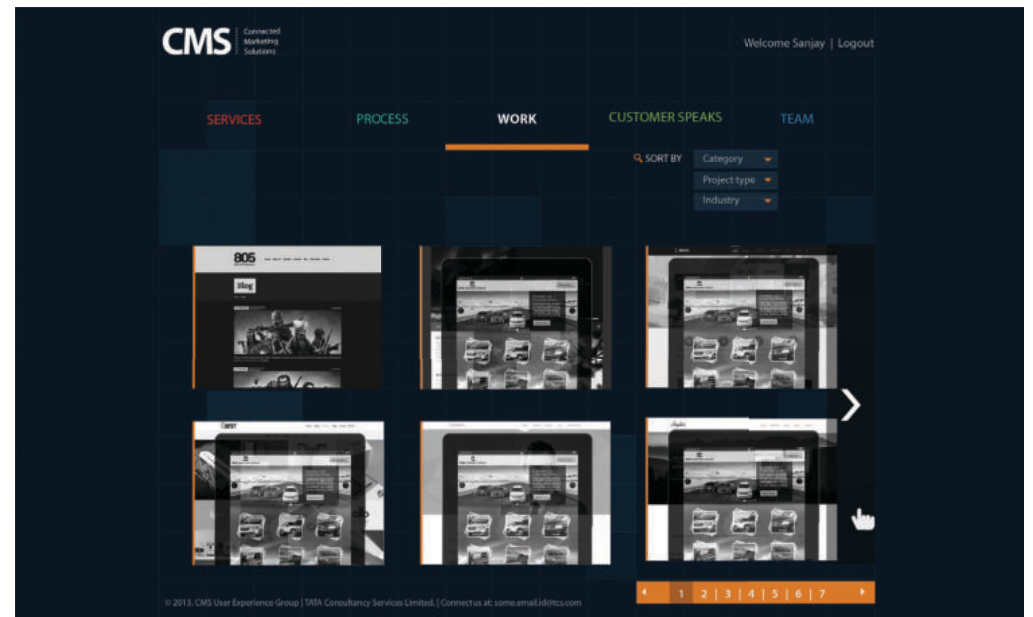
Services inner Page



Portfolio - Roll hover on thumbnail



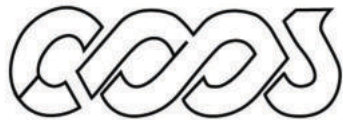
Portfolio page - Roll hover on filters



Forward arrow for next set of thumbnails



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Connected Marketing Solutions

Identity Design

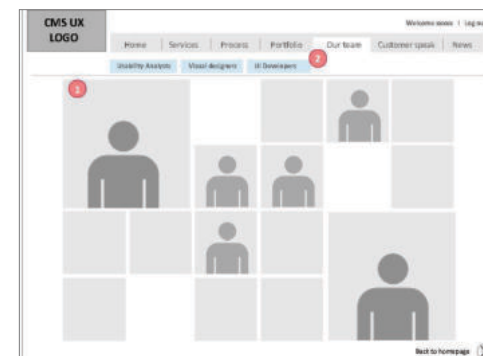
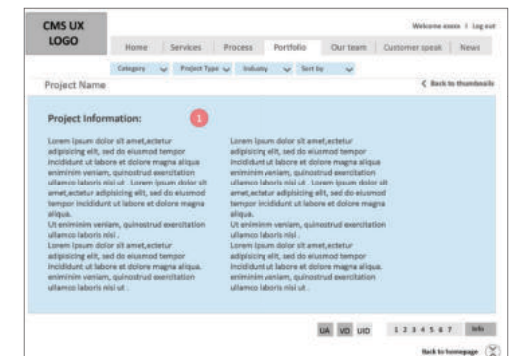
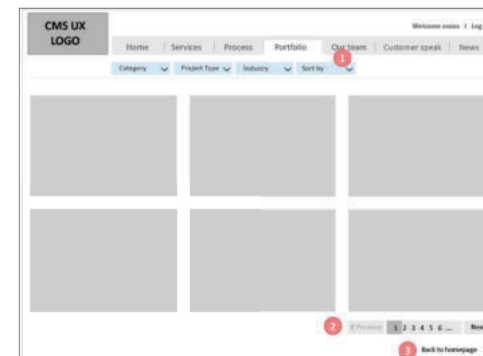
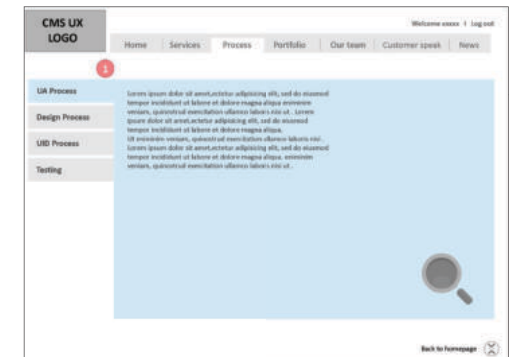
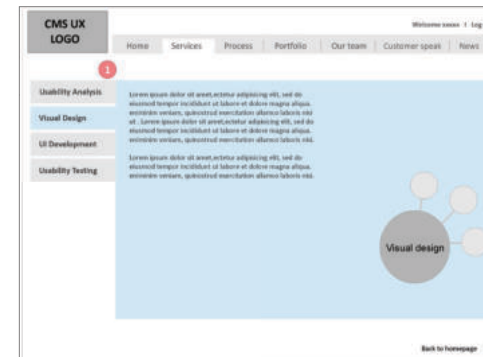
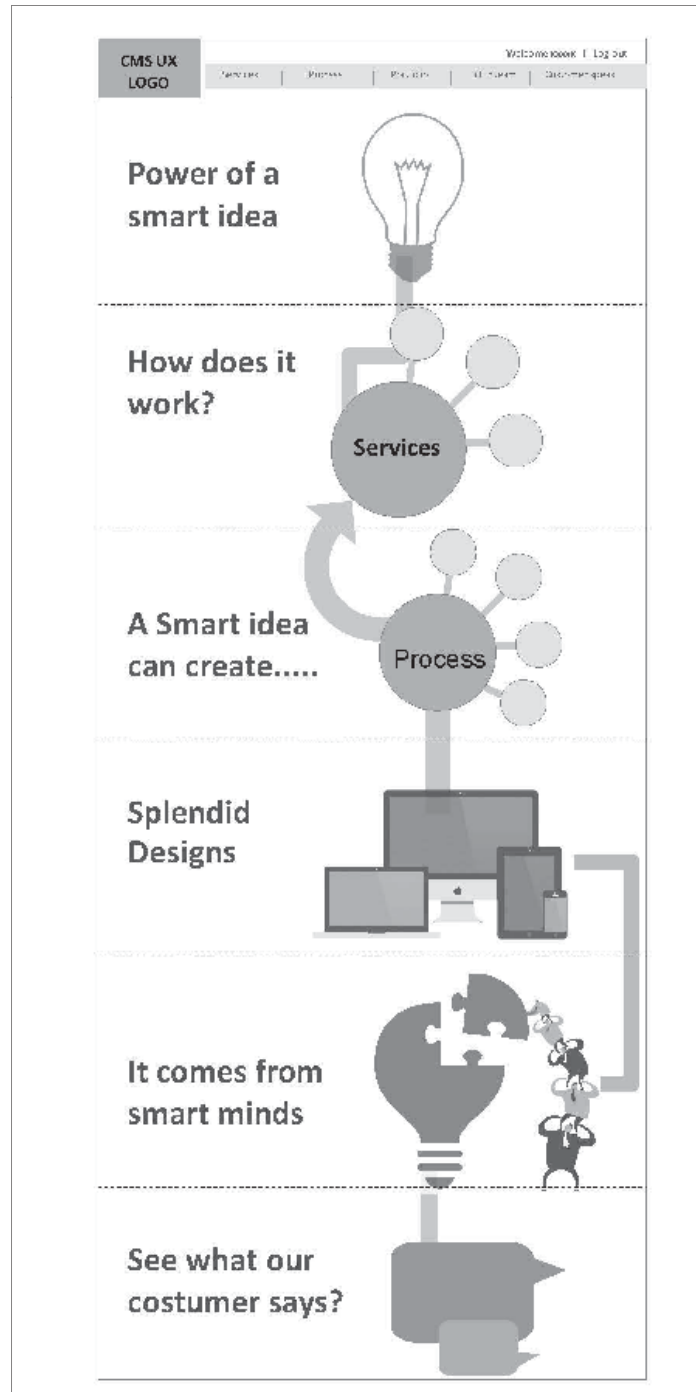
The task was to create an identity for TCS' CMS Group. TCS' Connected Marketing Solution UX Group Engage, measure and optimize interactions with target audiences across all touch-points, including mobile and social. I was thinking of an elements which links together or which are connected to each other. Then i came up with an idea of a "Chain" which reflects link and connection. I had simplified the same shape where you can see CMS letters.

It was a small task, I was working on it simultaneously hardly for a week. This symbol was not finished. Typeface was also a placeholder.



Connected Marketing Solutions

New Wire frames



New Design Approach

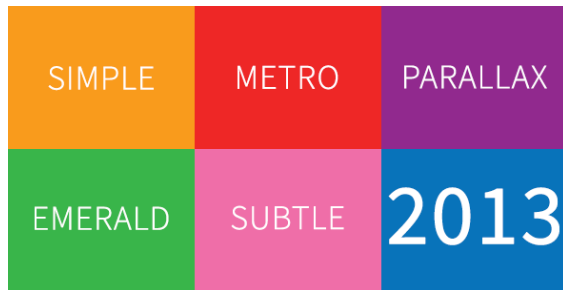
New design approach was to solve the problem through interactive info-graphics. The task was to create design which has different layers of information and each layer can have multiple hierarchies. It should reveal the data one by one like a storytelling. User should not only read what we are saying but also understand through graphics what is being said. Entire portal will follow vertical scrolling to navigate through all menu options. Usually on web, users expect vertical scrolling, so its always helpful

Strategy

Brain loves to think and memorize in visual. Our strategy was to tell the stories with data visualization or Info - graphics. It will always present complex information quickly. We were using design styles and principles which will follow 2013 design trends.

Use of Info-graphics

It's difficult to comprehend complex data or analyze large amounts of information, if we only use words or texts. Info - graphics will help to understand and navigate complex world of facts, figures, directions to finish a task, solve a problem or meet a need. To achieve clarity, precision and efficiency, Reduce attention span.



<http://www.dscommunications.ca/responsive-web-design/>

Design trends 2013

Trends is not only a prediction for 2013. It reflects a natural interest in how all aspects of web design will evolve over the next few years. It's important not just to follow trends, but think about which design language is appropriate for a specific content or message. Following are the latest design trends.

Content first

Design without content is decoration. Content leads user to navigate the website. Content should be easily digestible using a simple clear layout.

Responsive

To support all devices from laptops, desktops, smart phones, tablets, and anything released in the future.

Typography

Slab Serif, Large Text, Bold typography logo,
Mix and match typefaces



<http://www.instantshift.com/2010/11/29/why-typography-is-the-soul-of-web-design/>

Clear layout, Design simplicity and Flat colors

New trends are following the idea of minimalism. Keep everything simple and focus on your core product. There should be a clear path through your web page from beginning to end.

Parallax

The effect has since involve and is now commonly seen as a part of a scrolling feature of a web pages. Where multiple backgrounds seem to move in different speed. Very few sites that use parallax as a conceptual construct as opposed to a technological gimmick.

Content chunk

Chunking can help and organize the present information in a uniform format. Concise chunks of information are better suited to the computer screen, which provides a limited view of long documents.

No skeuomorphism

A skeuomorph is a physical ornament or design on an object made to resemble another material or technique.

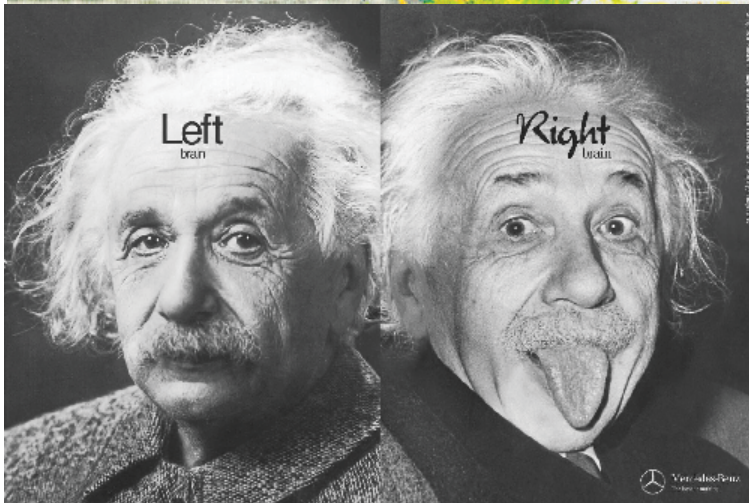
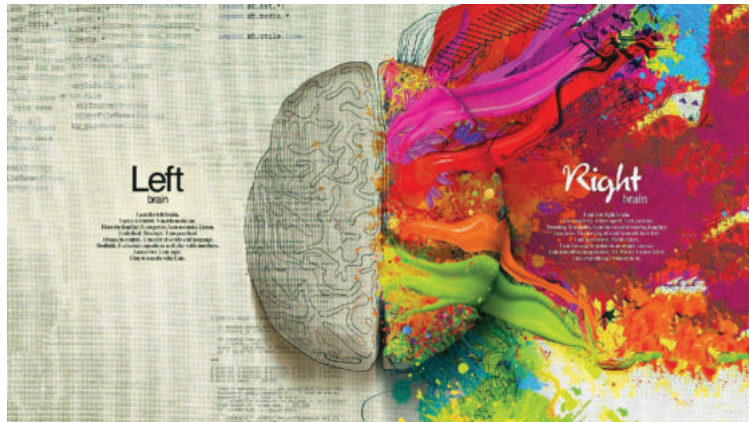
Usability

Simplifying website designs can be a great solution to navigation usability problems. Interactions with simple, clear steps and few instructions will be completed by more people than a long. As users continue to scroll, drag, and swipe, it is incredibly useful to have the navigation fixed to the page and easily accessibly regardless of their position on the page. According to a study done by Smashing Magazine, fixed navigation increases user interaction by 22%.

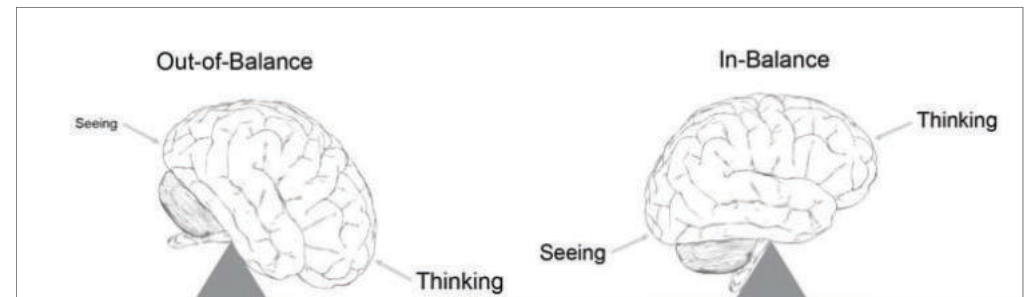
Design Solutions

Right Brain and Left Brain

According to right and left brain theory left nbrain is more logical, analytical and objective, where as Right -brain is intuitive, thoughtful and creative. With this concept we are trying to showcase the collaboration of right and left brain. Different Minds of CMS team who works on different types of projects, their capabilities and strengths.



<http://www.instant> <http://889yoga.com/blog/community-889/are-you-right-or-left-brain-dominant/> shift.com/2010/11/29/why-typography-is-the-soul-of-web-design/



Reference Image

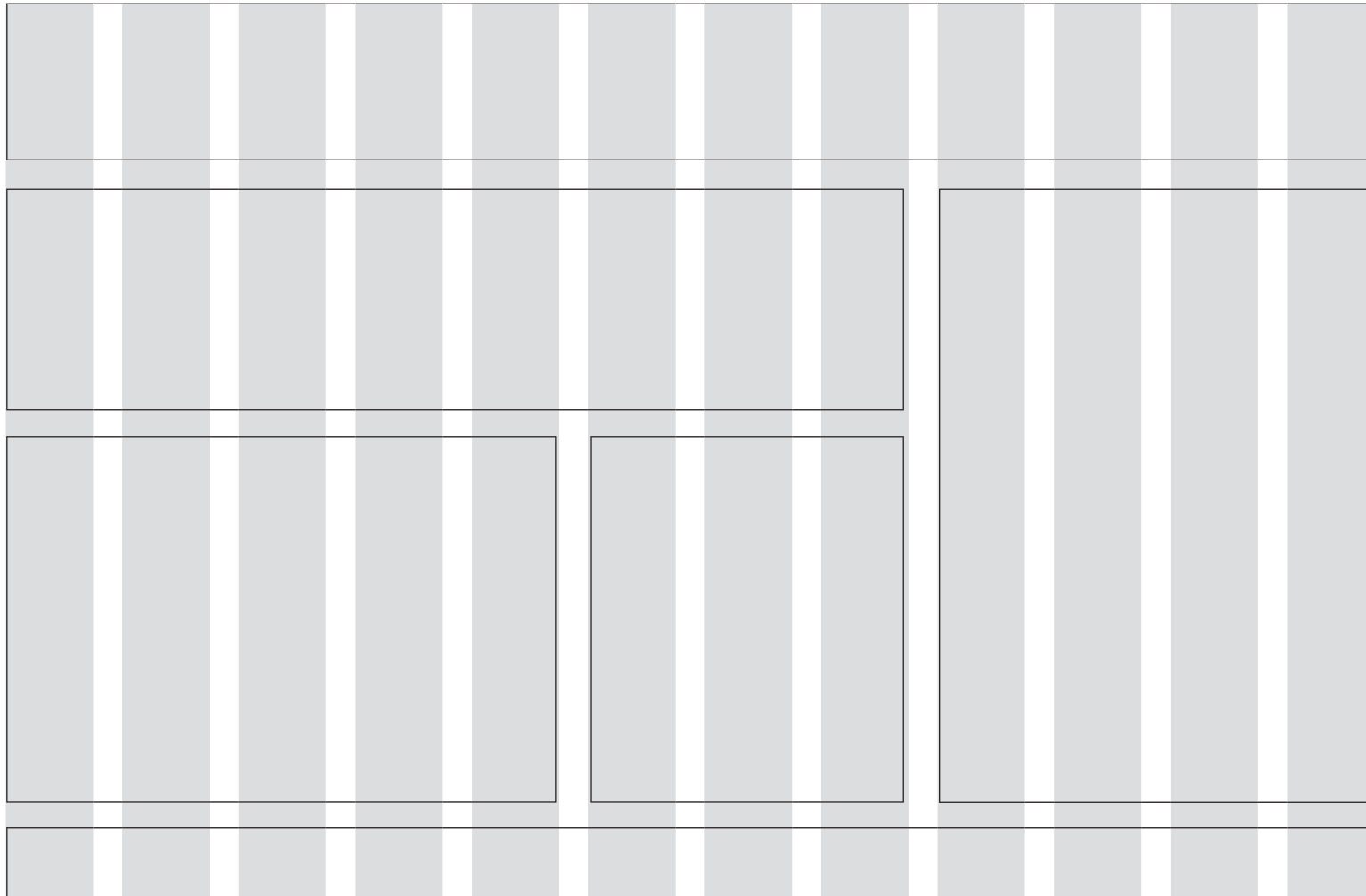
Final Design

Draft - 1

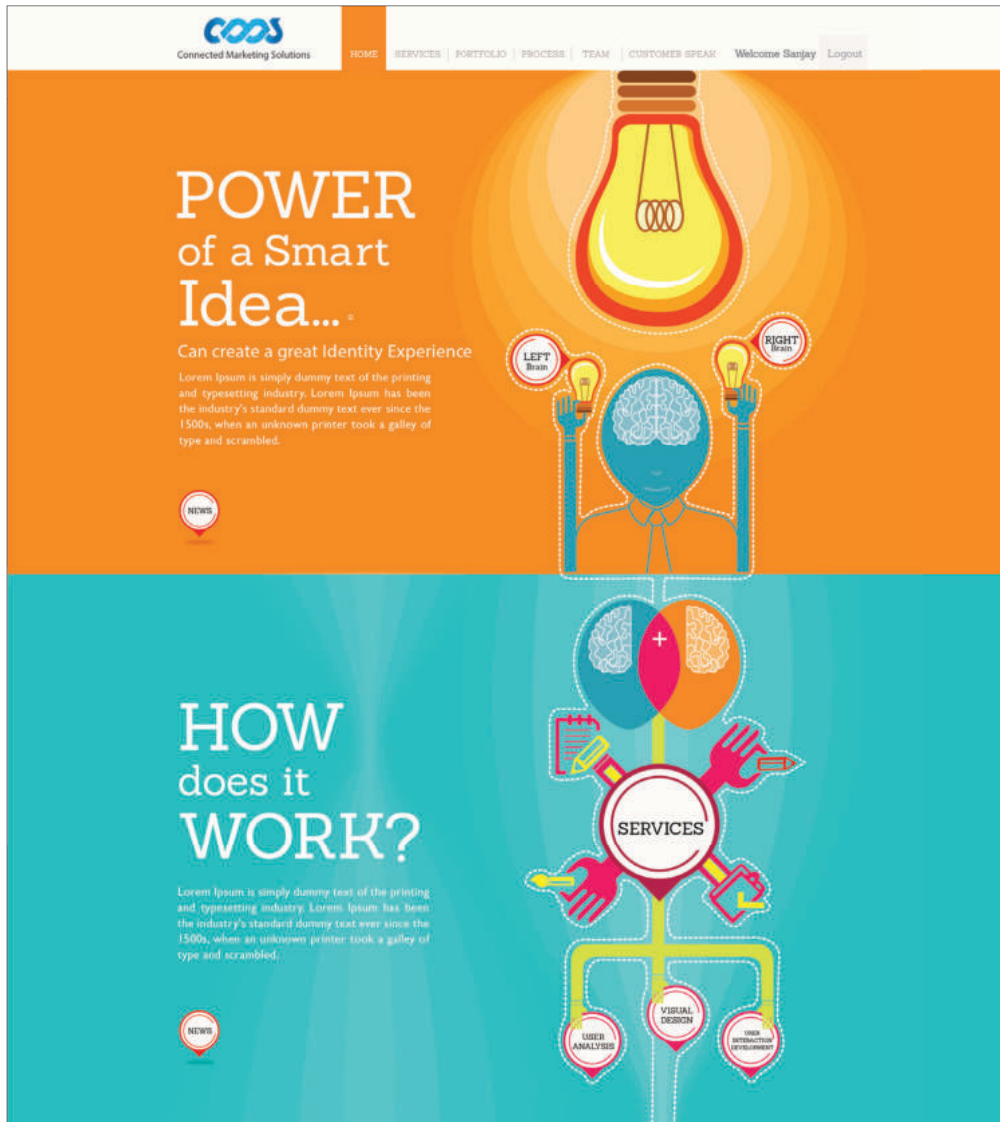


Grid

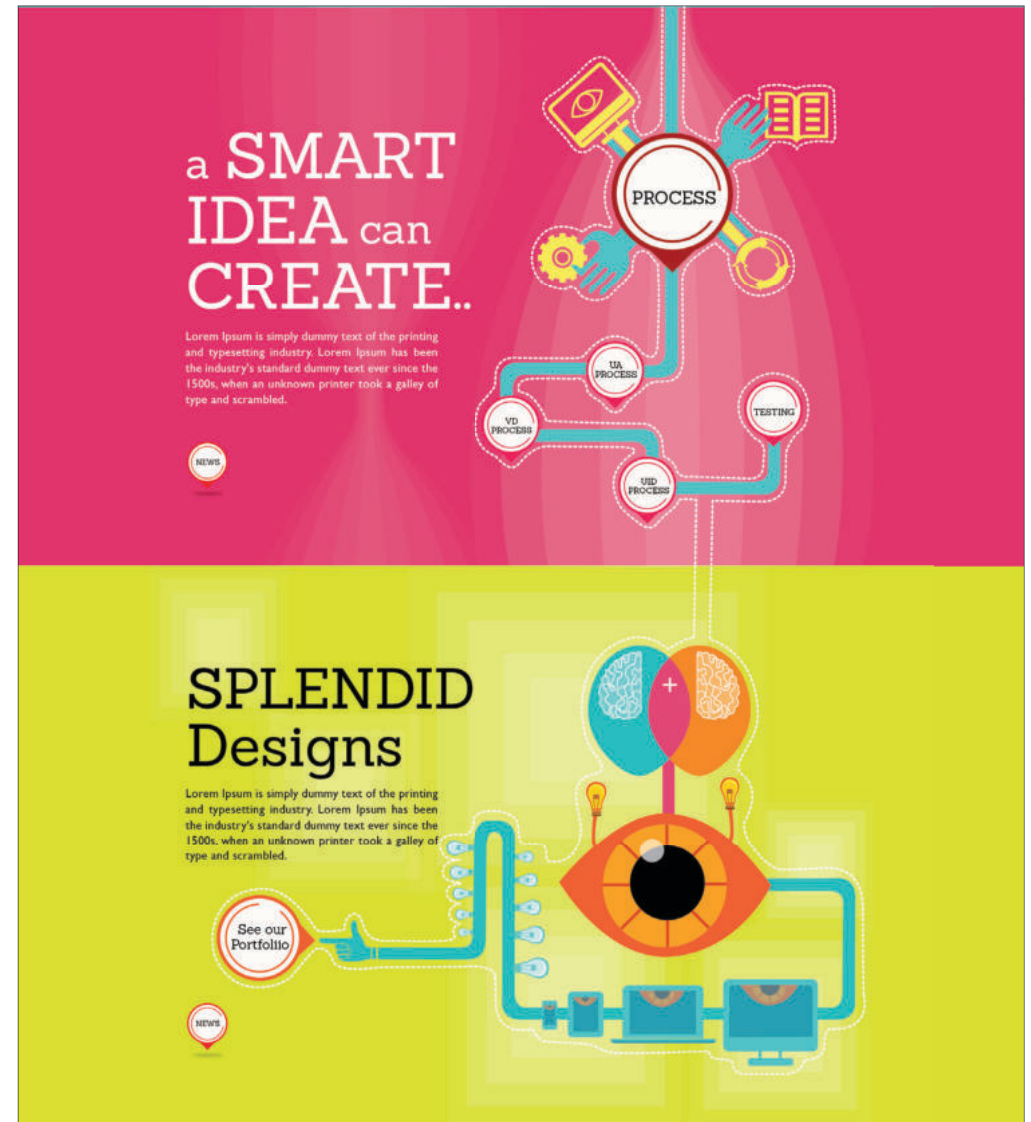
Following is the grid used for the page layouts. It's a 12 coloumn grid ie. 960 pixel (Width) for each and every page of portal.



Reference : <http://960.gs/>



Landing page for Home and Services



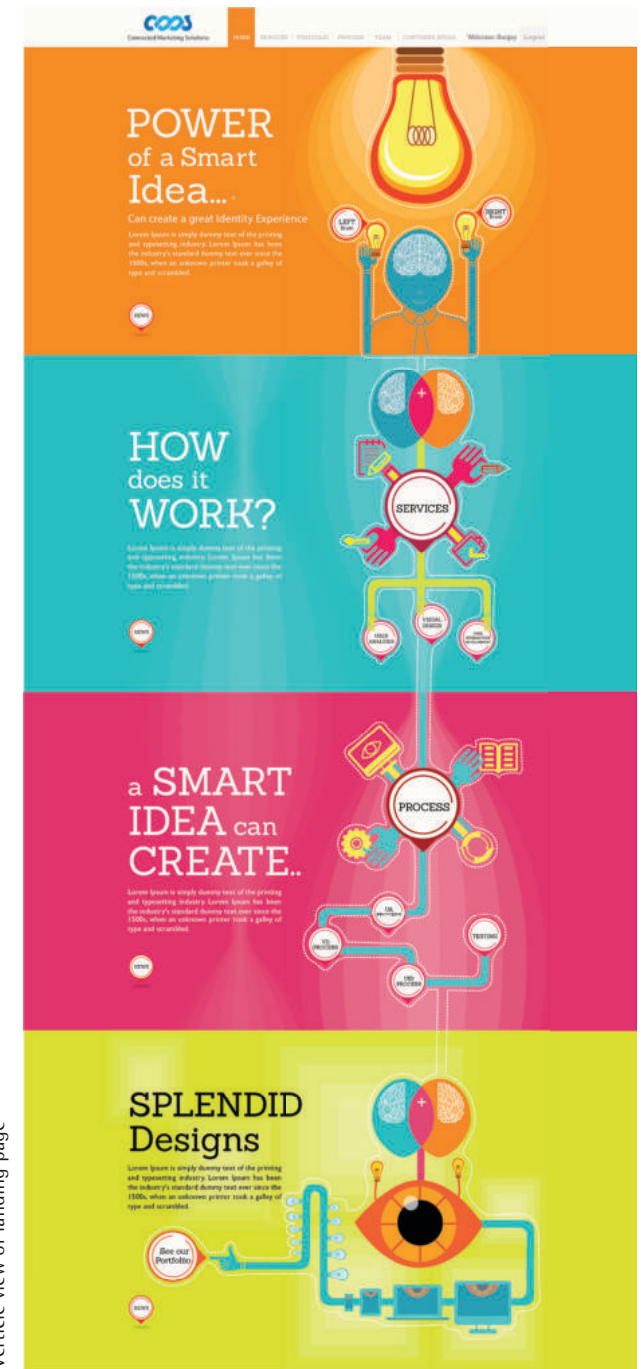
Landing page for Process and Portfolio



Services inner page



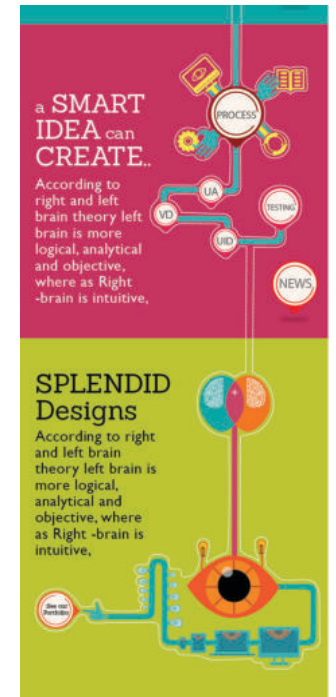
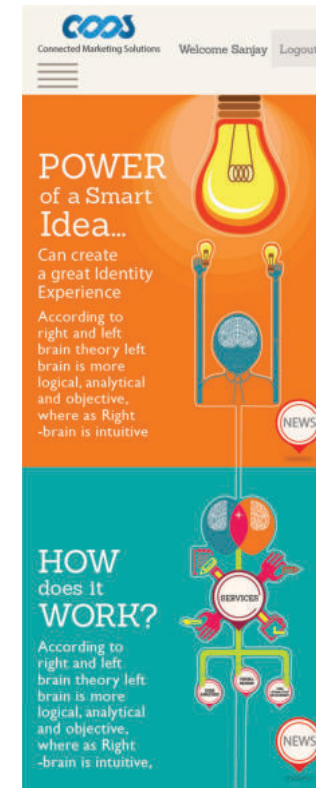
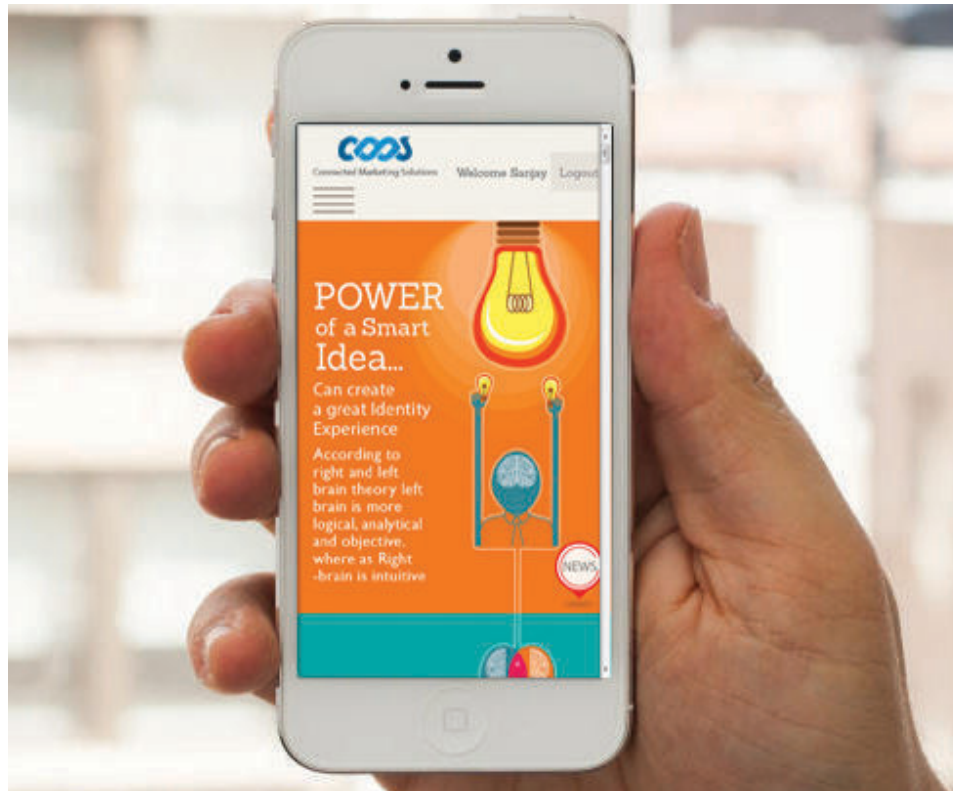
Verticle view of landing page



Responsive

Home page design were adapted in 640px by 1136px for mobile version ie. 326 ppi.
This image was simulated on i-phone 5

Size: 640px X 1136px ie. 326 ppi

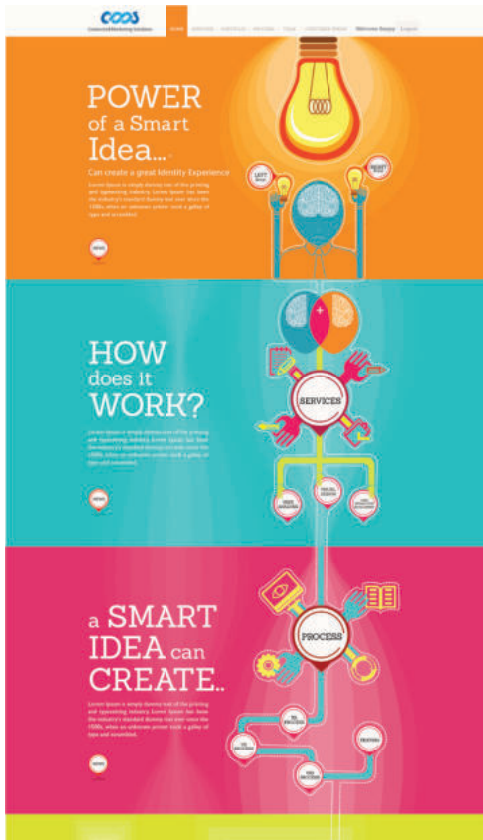


Final Design

Draft - 2

Final design was a combination of two concepts, where the left and right brain concept was remain the same only colour scheme and colour effects were changed. It had verticle scroll and seven landing pages which had interactive info graphics and also all infographics were followed by parallax effect. As soon as you start scrolling down some elements will move according to scroll.

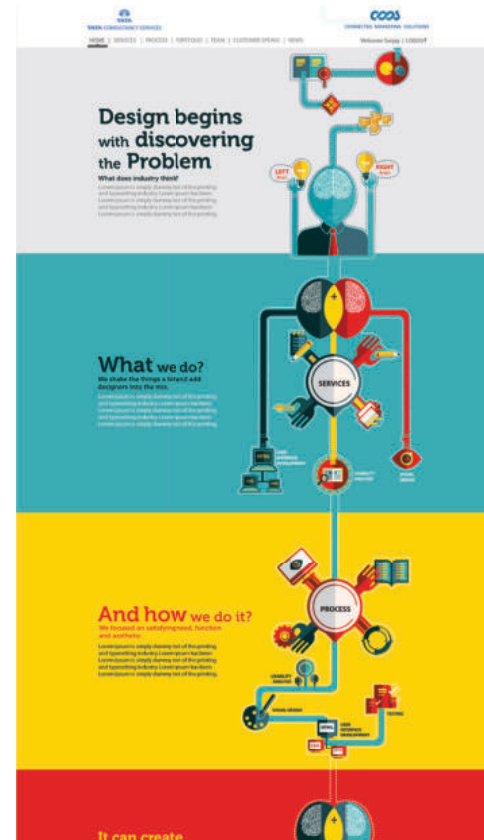
Concept 1



Concept 2



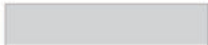
Final Design



Typography and Colour palette

Typeface: Museo

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

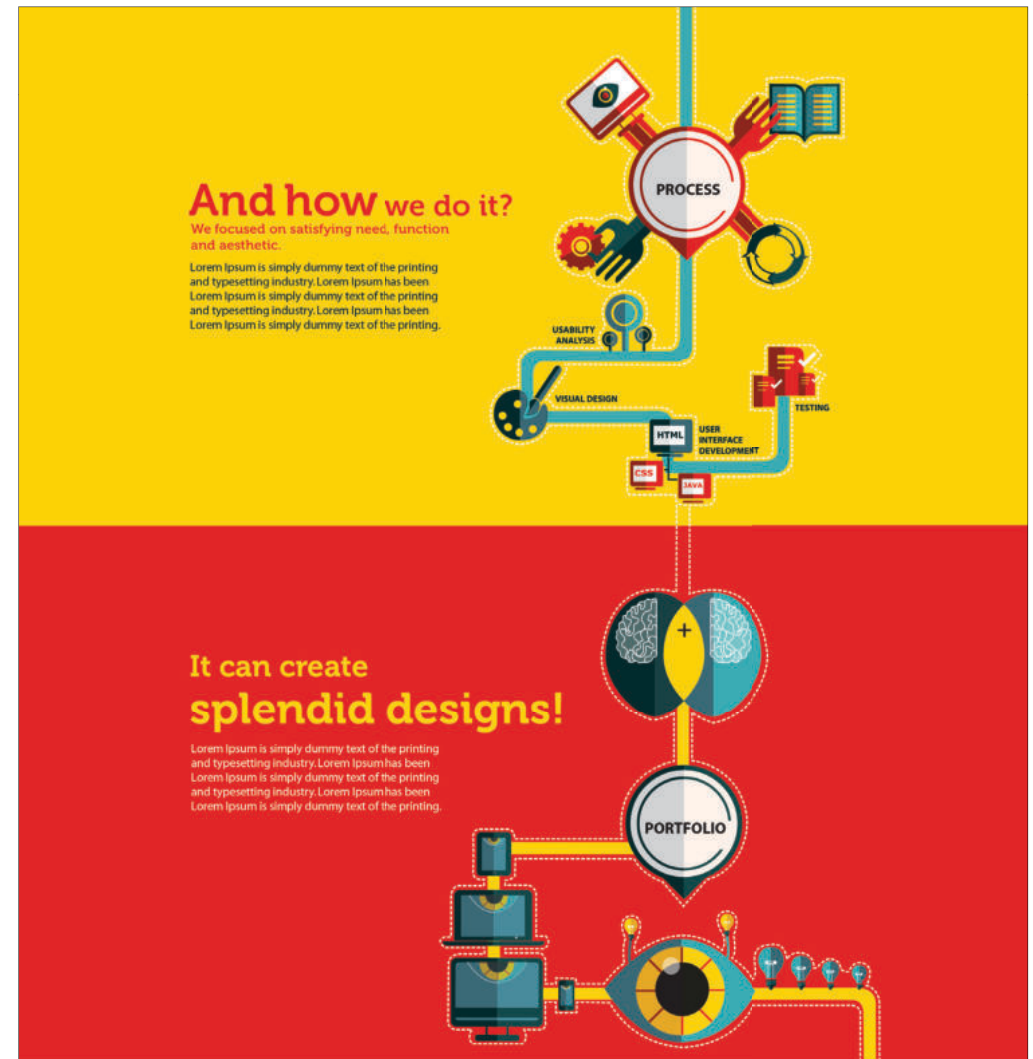
Greys	Yellows	Reds	Blues
 R237 G235 B232	 R252 G212 B4	 R227 G37 B38	 R60 G172 B180
 R209 G211 B212	 R231 G171 B34	 R138 G38 B27	 R58 G106 B118
	 R216 G141 B42		 R72 G140 B156
	 R205 G153 B43		 R17 G75 B75
			 R3 G43 B45

Infographic on home page

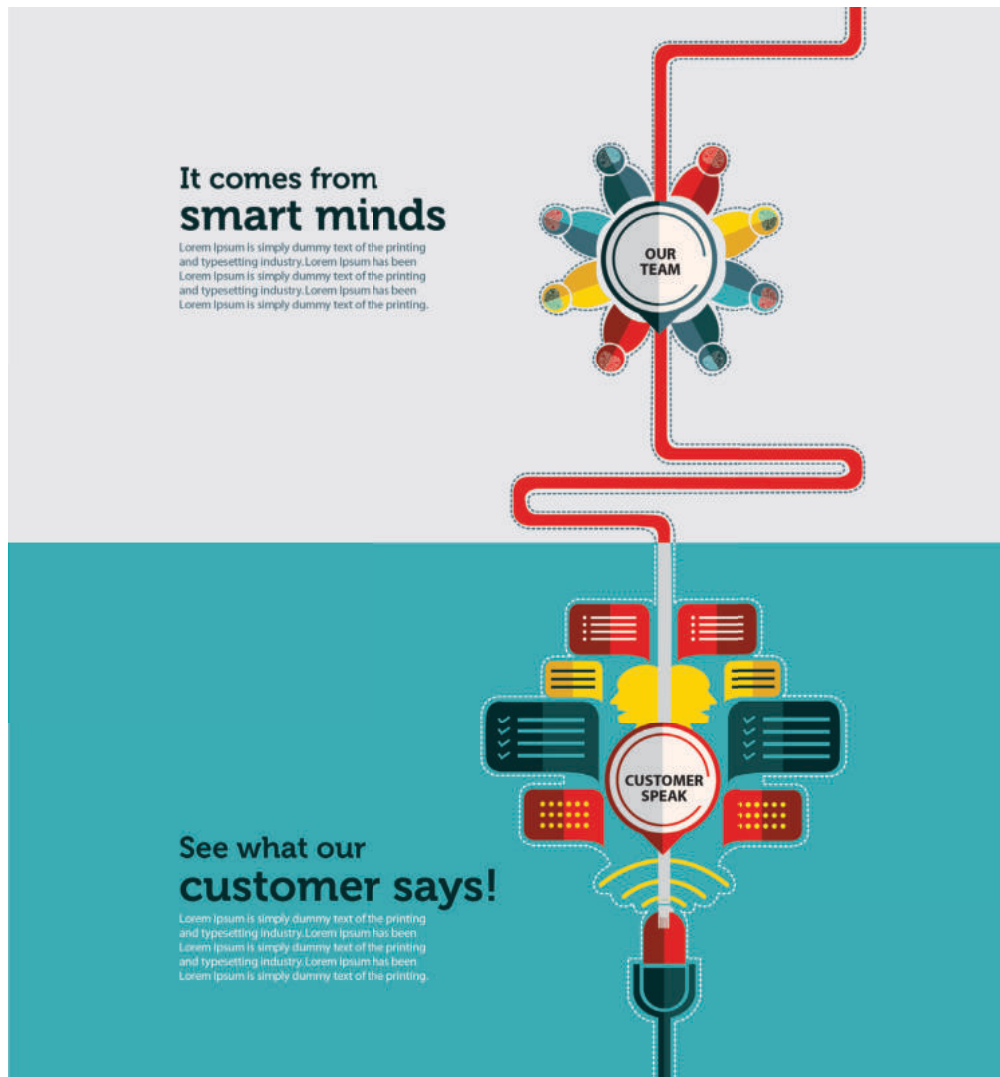
Menu bar was static on each and every page. This landing page had a vertical scroll and parallax effect.



Landing page for Home and Services



Landing page for Portfolio and Process



Landing page for Team and Customer Speak



Landing page for News



Inside Pages

Each inside page had a link on top menu bar which was static and you can also enter by clicking on interactive infographic.

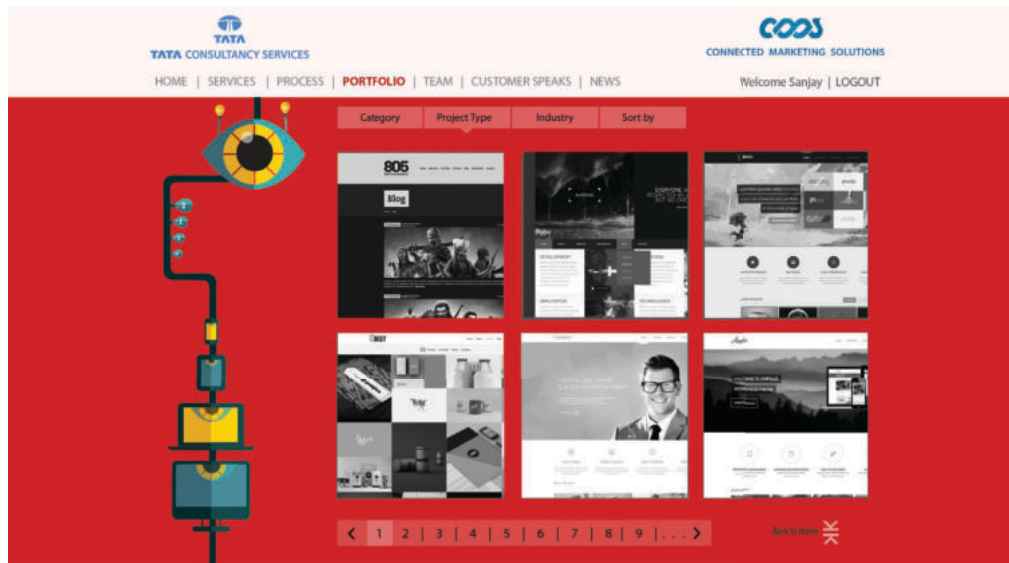
There were more sub-links once you enter in the inside page. Those links were showed by different symbols.



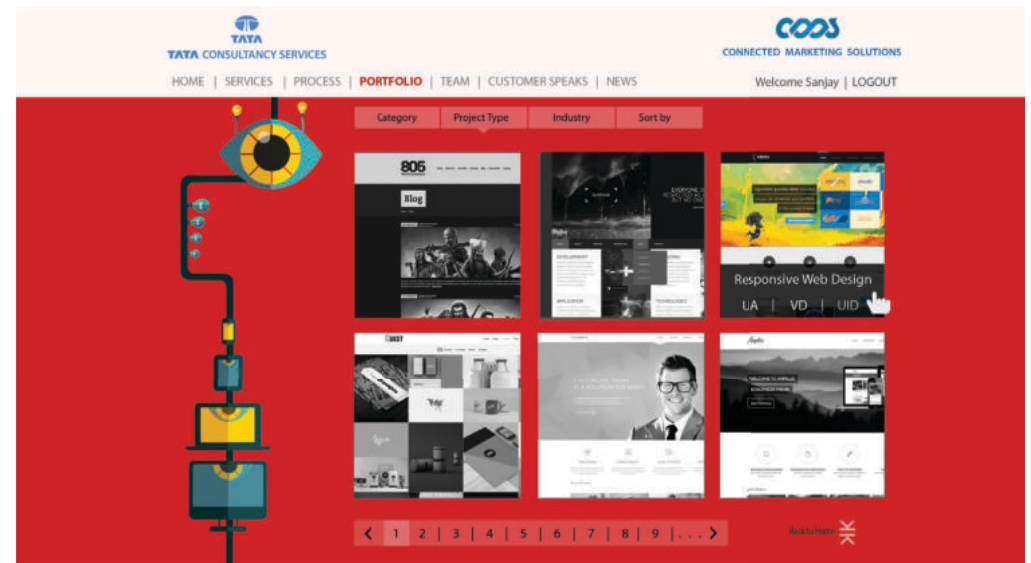
Process Inside Page



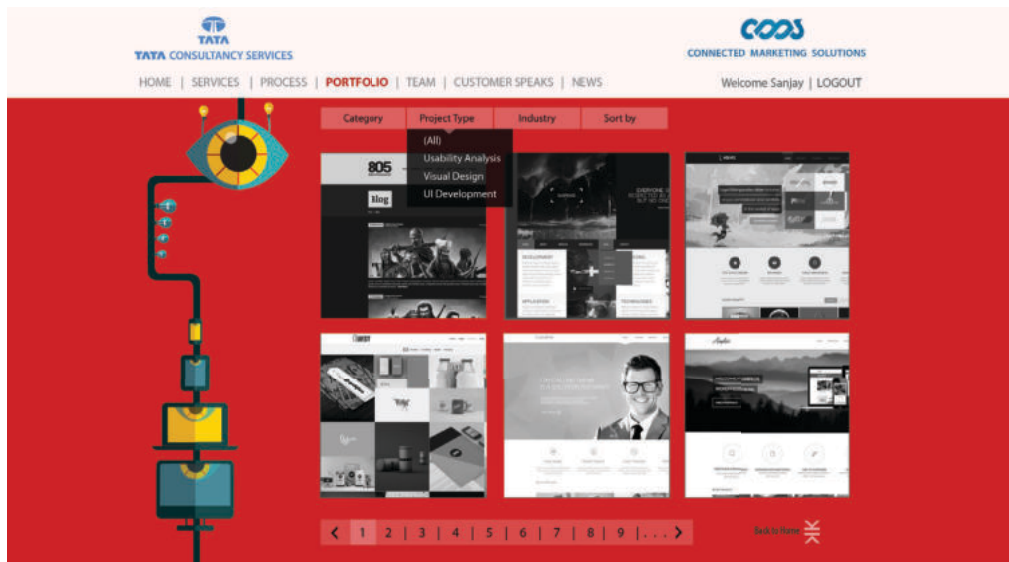
Services Inside Page



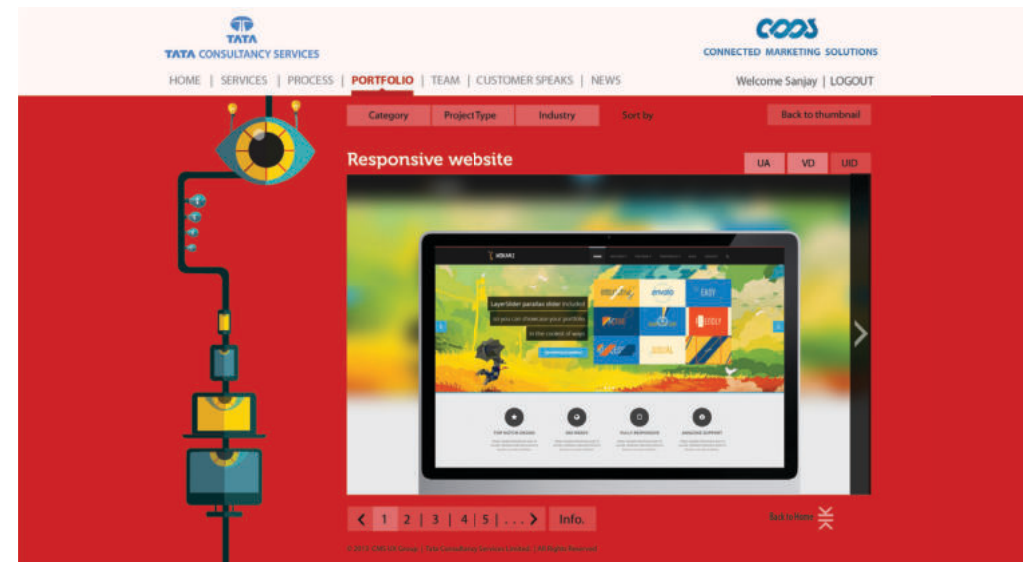
Portfolio Page - Thumbnail view



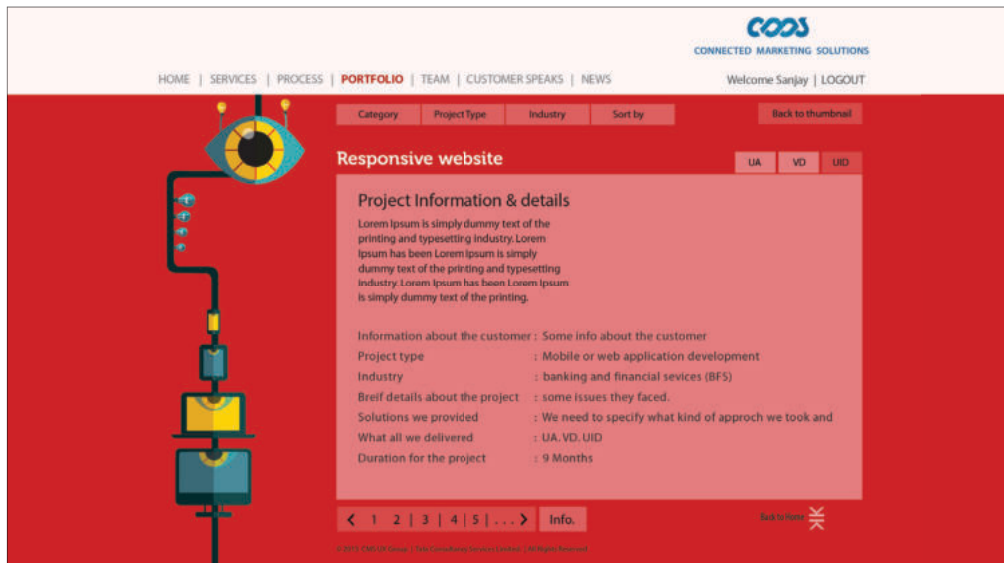
Portfolio Page - Roll hover on Project thumbnail



Portfolio Page - Roll hover on Project Type



Portfolio Page - After clicking on thumbnail



Portfolio project info page



News inside page



Customer Speak inside page



Team inside page

Conclusion

The findings indicate that today web design is going very popular and every big company or small start up should have their digital identity. My learning in period of my summer internship with TCS were to understand the problem and need of client, give a problem solving solution which will fulfil all his needs and work in a corporate environment to see the actual end to end project.

I would also like to mention here that my very important learning from this project is to work in a team and cooperate with them.

It was my very first experience to work with well known company like TCS and understand the real life scenario of projects and methodologies where you have to follow deadlines and keep your outcome ready before the each and every meeting. As a visual designer, I can definitely say that, I had developed my skills and learnt a lot of things about digital media and web design trends.

Referances

<http://www.soleilnoir.net/believein/#/entertainment>

<http://www.organicgrid.com/#/home>

<http://unfold.no/#/home>

<http://www.tcs.com>

<http://www.creativesciencelabs.com/wp-content/uploads/2013/05/responsive-design-example1.jpg>

<http://www.hellomondays.com/>

<http://www.42angels.com/#content1>

<http://columnfivemedia.com/>

<http://dribbble.com/colors/77cc33>

<http://www.adamhartwig.co.uk/#/awards>

<http://creativdesign.ucr.edu/>

<http://www.mq.edu.au/sustainability/greencampusguide/>

Thank You!