

Project - 1

Summer Internship

TATA CONSULTANCY SERVICES' (TCS')
Connected Marketing Solutions (CMS)

UX Portfolio Intranet Portal:
Visual Design

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Introduction

Requirement of Connected Marketing Solutions group was to showcase their portfolio in a creative way, which featured their strengths, capabilities, team and work.

A web design represents the face of one's company to the world. It gives a unique individuality to a company amongst the millions of websites on the world-wide-web.

Our approach was to solve the problem through Interactive info-graphics, to create design which has different layers of information and each layer can have multiple hierarchies.

Background

About the Company

TATA Consultancy Services' (TCS') Connected Marketing Solutions (CMS) are designed to tackle these challenges, while helping the customers leverage the exciting opportunities of the digital space.

A portfolio is a collection of works and writings that you assemble in order to demonstrate to the clients. Requirement of CMS group was to design a portfolio website for stakeholders which includes higher authority, CMS UX members and clients.

User Group

Mainly higher management and people from CMS UX team.

Users will be provided with user id and password and after that she/he can have access to the portal.

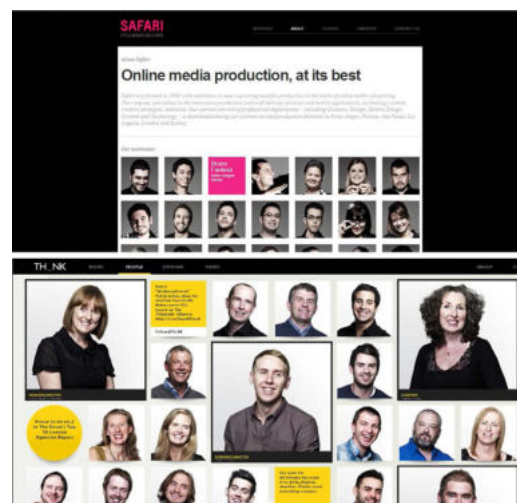
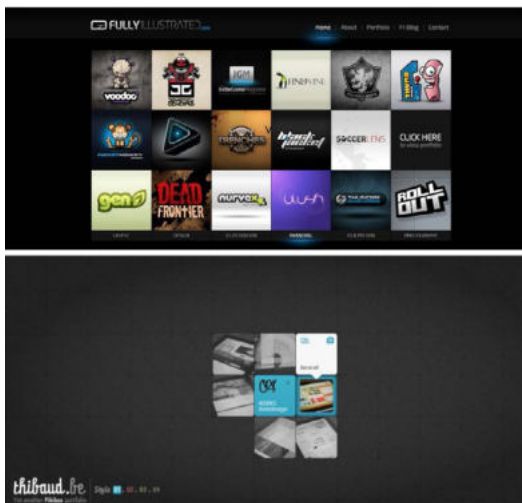
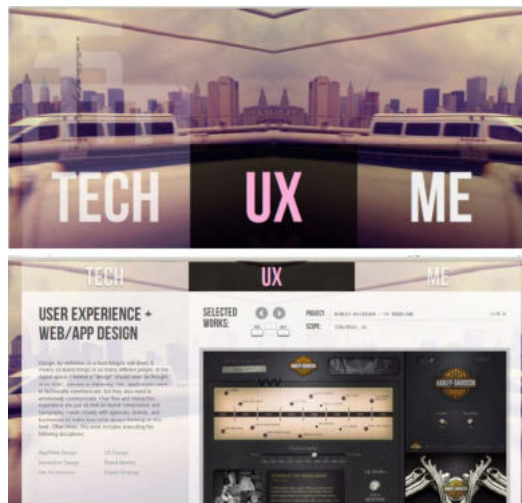
Not accessible for public purpose.

Challenge

To create a powerful web identity, where users can experience company's work methodology.

Existing approach of wire-frames was more corporate and less interactive, so challenge was to develop interactivity and user centered design.

To design interface that not only features a pleasant aesthetic but that communicates function and facilitates easy access to its content.



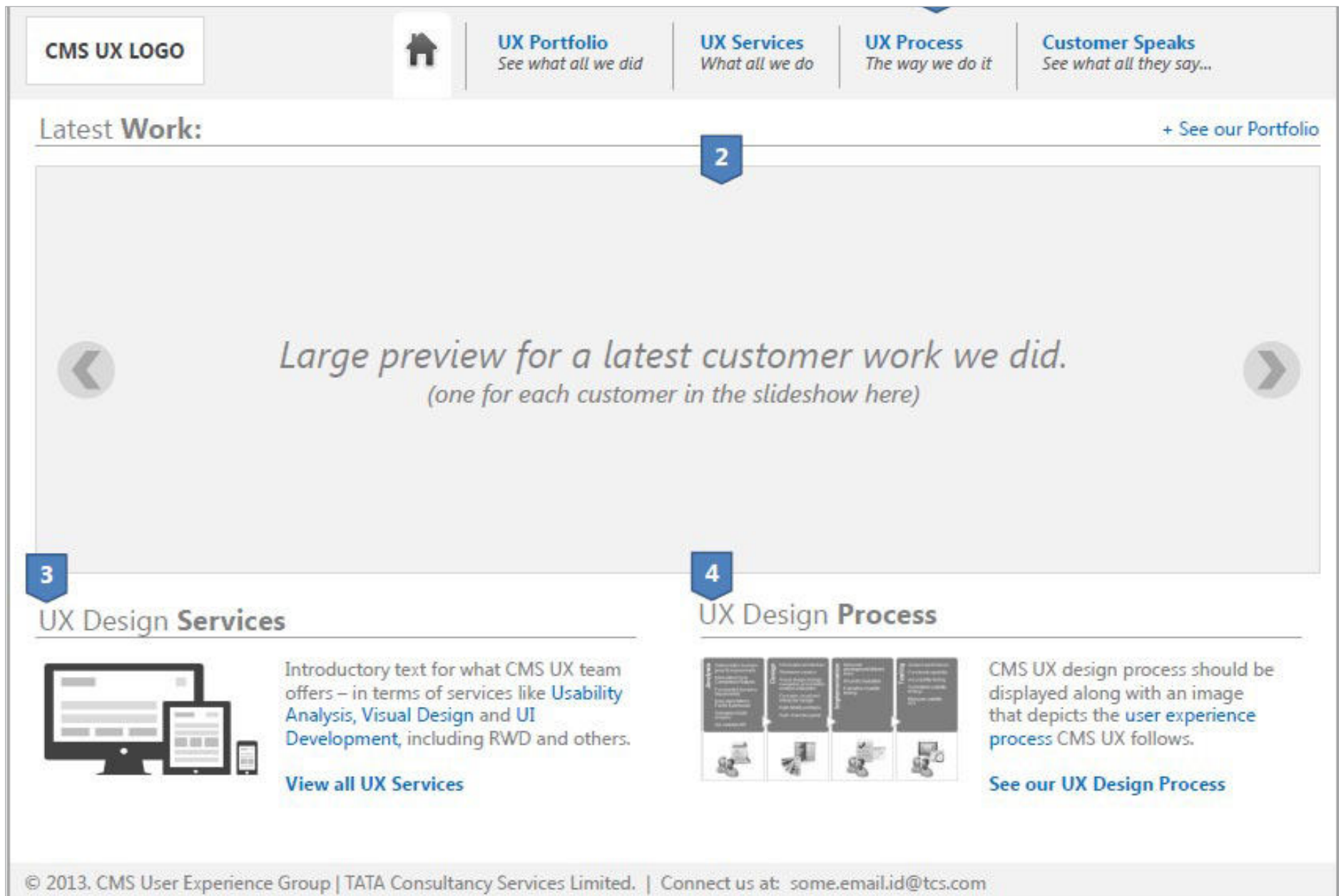
Competitive Analysis

Competitive analysis helps you to better communicate with your customers about how you can best serve them. Moreover, a competitive analysis is an especially helpful tool to help you craft your value proposition.

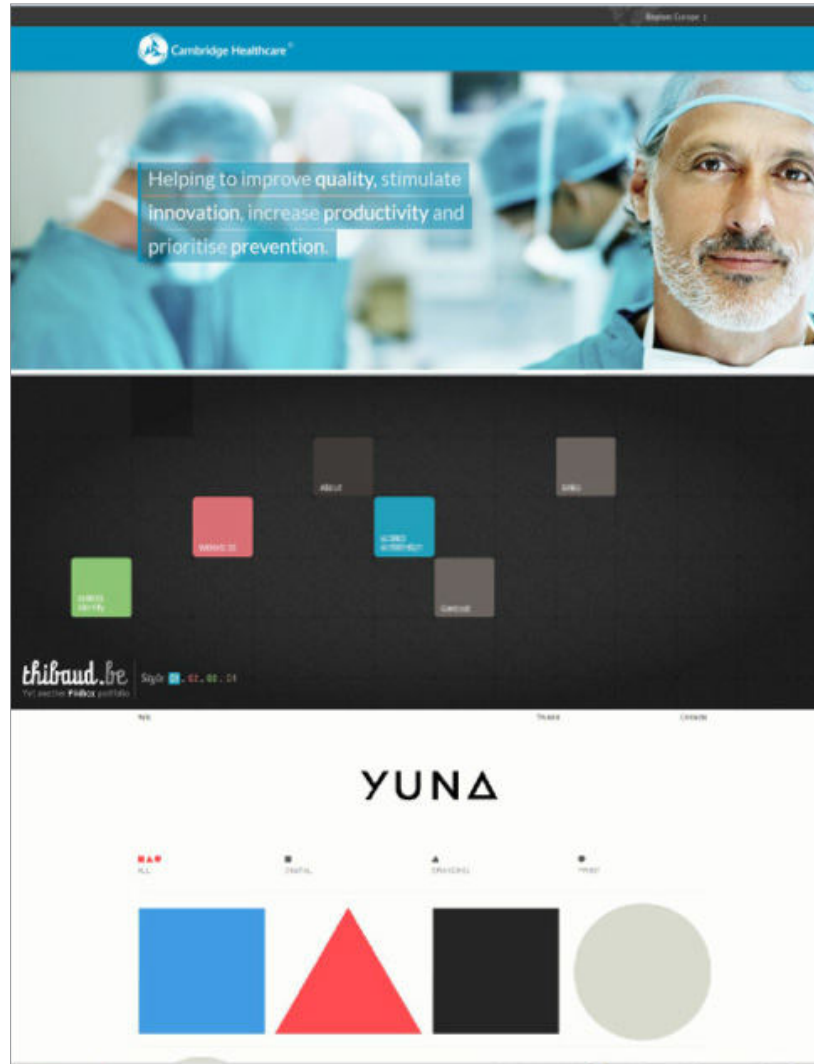
Through competitive analysis of portfolio websites we got following insights:

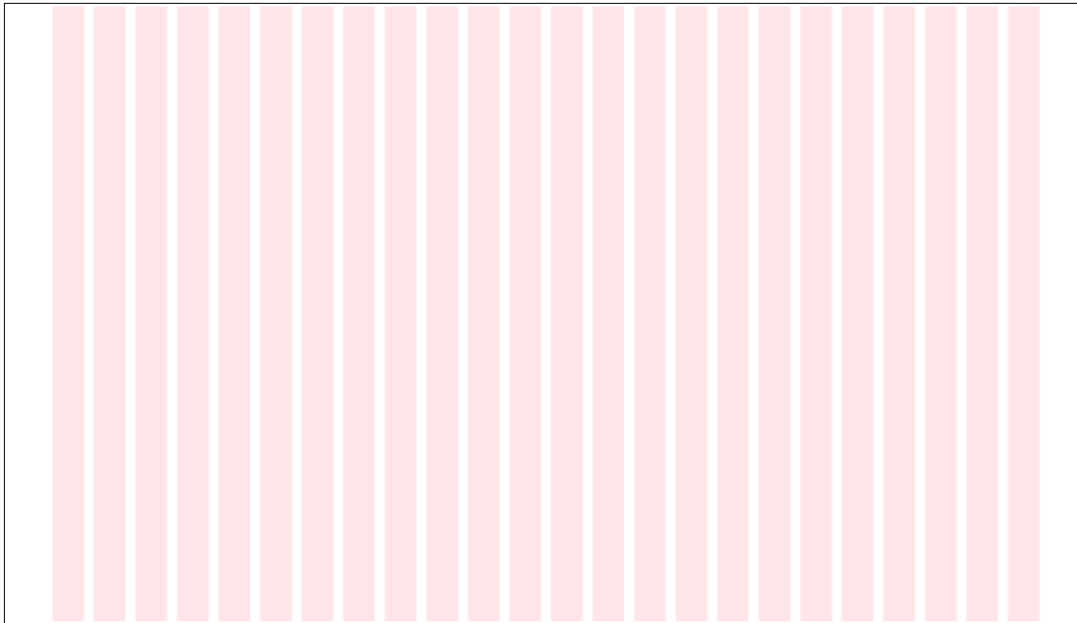
- Information and navigation flow
- Simple and minimalistic design
- Use of icons for features
- Page layout
- Content flow
- UI patterns

Exsisting Wire-frame



- Simple.
- Clean.
- Colourful.
- Pattern followed.

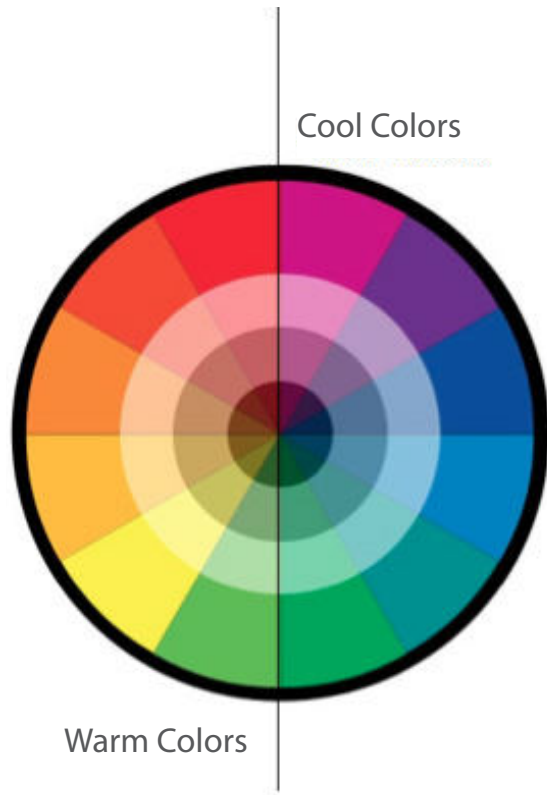




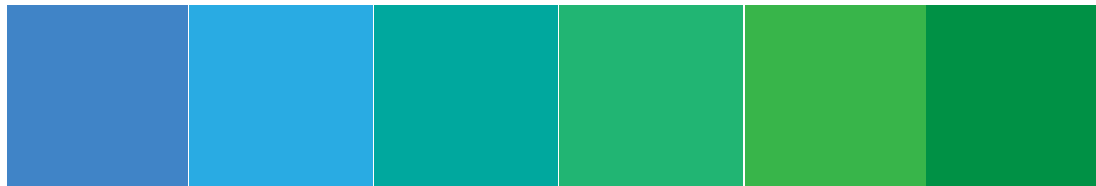
Grid

The 960-grid system is structured as follows:

- Total width 960px
-
- Each column has 10px left & right margin which forms 20px of gutter space
- Total content area is 940px
- The 960 grid system is no doubt a very good grid system because of its flexibility. It helps designers to quickly prototype the layout in any number of columns.



TATA Blue



Blue to Green

Color Palette

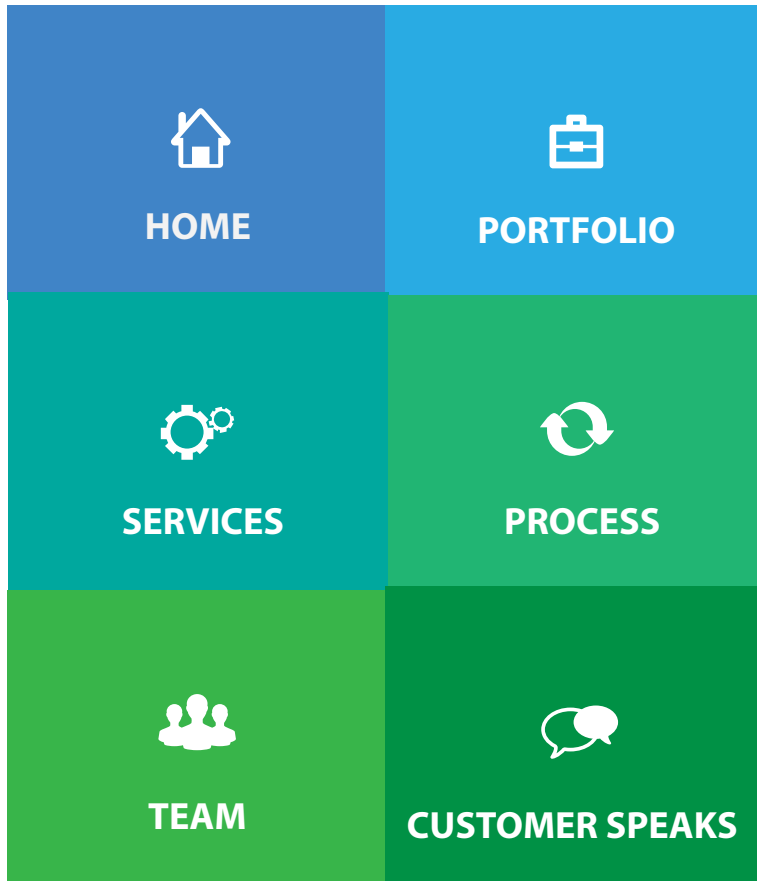
Cool Color scheme.

Soothing to eyes.

Eye moment is linear throughout the site as colors has a connection with each other.

As the website is about portfolio showcasing and designers, playfulness was also needed.

It has look of both playful yet a corporate feel.



1 2 3 4 5 6

Icons

Simple, minimilistic drawing.

Represents the specific category.

Single colored.

If the category is not understood by words it will be communicated by the icons.

Numbering

To display 6 things in this website.

It will be easier for a user to go to a specific category.
Easy to remember while switching from one category to another.

Can be used forward to create language.

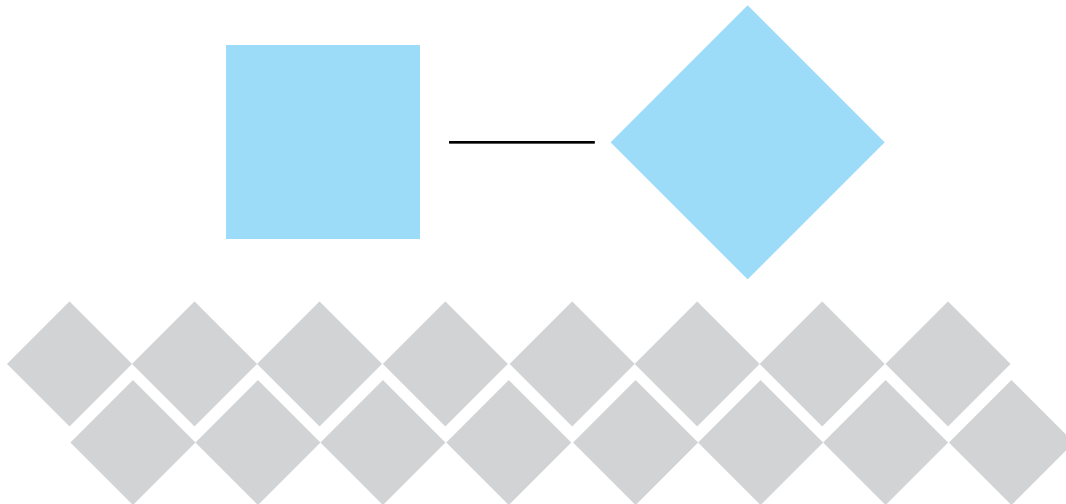
Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstu-
vwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm-
nopqrstuvwxyz**



Typeface

Myriad Pro.

Clean open shapes.
Precise letter fit.
Extensive kerning pairs.

Myriad is TCS's primary typeface and has wide variety of weights and widths. It is used for text and display typography.

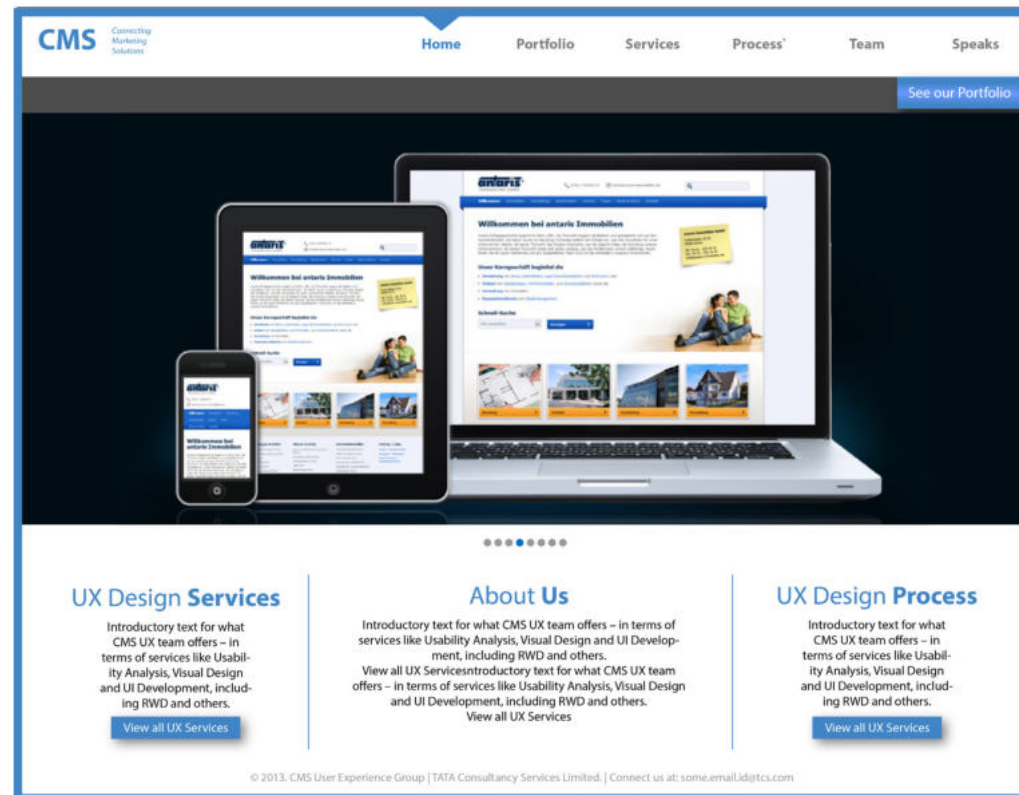
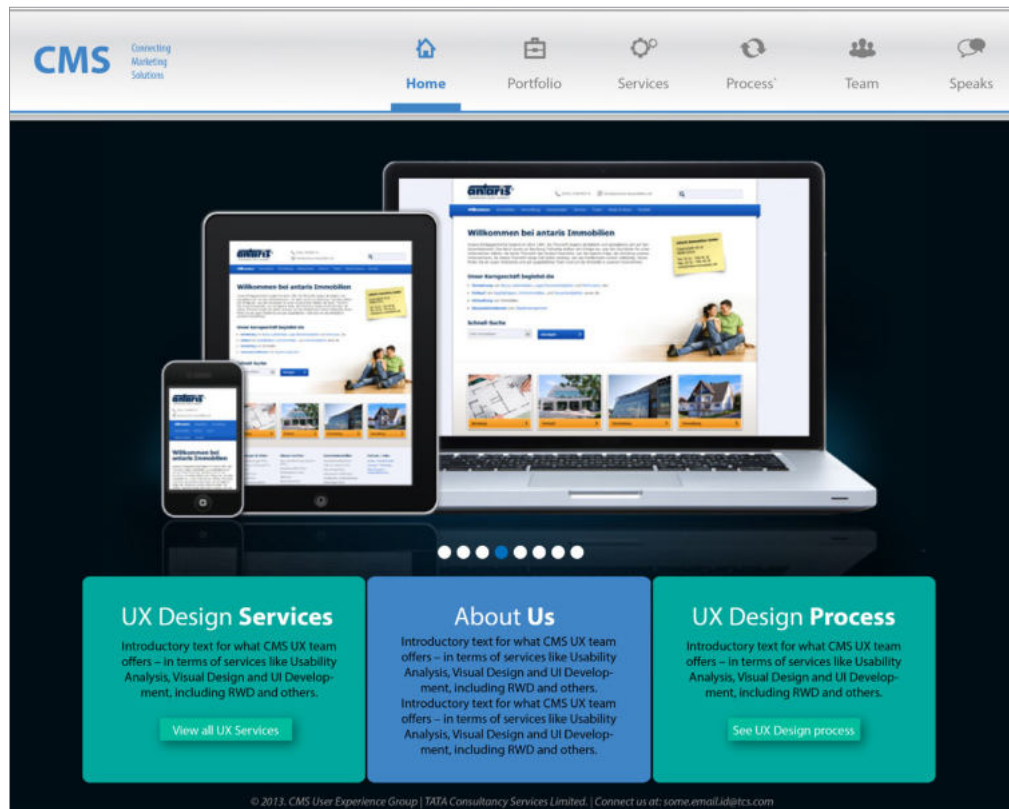
Language

Diamond Shape.

Unique look, yet elegant.

Has few properties of square.
Looks different than a regular box.

Homepage Explorations





Visual design for **DART**

UX Design **Services**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a desktop publishing.

About **Us**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining software.

UX Design **Process**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen with Lorem Ipsum.

Home

UX Portfolio
See what all we did

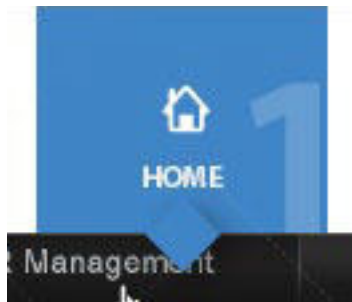
UX Services
What all we do

UX Process
The way we do

Our Team
See who we are

Customer Speaks
See what all they say

Different colors for each category



Language followed



Visual Design Draft - 2

New Approach

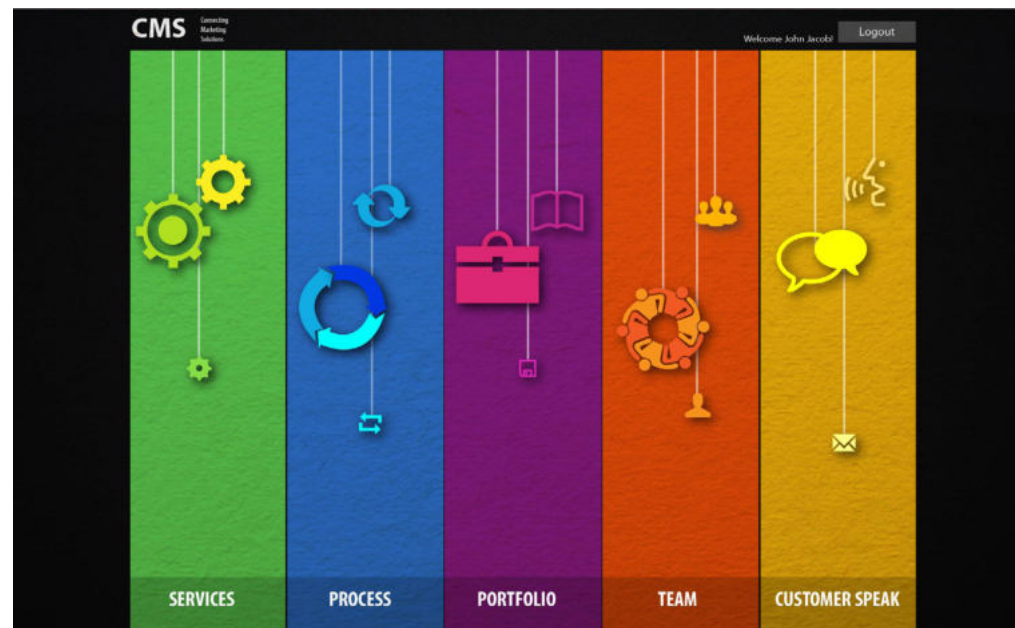
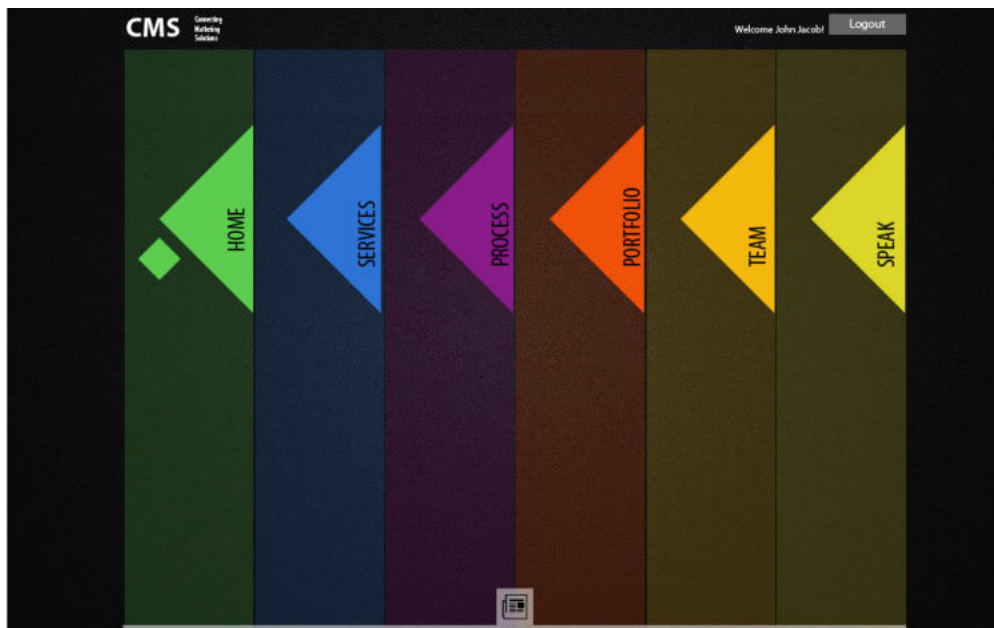
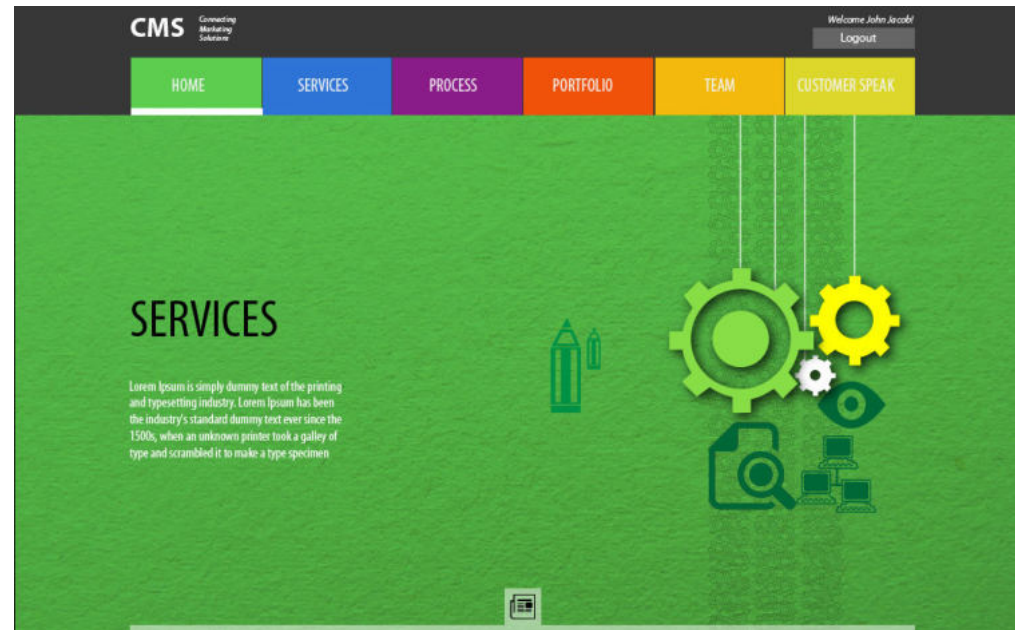
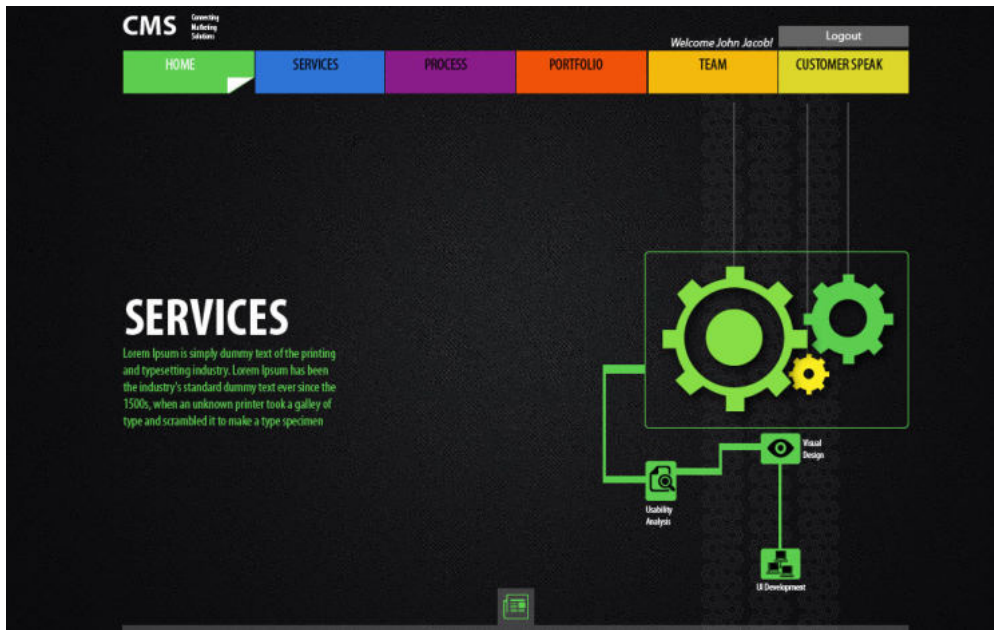
Exploration on carosal images was needed.

Color Palette was provided by the company.
Different colors on black background.

Different approach.

More emphasize on landingpage/homepage.





Homepage/Landing page explorations



SERVICES



PROCESS



PORTFOLIO



TEAM



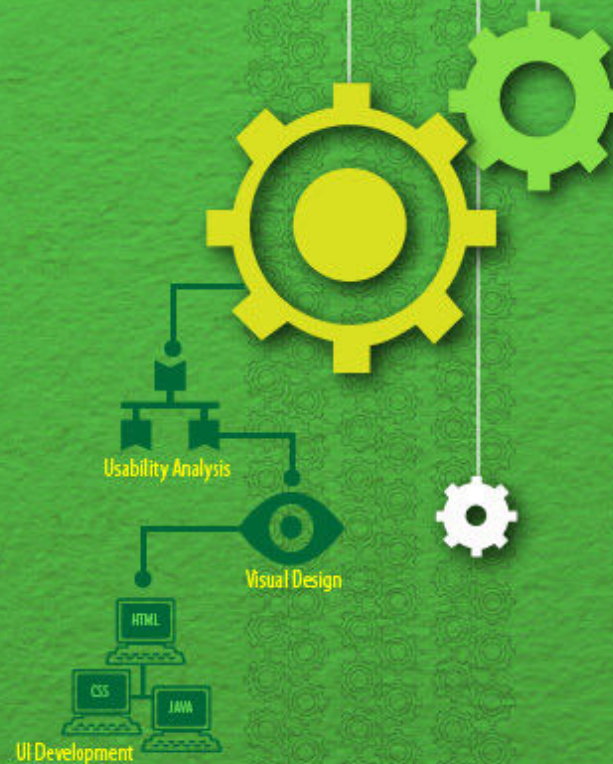
CUSTOMER SPEAK

Landing Page

SERVICES

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been

- Usability Analysis
- Visual Design
- UI Development

[View More](#)

PROCESS

PORTFOLIO

TEAM

CUSTOMER SPEAK

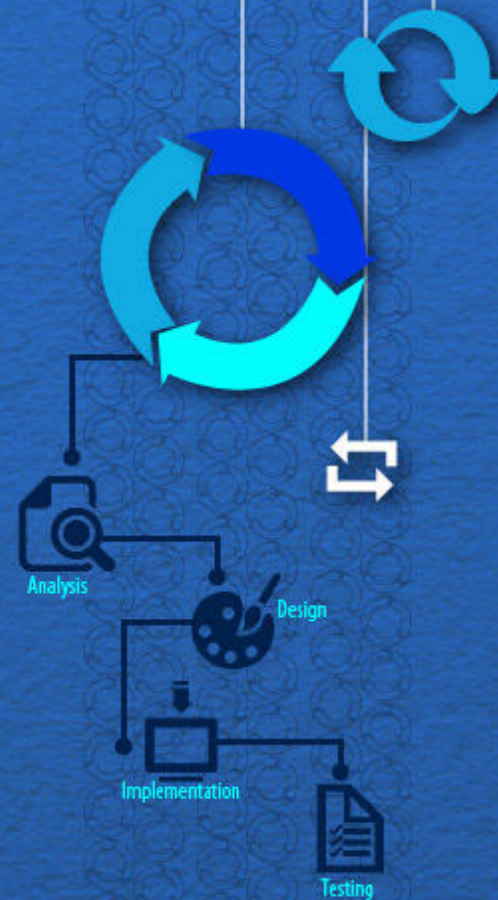
Carosal image: Services

On mouse hover, one category will open & other will get minimized.

PROCESS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been

- Analysis
- Design
- Implementation
- Testing

[View More](#)

Carosal image: Process

When one clicks on 'View more' one could go inside.

SERVICES

PROCESS

PORTFOLIO

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and composed it as a sample text.

- Usability Analysis
- Visual Design
- User Interface Development

[View More](#)

Usability Analysis

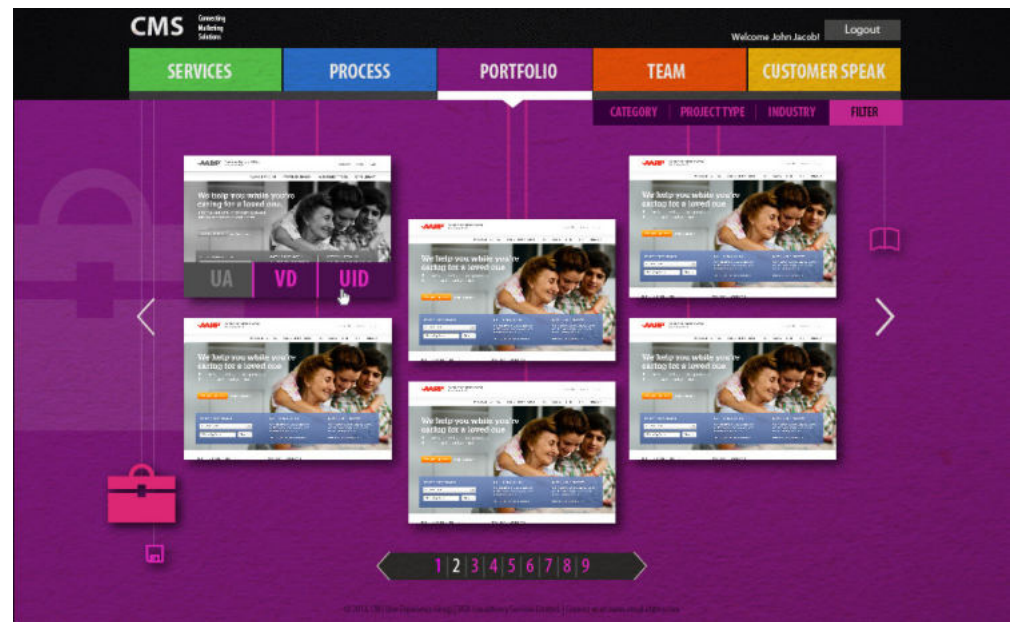
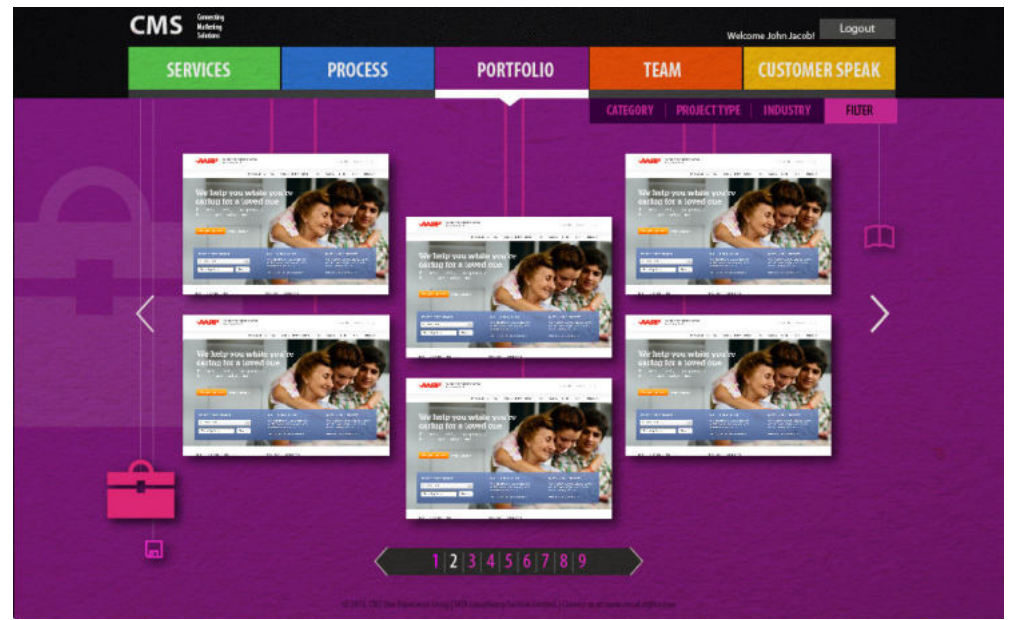
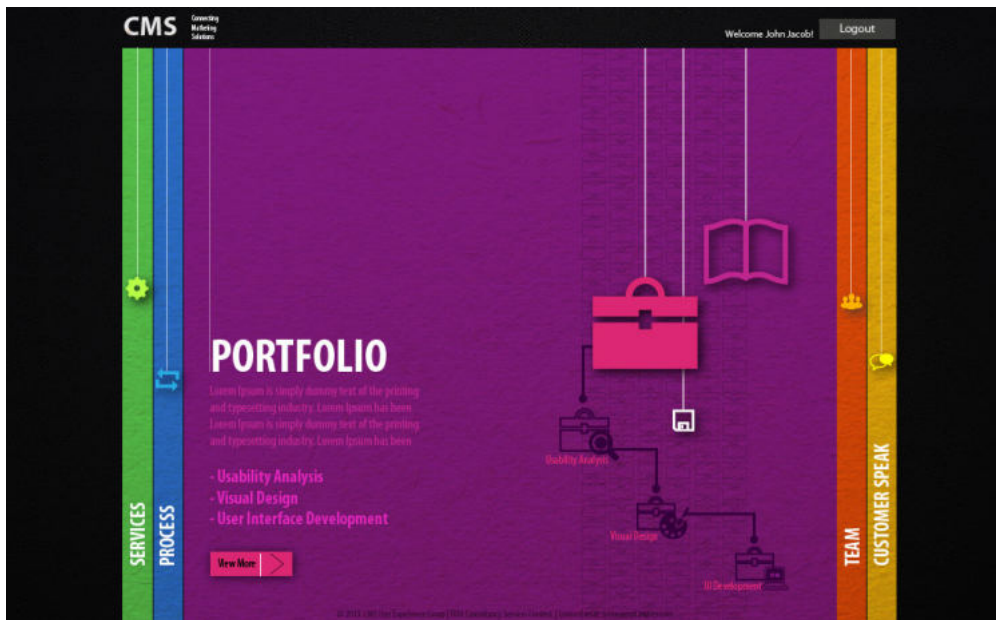
Visual Design

UI Development

TEAM

CUSTOMER SPEAK

Carosal image: Portfolio



Inside pages: Portfolio

Thumbnail view of projects, filter option below menu bar, pagination at the bottom, mouse hover feature.



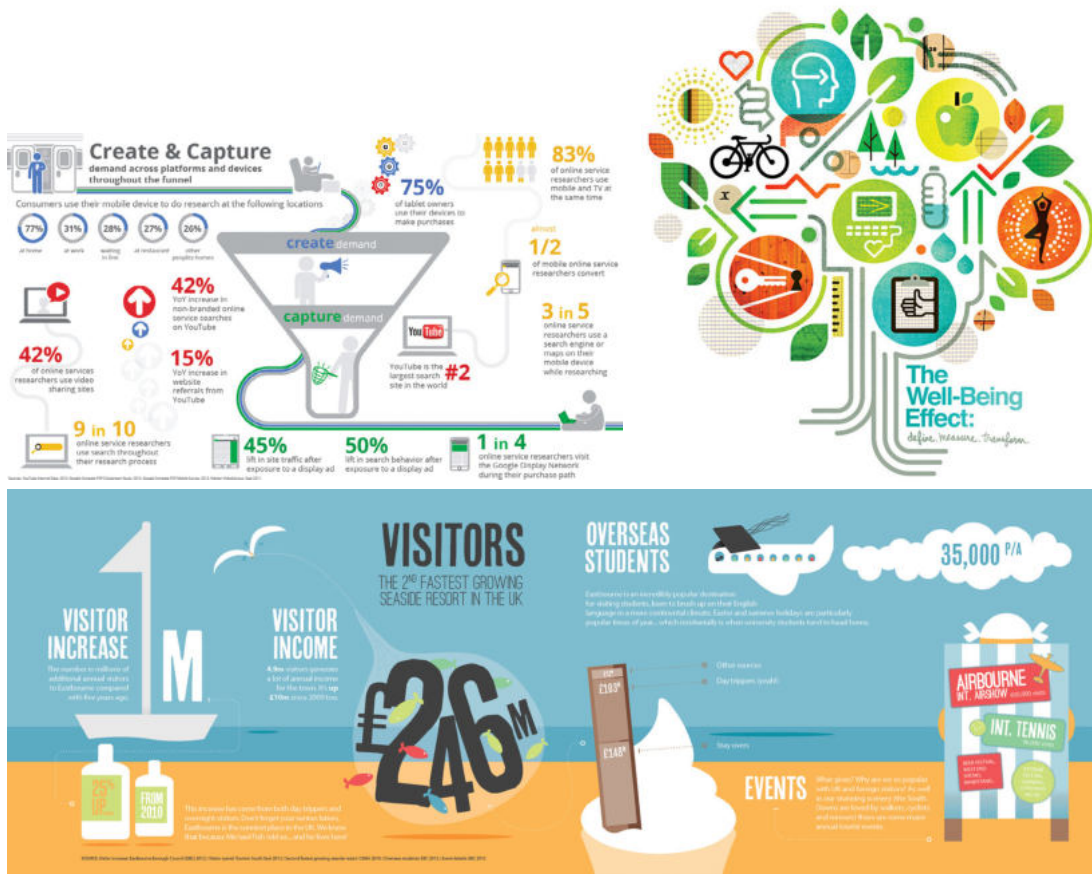
Goals for New Design

Our approach was to solve the problem through Interactive info-graphics.

To create design which has different layers of information and each layer can have multiple hierarchies.

Info-graphics

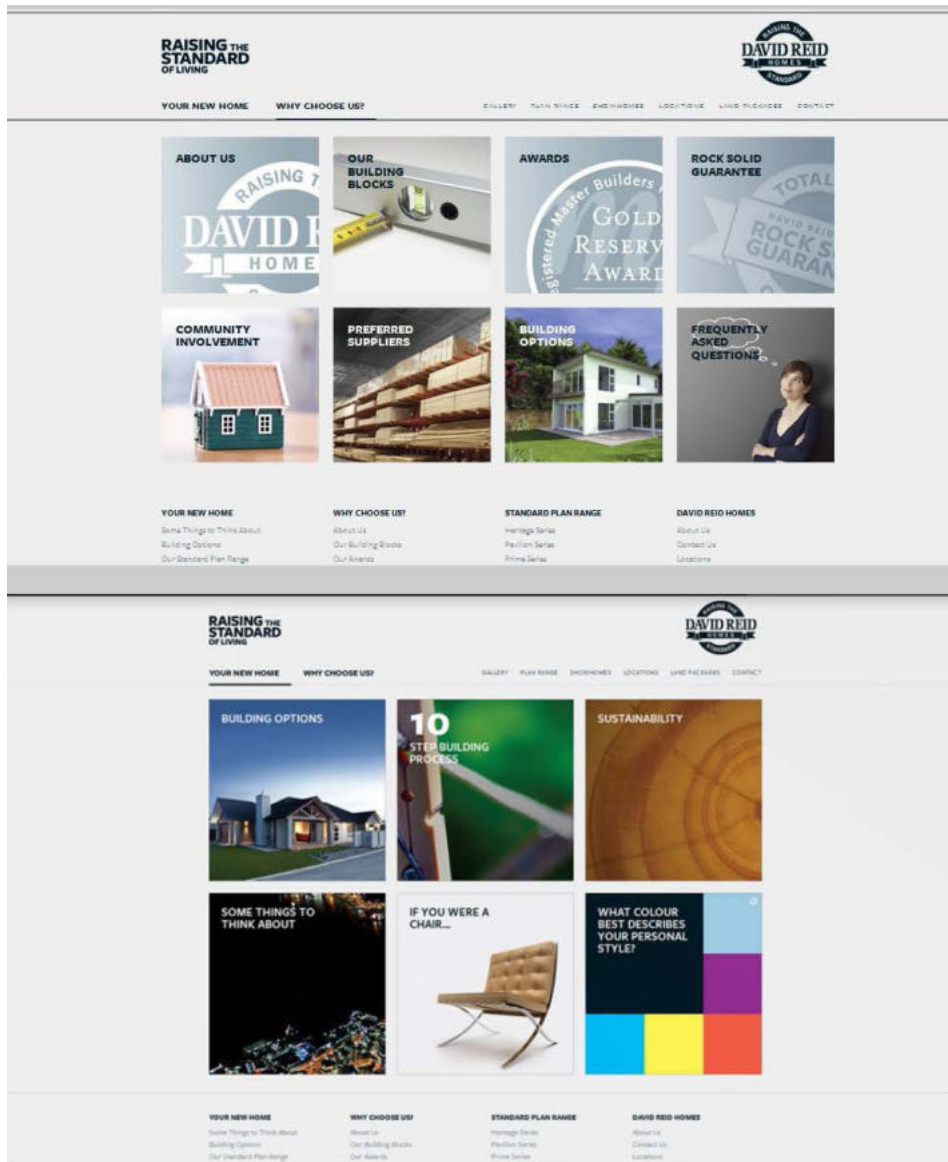
- It's difficult to comprehend complex data or analyze large amounts of information, if we only use words or texts.
- It helps to understand and navigate complex world of facts, figures, directions to finish a task, solve a problem or meet a need.
- To achieve clarity, precision and efficiency.
- Reduce attention span.
- We can show info-graphical representation of services and processes. Even we can use info-graphics as a theme for CMS UX portfolio.



Design Trends

Trends are 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 to think about which design language is appropriate for a specific content or message.

- Content first
- Content Chunk
- Typography
- Responsive
- Clear layout
- Flat colors
- Parallax
- Bright Accents
- No skeuomorphism!
- Design simplicity
- Colors
- Vertical Scrolling
- Usability



Content First

Design without content is decoration.

Content leads user to navigate to the website.
If design doesn't give user the content they need, they'll find other ways to get it.

Content should be easily digestible using a simple clear layout.

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.



Typography

Slab Serif: It is bold, unique, authoritative, and familiar. Good for large headlines and announcements.

Large Text: Large type on screen easily makes impact, while this has been common for headers in the easy and better readability on portable devices.

Bold typography logo.

Mix and match typefaces.

White spaces: This should be considered more of a rule than a trend... Too much crowding around text could make it unreadable and therefore 'UN enjoyable' to website visitors.

Hand written fonts in use.



Responsive

- Responsive web design has been changing to ultimately come to a threshold where layouts are designed to match all forms of digital media.
- The idea is to support all devices from laptops, desktops, smart phones, tablets, and anything which would get released in the future.

Parallax

The effect has evolved and is now commonly seen as a part of a scrolling feature of a web pages.

Where multiple backgrounds seem to move in different speeds.



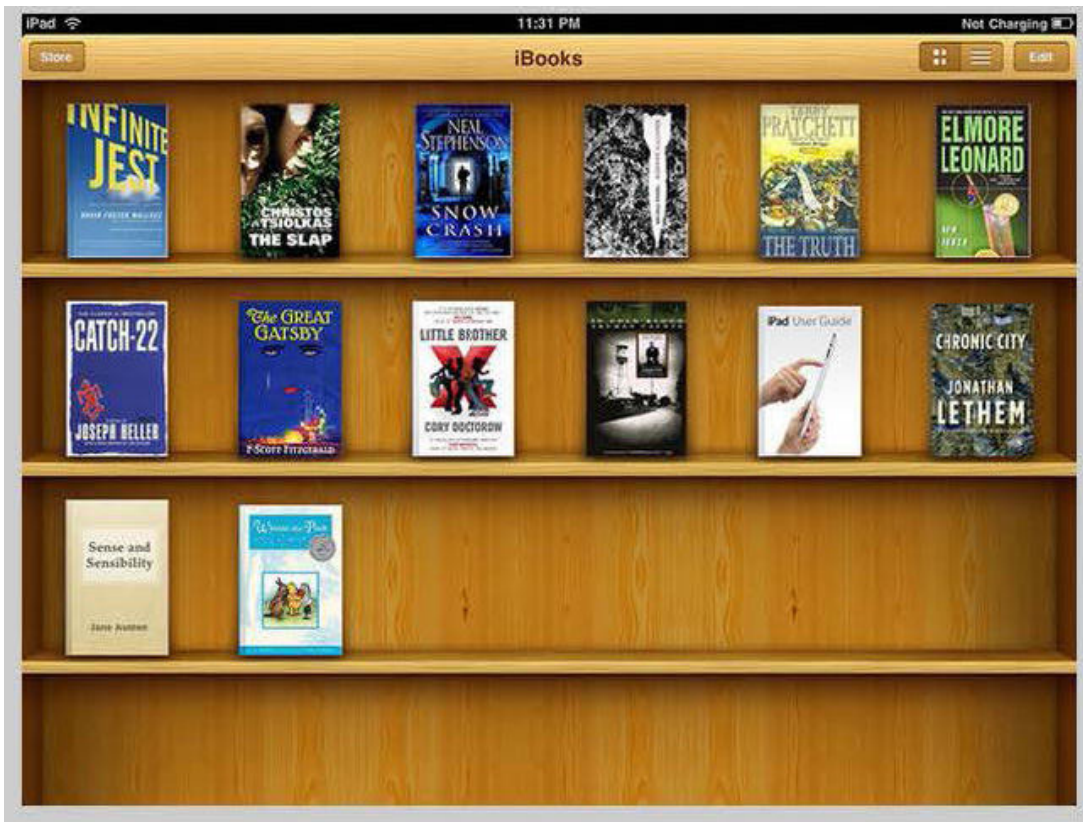
Flat Colors

Some of the reasons why people are choosing flat web design are:

- Simple
- Clean
- Colorful
- Modern
- Easy to Navigate
- Ideal for responsive design

Clear Layout

- New trends are following the idea of minimalism.
- Keep everything simple and focus on your core product.
- There should be a clear path through web pages from beginning to end.
- These patterns provided an ease into responsive design and less pages to load or clicks to make.



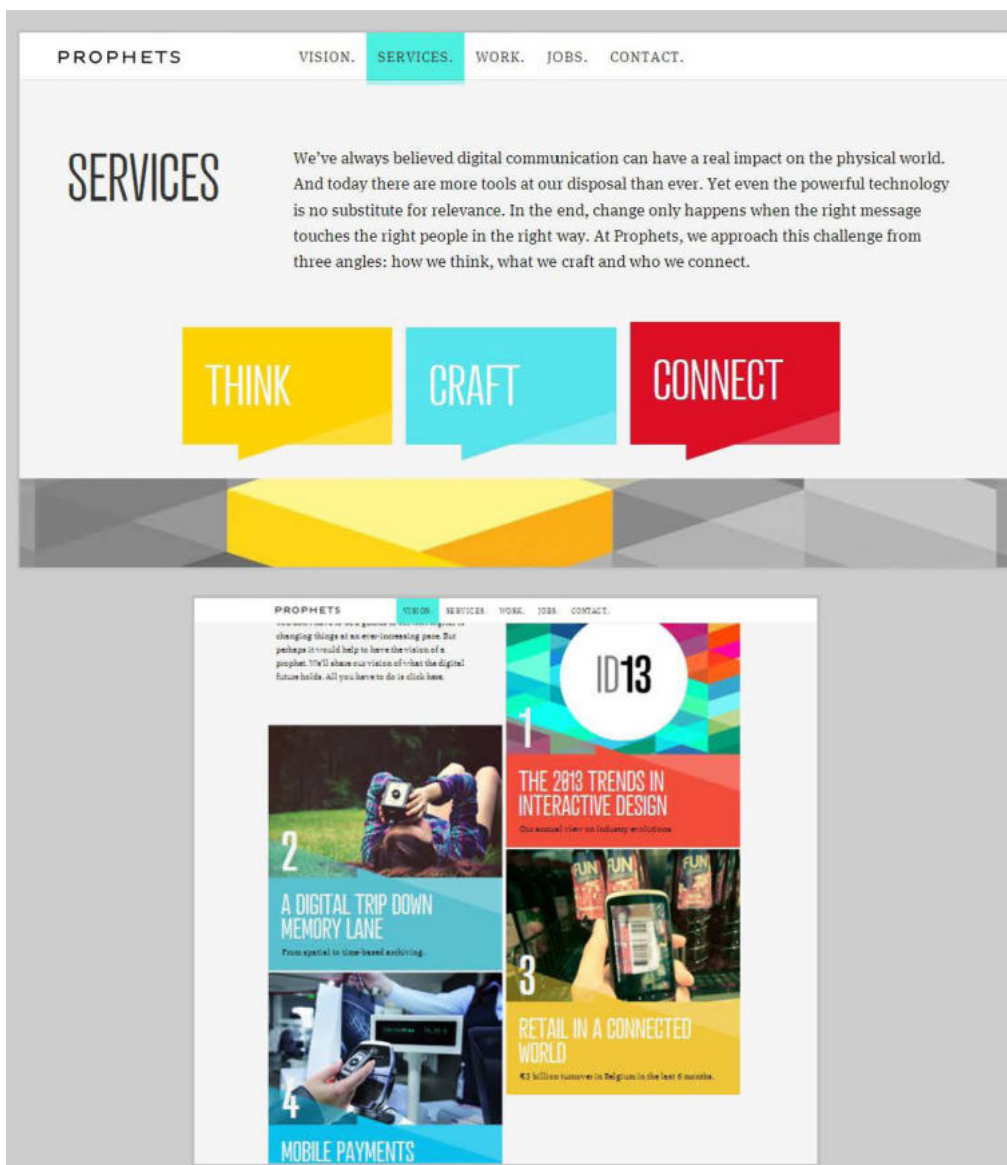
NO Skeumorphism!

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

This is changing design trend, all leading companies are following flat designs, like Apple, Windows 8, Nokia etc.

Design Simplicity

- It is easy to understand and interpret a simple layout.
- The website will have a professional look and feel and thus enhances the personality of the company's online presence.
- Design solutions which has more space, less clutter and decoration.
- Clear background, minimalistic representation of icon, bold typography, are all part of design simplicity.



Colors

Neon colors look great when combined with each other, as sites like this clearly demonstrate. They can also be mixed in with other brights for a look that's just as fun but that has less of a specific visual reference.

Bright Accents

The good thing about this trend is that, they all combine seamlessly with UI considerations, helping to distinguish important elements and break up sections as well as conveying a style or mood.

Vertical Scrolling

When pages feature both vertical and horizontal scrolling, users have to move their viewport in two dimensions, which makes it hard to cover the entire space.

One-dimensional scrolling is a simple way to move across content without advance planning where you just keep moving down.

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, wordy alternative.
- Continued Popularity of Vertical Scrolling and Fixed Navigation. Numerous studies, along with the advent of one-page websites and parallax scrolling have helped people see past this myth and recognize that users actually expect to scroll a website.
- As users continue to scroll, drag, and swipe, it's incredibly useful to have the navigation fixed to the page and easily accessible regardless of their position on the page.
- According to a study done by Smashing Magazine, fixed navigation increases user interaction by 22%.

Strategy

Concept Content

Power of a smart idea

Can create great identity experience

How does it work?

(Here we can show the services)

A smart idea can create...

(Here we can show the process)

Splendid designs

(Here we can start with portfolio)

It comes from smart minds

(Here we can give link to our team)

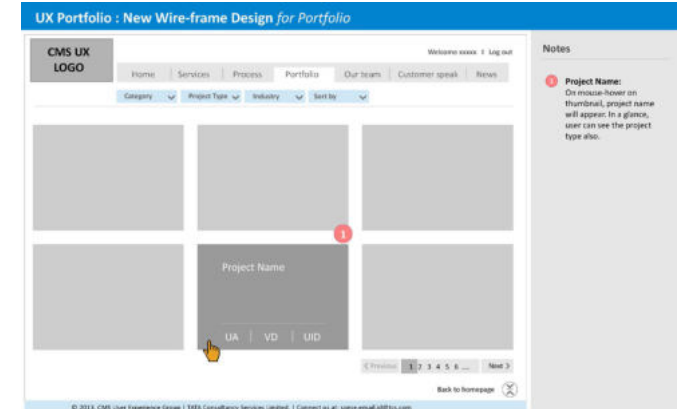
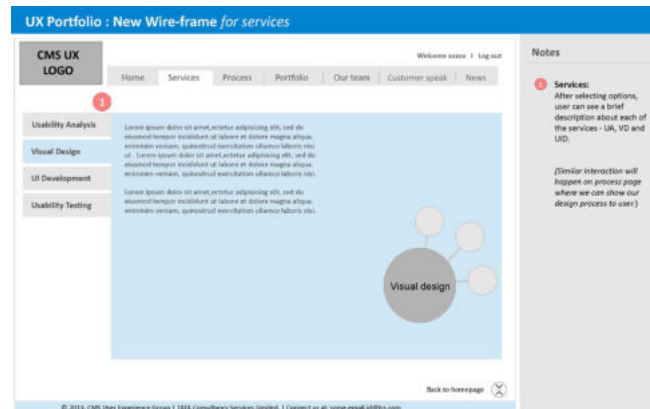
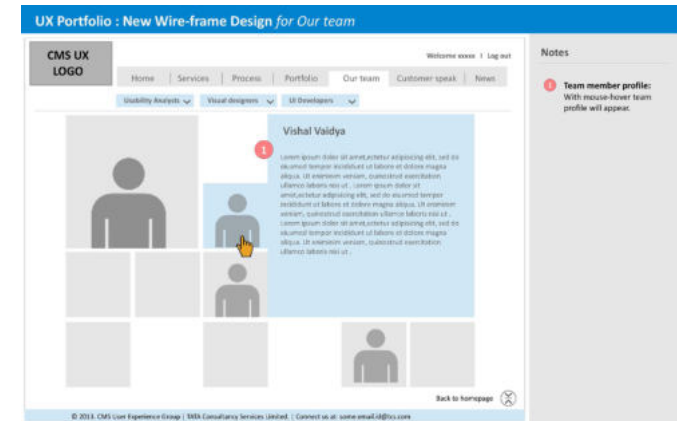
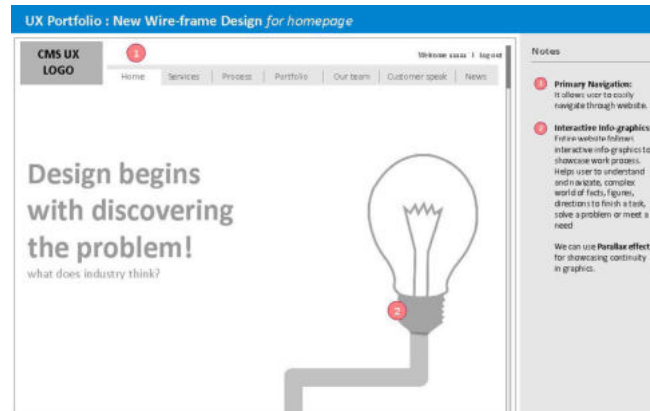
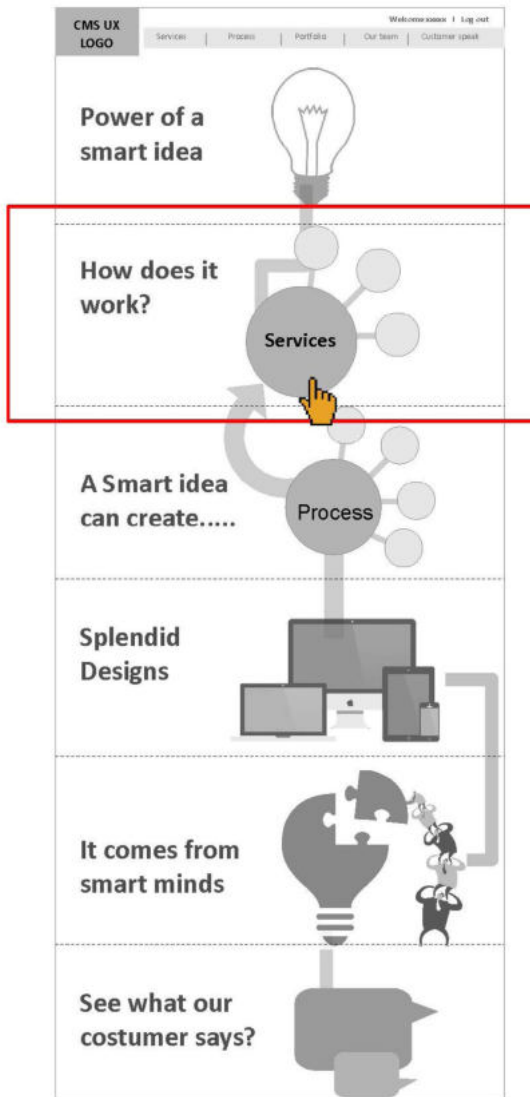
See what our customer says?

(Here we can give link to customer speak)

Some amazing stuff about CMS

(Here we can showcase news and updates about CMS)

New Wire-frame



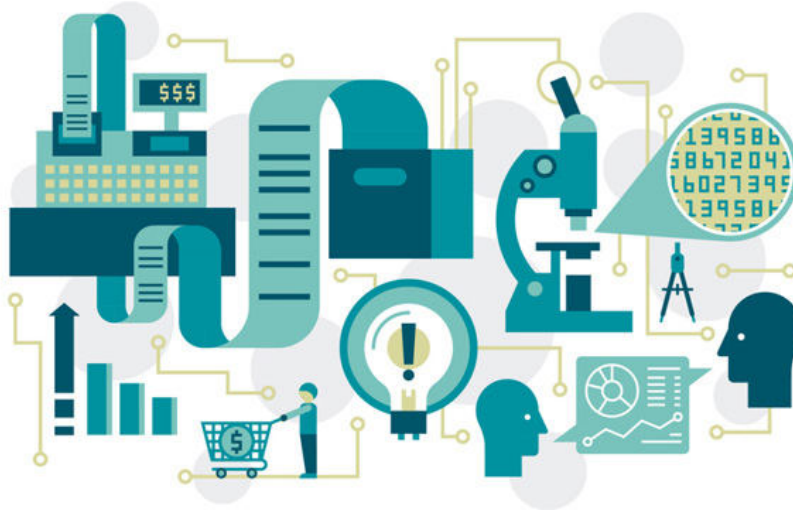
Visual Design

Design Laboratory

I am using laboratory as a metaphor.

It will have a series of actions conducive to experimentation, investigation, observation, etc.; anything suggestive of a laboratory.

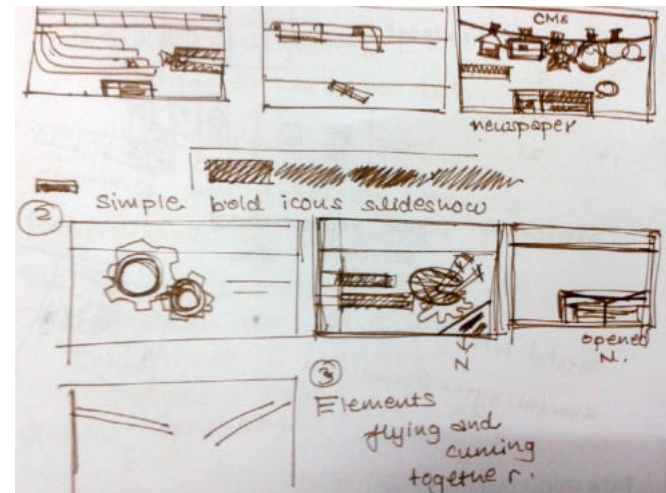
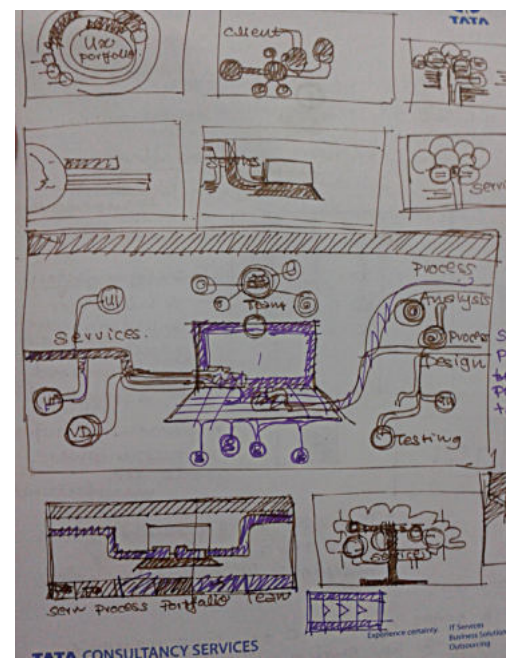
By visually I have showcased a process of manufacturing or assembling an 'Idea' and deliverable as 'Project'.
Single page website allowing content-first approach.



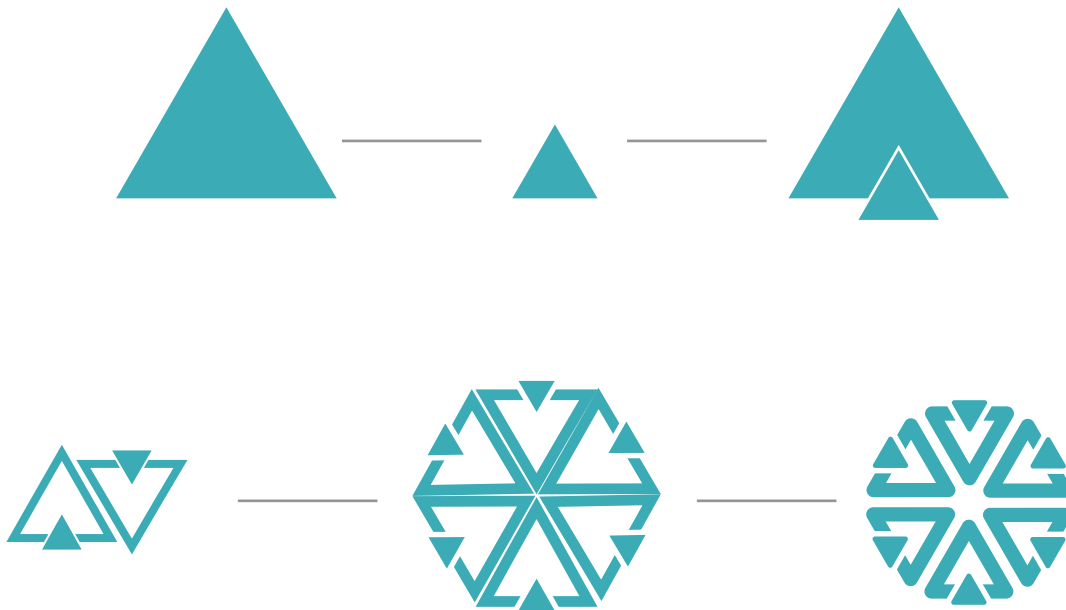
Interactive Info-graphic

Its difficult to comprehend complex data or analyze large amount of information, if we only use words or texts.

Info-graphics helps to understand and navigate complex world of facts, figures, directions to finish a task, solve a problem or meet a need.



Rough sketches



Form to an 'Idea'

Here there is use of '**TRIANGLE**' as a metaphor.

The Symbols made of three parts are used to present concepts such as **past, present, future or spirit, mind and body.**

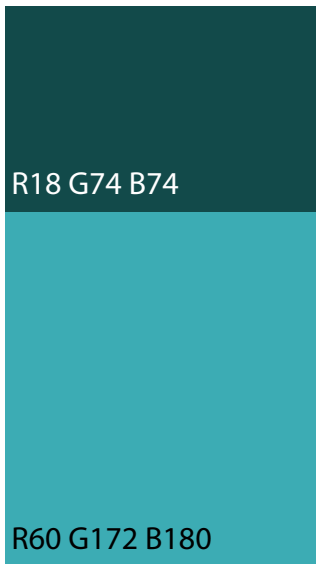
The orientation of a triangle is important to it's meaning. A point-up triangle might represent a strong foundation or stability, as it is rooted to the ground through a solid base.

Combining triangles, a hexagon is created.

Meaning of hexagon for idea is:

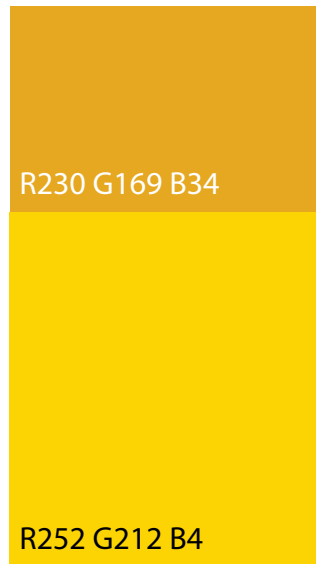
- Communication
- Interfacing
- Balance
- Union

BLUES



Reliable,
Trustworthy,
Cleanliness,
Strength,
Dependability,
Coolness

YELLOW



Pure,
Bright,
Wisdom

REDS



Passion,
Desire,
Strength,
Leadership,
Courage

Color Palette

PRIMARY COLOR Scheme:
Yellow, Red, Blue.

These color are plain to see, with a couple of bright hues to draw the eye, it's easy to differentiate important information and interactive elements.

It lends to a **softness to playful**.

Museo-700

Aa Bb Cc Dd

ABCDEF-
GHIJKLM-
NOPQRSTU-VW-
XYZ

abcdefghijklm-
nopqrstuvwxyz

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklm-
nopqrstuvwxyz

Myriad Pro

Aa Bb Cc Dd

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklm-
nopqrstuvwxyz

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklmnopqrstu-
vwxyz

Typeface

Slab Serif font to follow the current typography trend.

Therefore, here there is use of 'MUSEO-700' font which is a slab serif font which is used for headings and headers in the website.

Use of 'Myriad Pro' for body text.

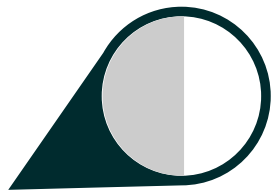
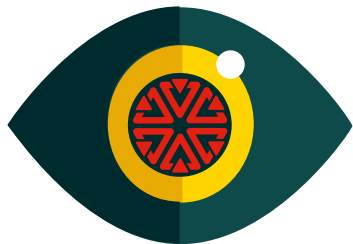
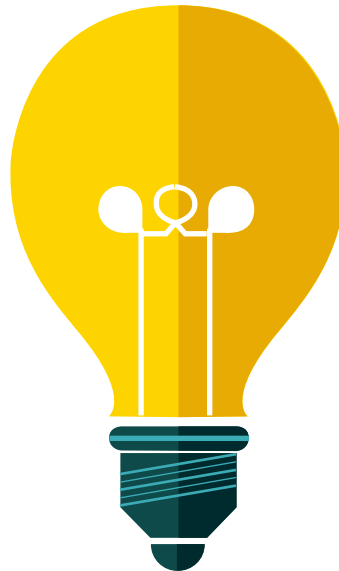
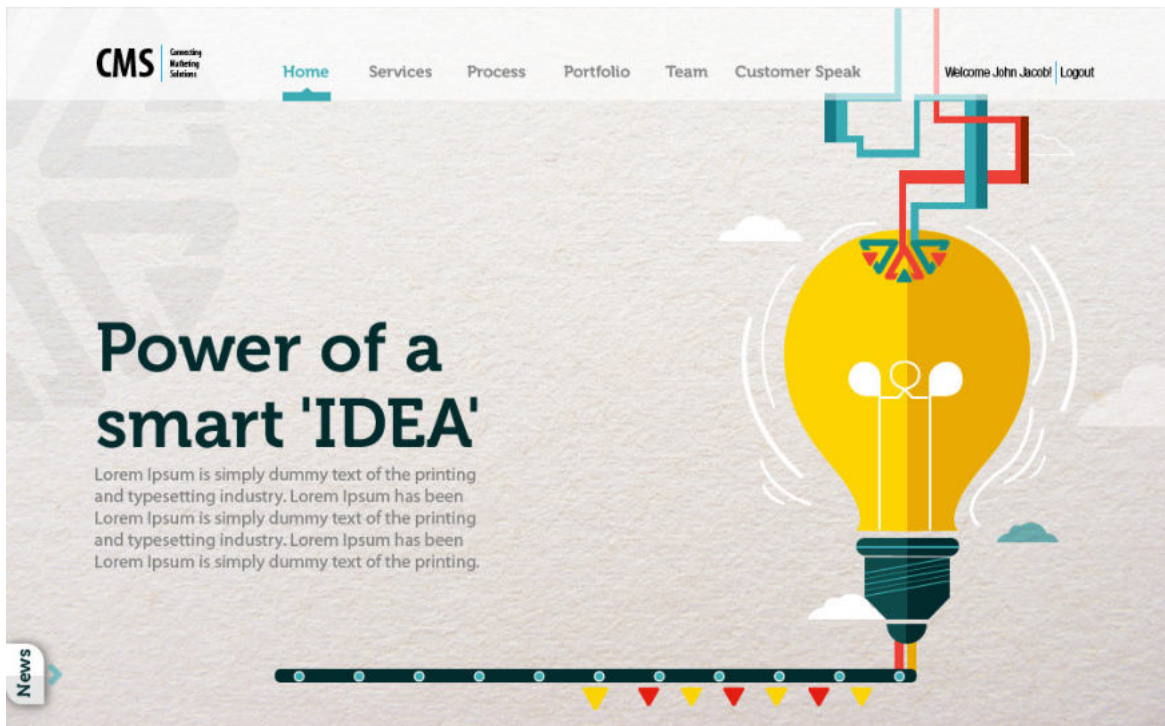


Illustration Style

- **Using Vector Illustrations:** I have used flat colors, which is perfectly suited for vector artwork.
- **Flat designs:** Focus on the color. Flat design schemes often use a lot of vivid color. From color blocking and shapes and bars to tints, color is a key component to making it work.
- Use of two shades of a color to represent the illustration in detail as well as in minimalistic form.
- Use of some science laboratory elements to give a look and feel of 'Design Lab'.



Homepage

Static menu bar, category gets colored when selected, 'News' button on left bottom, 'Idea' form dropping inside the bulb.



Homepage: Services

Idea going in various services provided i.e. usability analysis, visual design and user interface development. 'Go to top' navigation arrow, clickable button which leads to `inside pages.



Homepage: Process

Idea going in various process provided i.e. analysis, design, implementation, testing, form will get colored according to the category, clickable buttons in info-graphic.

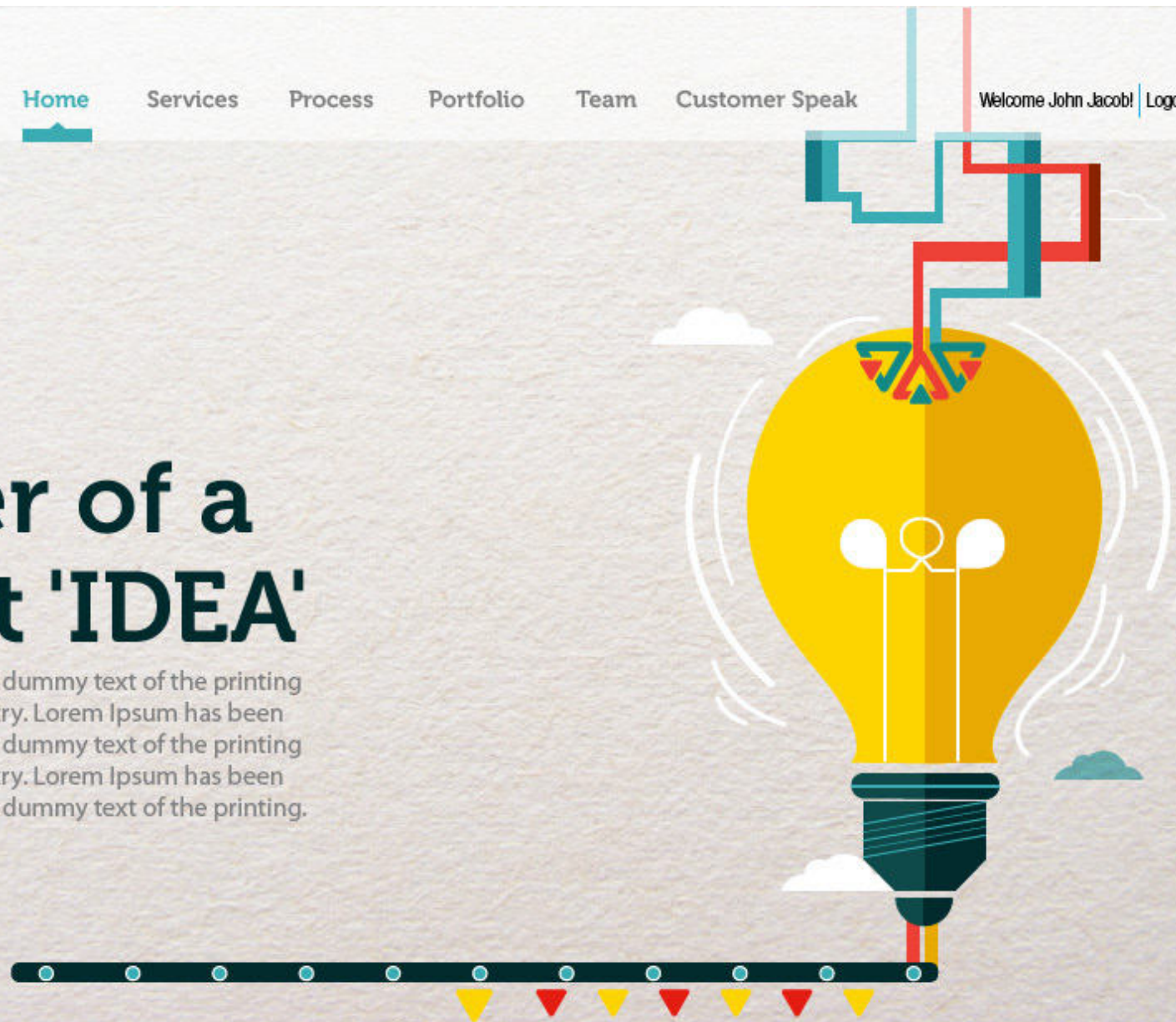


Homepage: Portfolio

Idea will come down and gets converted into three parts.

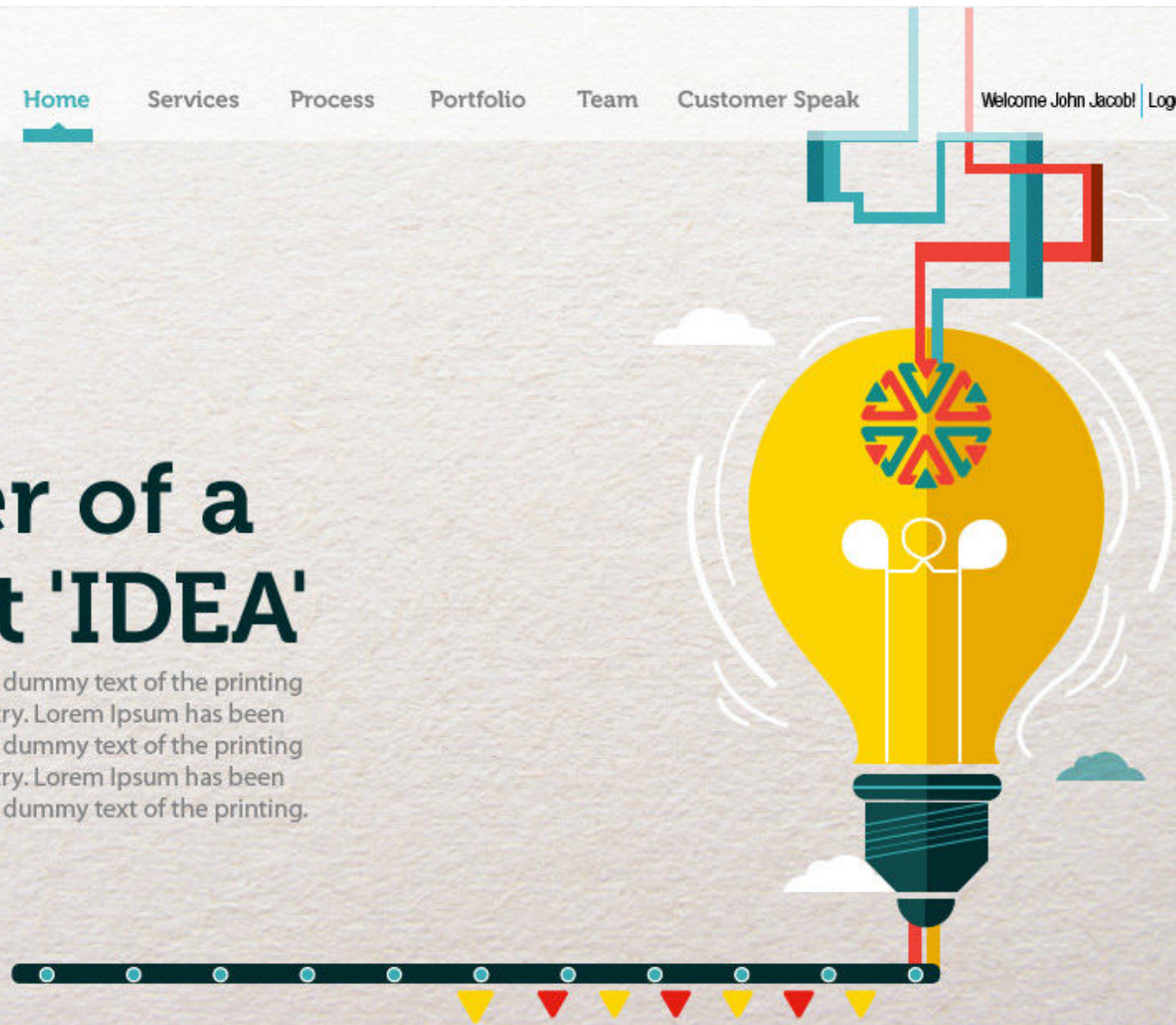
Power of a smart 'IDEA'

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been Lorem Ipsum is simply dummy text of the printing.



Power of a smart 'IDEA'

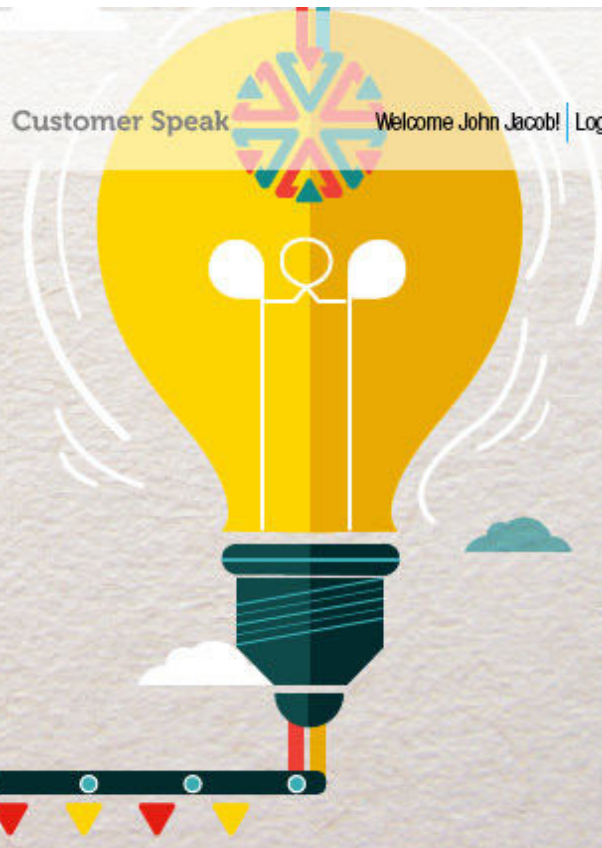
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Power of a smart 'IDEA'

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News



smart 'IDEA'

CMS Connecting Marketing Solutions

Home

Services

Process

Portfolio

Team

Customer Speak

Welcome John Jacob! Logout

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been Lorem Ipsum is simply dummy text of the printing.

News



Usability Analysis

How does it WORK?

STYLING IDEAS

CMS

Connecting
Marketing
Solutions

is simply dummy text of the printing
industry. Lorem Ipsum has been
Lorem Ipsum is simply dummy text of the printing
and typesetting industry. Lorem Ipsum has been
Lorem Ipsum is simply dummy text of the printing.

Home

Services

Process

Portfolio

Team

Customer Speak

Welcome John Jacob! | Logout

News



How does it WORK?

Lorem Ipsum is simply dummy text of the

STREET IDEA

CMS

Connecting
Marketing
Solutions

is simply dummy text of the printing
industry. Lorem Ipsum has been
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and typesetting industry. Lorem Ipsum has been
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Home

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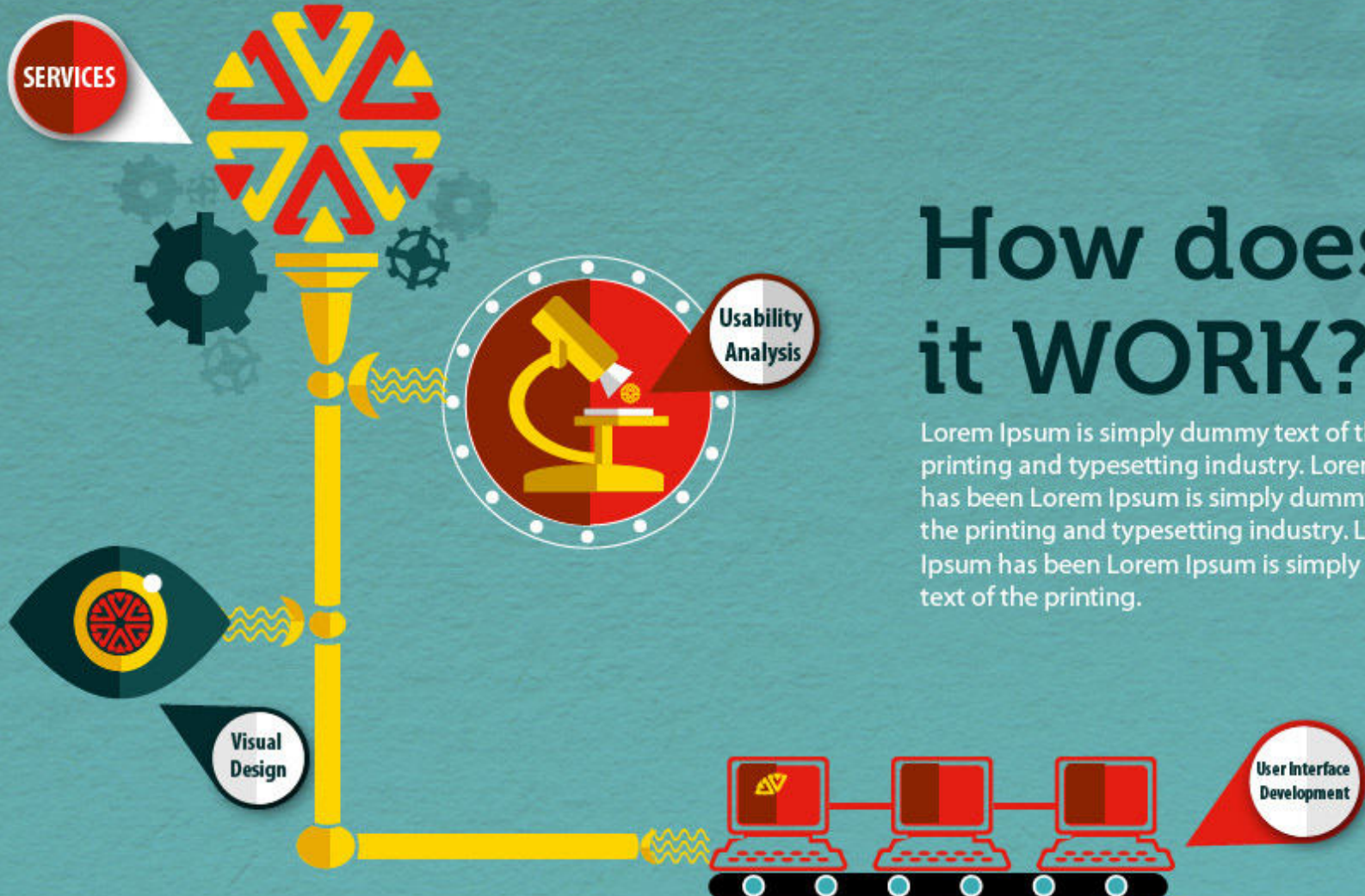
Welcome John Jacob! | Logout

News



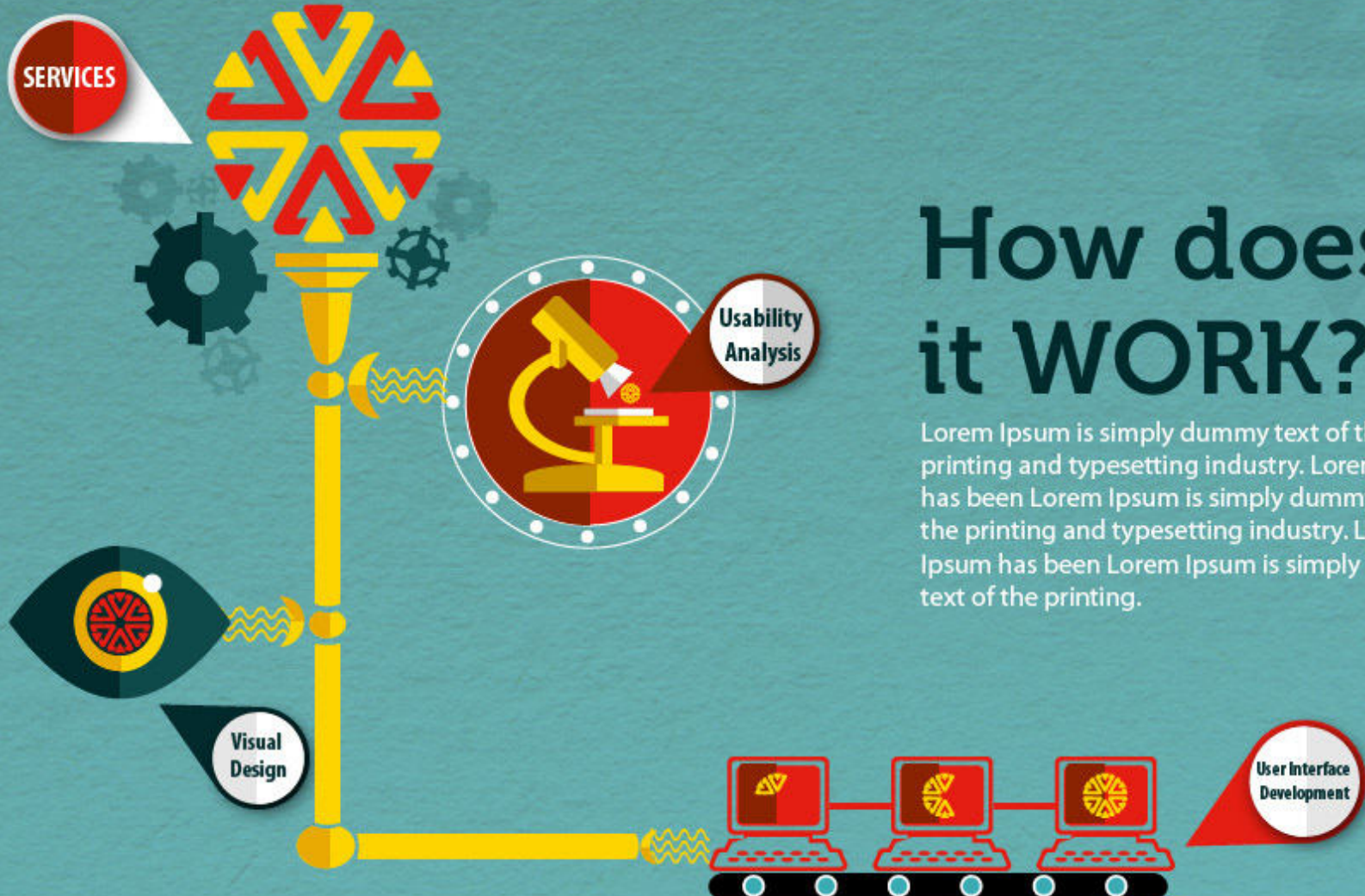
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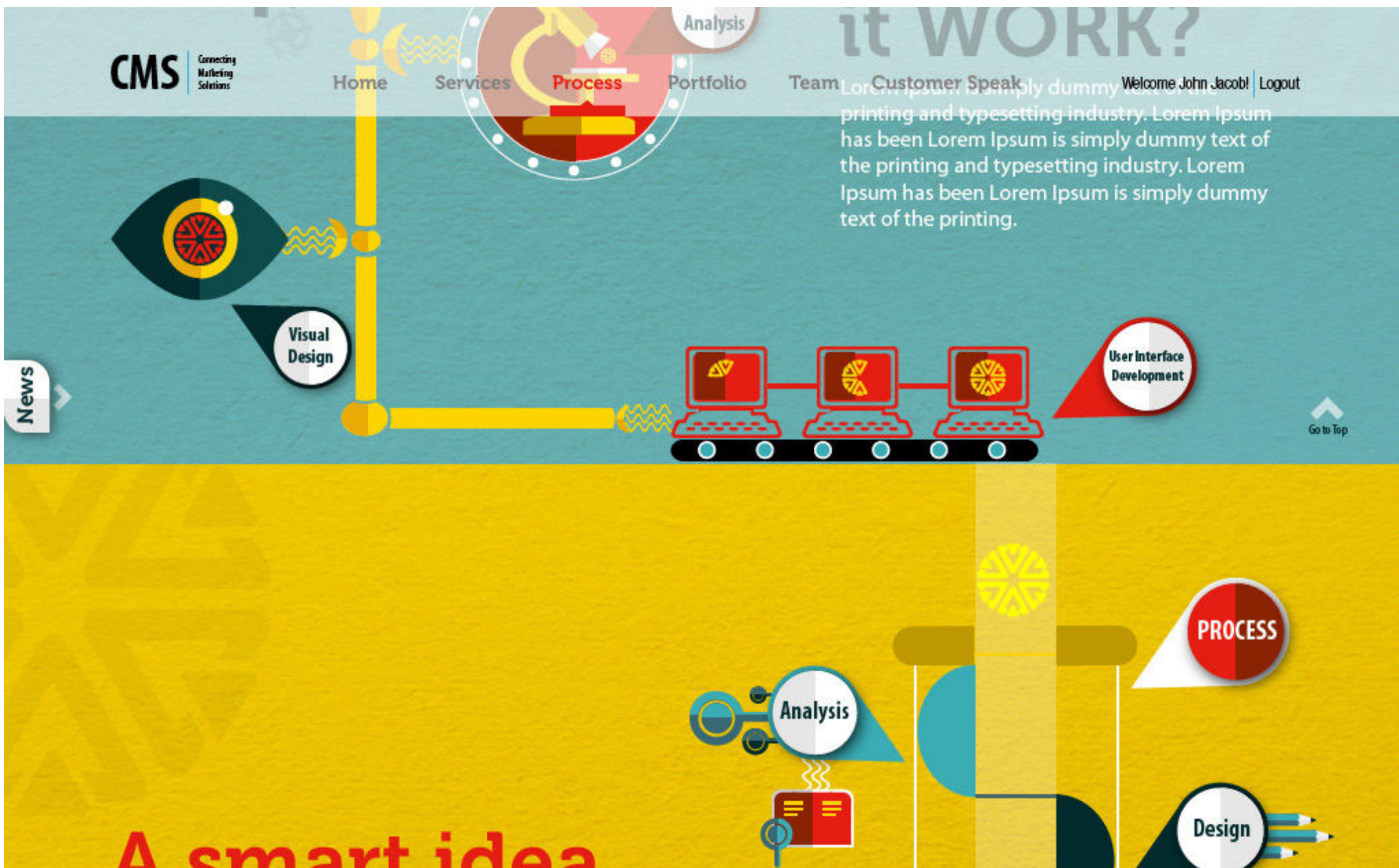
How does it WORK?

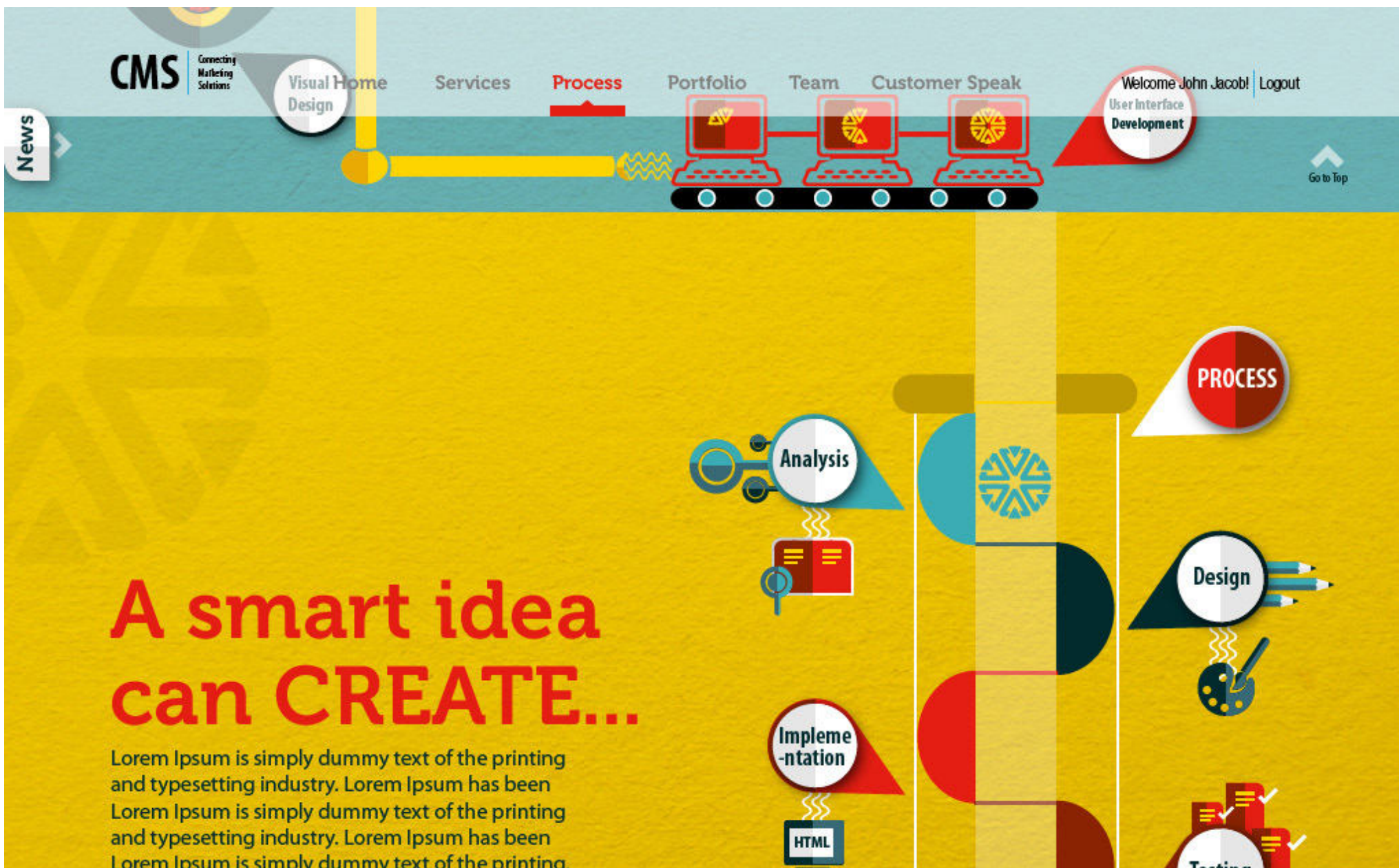
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A smart idea can CREATE...

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News

Analysis



Imple-
mentation



Design



Testing



Go to Top

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CMS
Connecting
Marketing
Solutions

Home

Services

Process

Portfolio

HTML

CSS

Team

JAVA

Customer Speak

Testing

Welcome John Jacob!

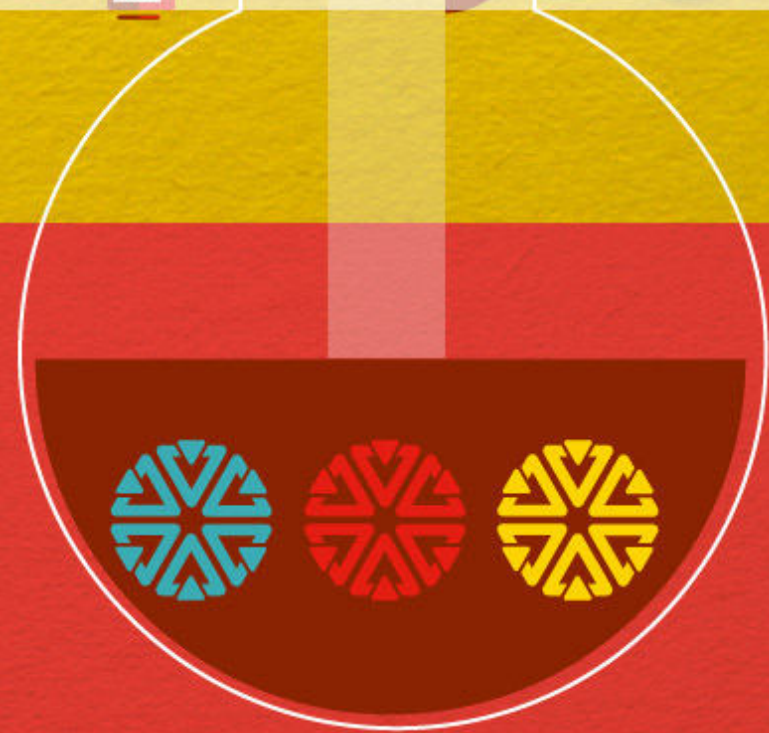
Logout

News

Go to Top

Splendid DESIGNS....

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Usability Analysis



Visual Design



UI Development

UX Design Services: Usability Analysis & Design

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[Back to
Homepage](#)



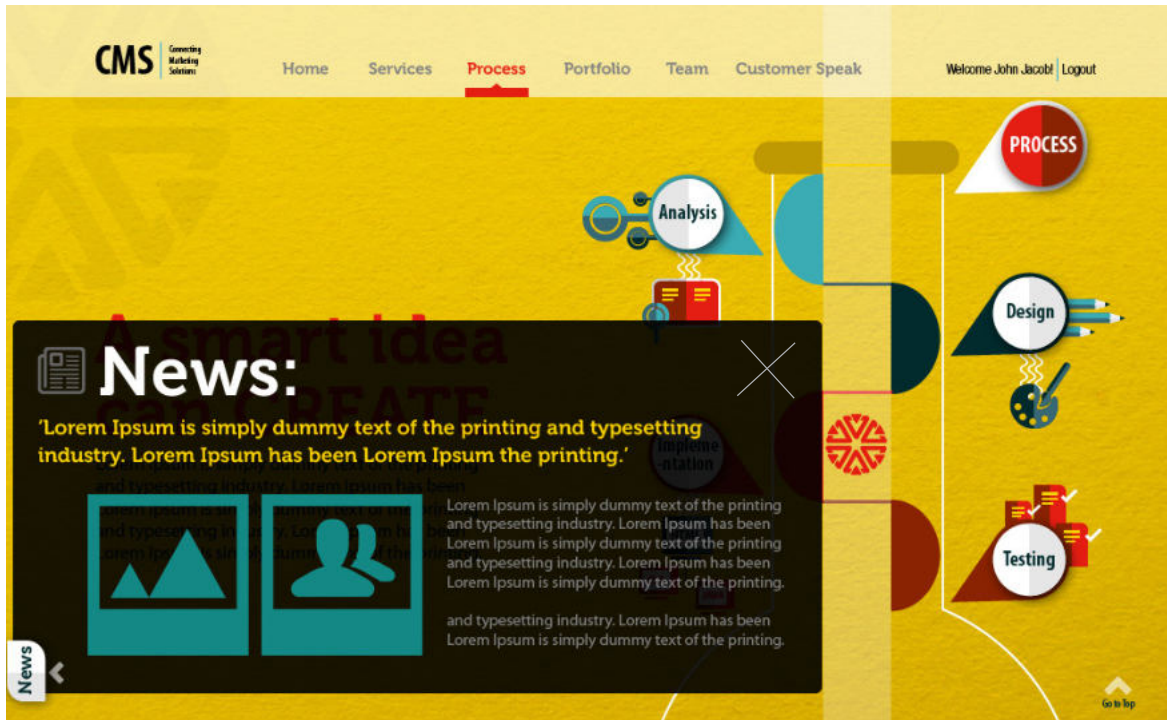
Insidepage: Portfolio

Three main categories on left side, they are clickable. Design continued from homepage. Detailed information inside about the category. 'Back to Homepage' navigation arrow.

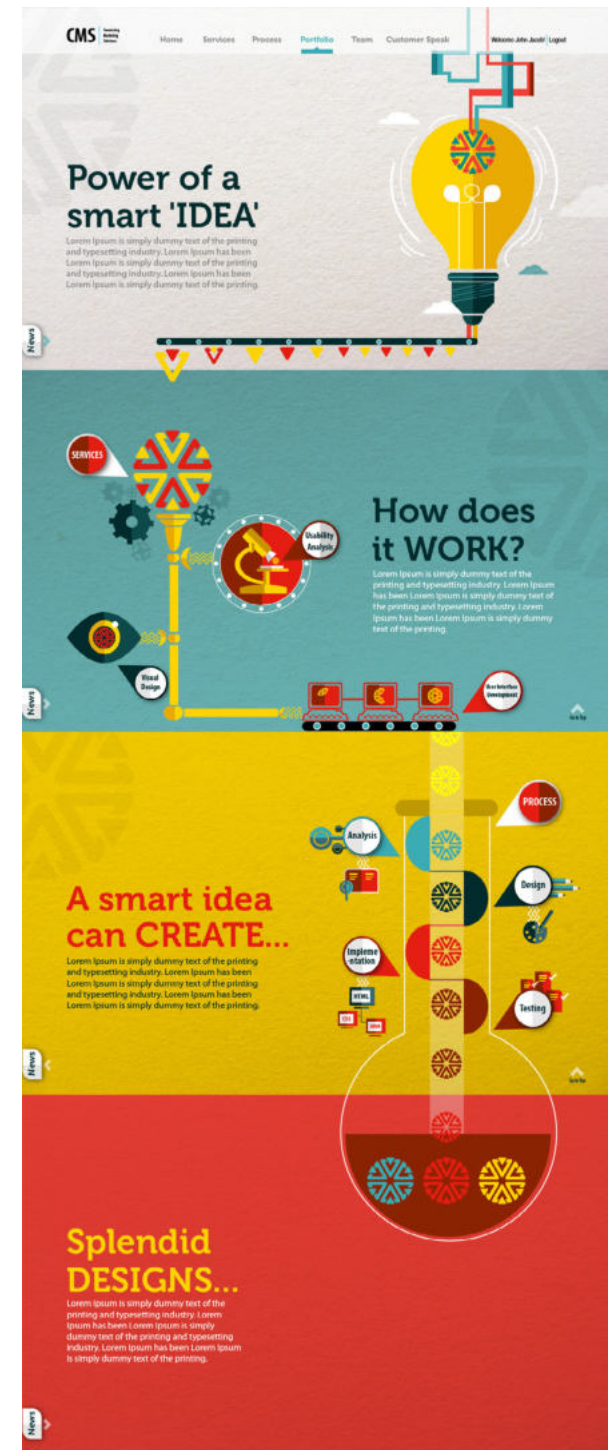


Homepage: News

Three main categories on left side, they are clickable. Design continued from homepage. Detailed information inside about the category. 'Back to Homepage' navigation arrow.

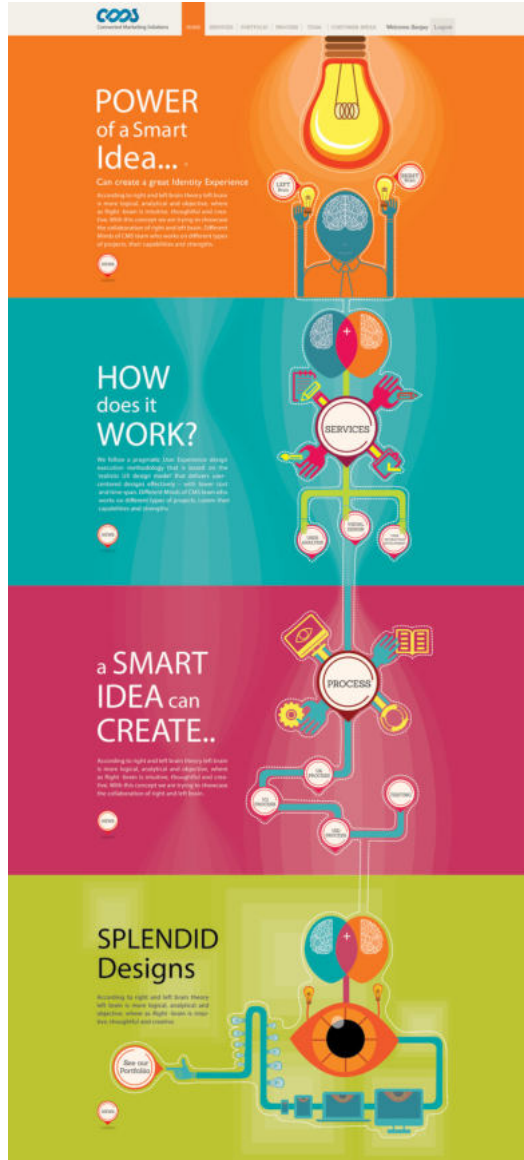


Pop-up information box when one click on 'News' button.

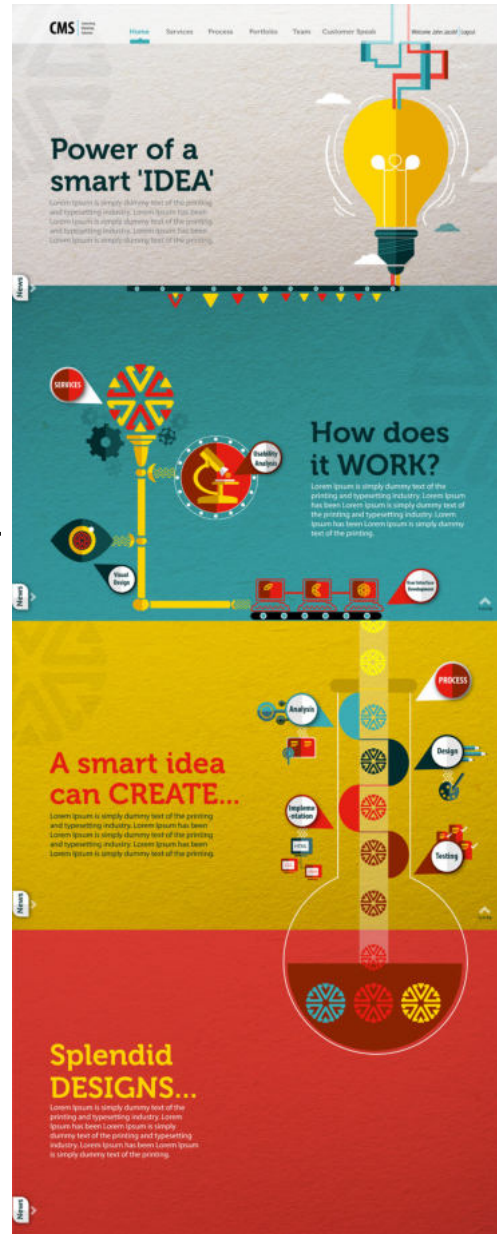


Final Draft

Design - 1



Design - 2



+

By **combining** two designs, one final draft was created.

The theme of right brain, left brain was adapted from Design - 1, whereas illustration style, typography, color scheme was adapted from Design - 2.

The new approach has:

- Background with no texture or gradient
- Less clickable button in info-graphic
- Different content approach
- Simple design, less clutter
- New page added on homepage for 'News' instead of pop-up on homepage
- Corrected design for static bar

Changed Content

A design begins with discovering the problem!

What does industry think? Customer insights
(Here we can showcase the data gathering, understanding our customer need. 'Customer insights' word will come in info-graphics)

What we do?

We shake the things a bit and add designers into the mix.
(Here we can show our services)

And How we do it?

We focused on satisfying need, function and aesthetic.
(Our process)

It can create splendid designs!

A unique profile for each customer (Our portfolio)

It comes from smart minds (Our team)

See what our customer says! (Customer speak)

Amazing stuff about CMS... (News)

| Whites | 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 |

Color Guide

Museo-700

Aa Bb Cc Dd

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklmnpqrstu-
vwxyz

Myriad Pro

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ

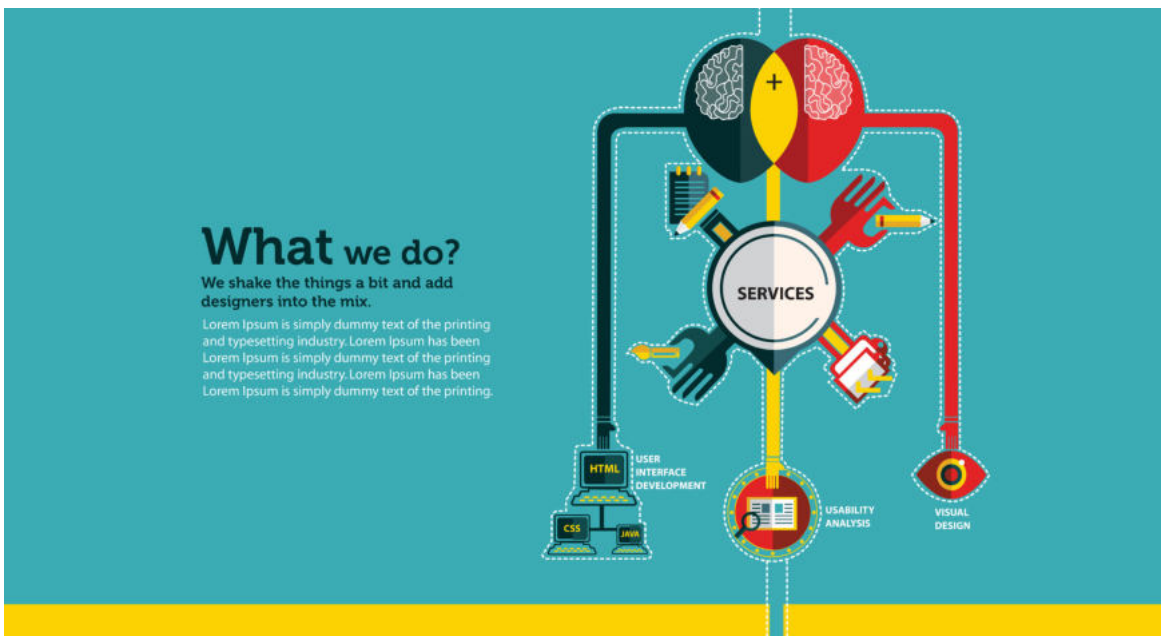
abcdefghijklmnpqrstuvwxyz

Typeface



Homepage

Static menu bar, category gets colored when selected, two main logos on the top, current trend followed, customer insights comes inside the brain.



Homepage: Services

Brain has two parts, right is creative and left is technical. It is thus followed in the design. The 'Service' button in centre is clickable and leads to inside detailed page of services.

And how we do it?

We focused on satisfying need, function and aesthetic.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



Homepage: Process

The flow comes down and leads to process.

The 'Process' button in centre is clickable and leads to inside detailed page of process.

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Homepage: Portfolio

The flow comes down and leads to portfolio.

The 'Portfolio' button in centre is clickable and leads to inside detailed page of process.

It comes from smart minds

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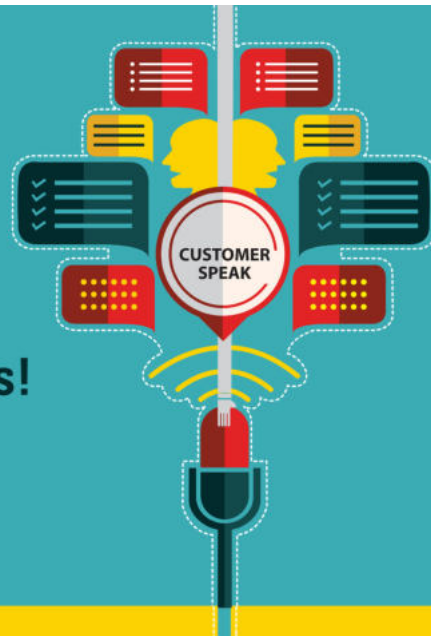
Homepage: Team

The flow comes down and leads to team.

The 'Team' button in centre is clickable and leads to inside detailed page of team.

See what our customer says!

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Homepage: Customer Speak

The flow comes down and leads to customer speak.

The 'Customer Speak' button in centre is clickable and leads to inside detailed page of customer speak.

Amazing stuff about CMS...

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Homepage: News

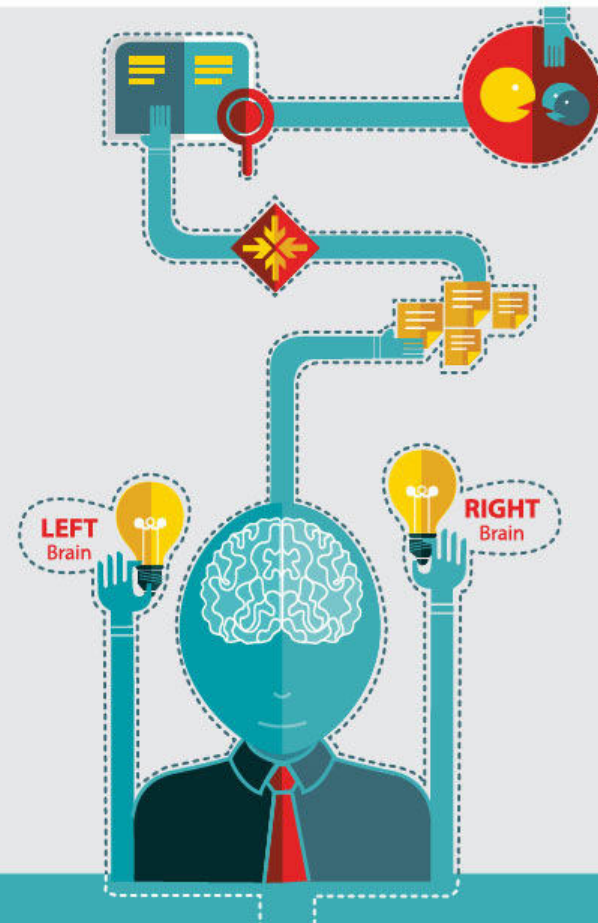
The flow comes down and leads to news.

The 'News' button in centre is clickable and leads to inside detailed page of news.

Design begins with **discovering** the Problem

What does industry think?

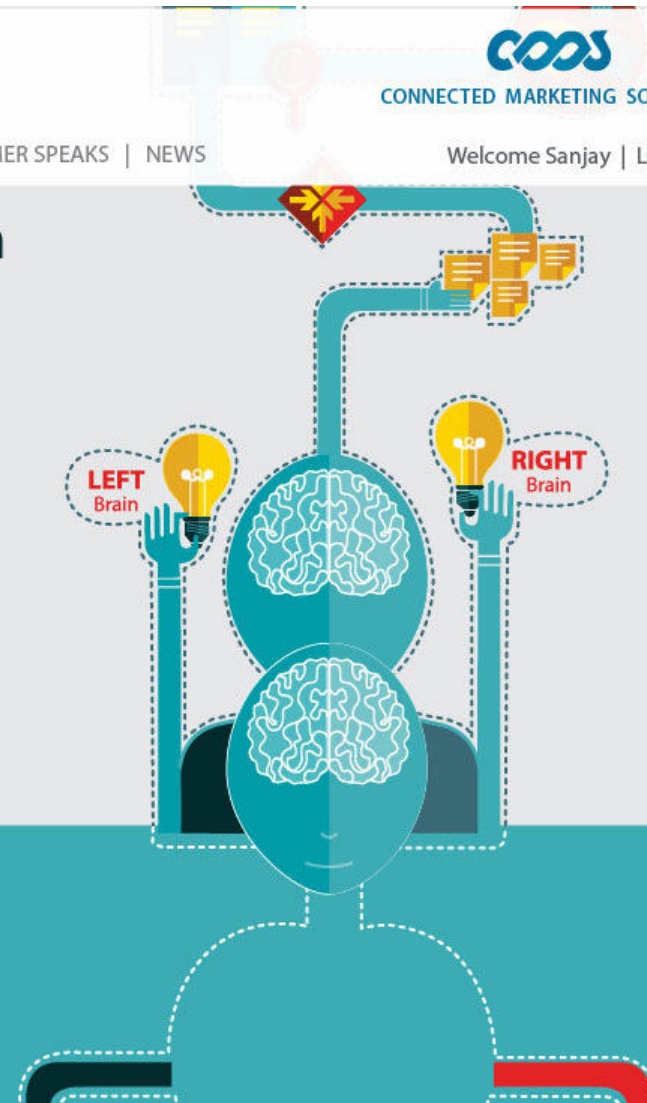
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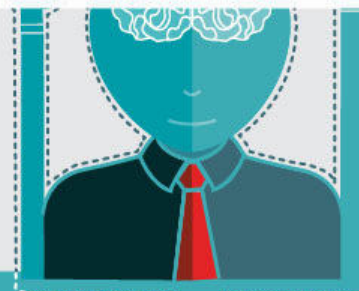
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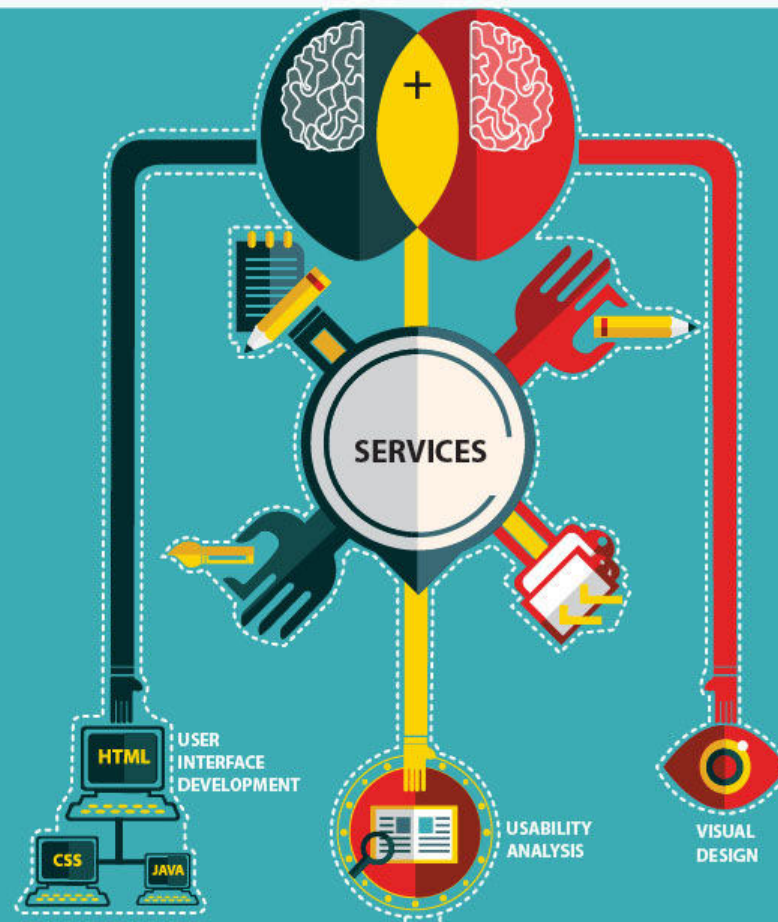
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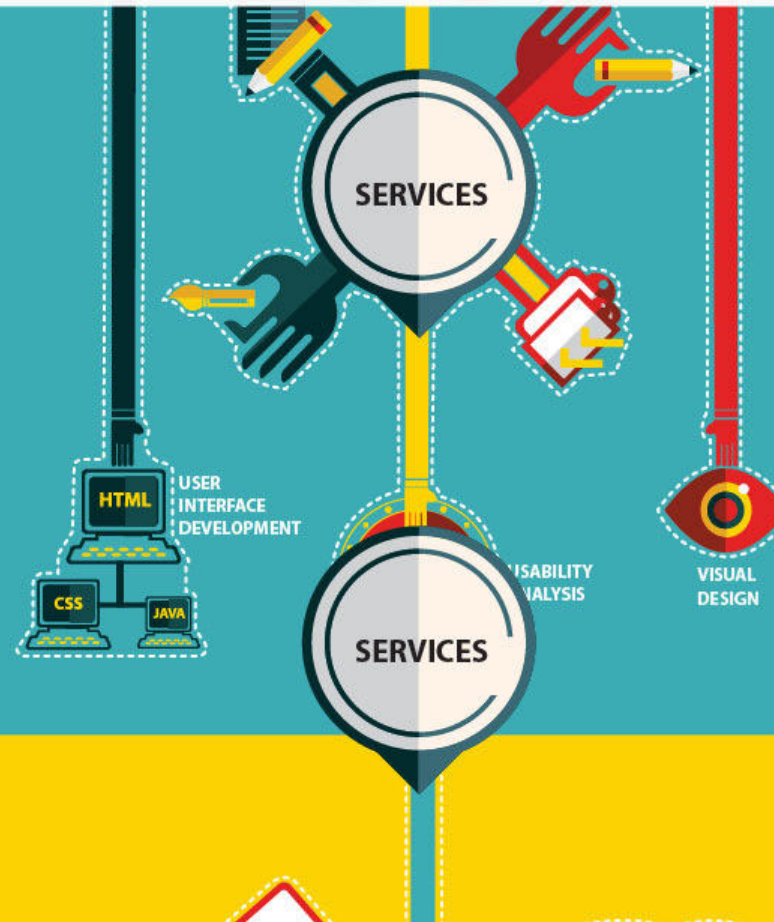
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And how we do it?



And **how** we do it?

We focused on satisfying need, function and aesthetic.

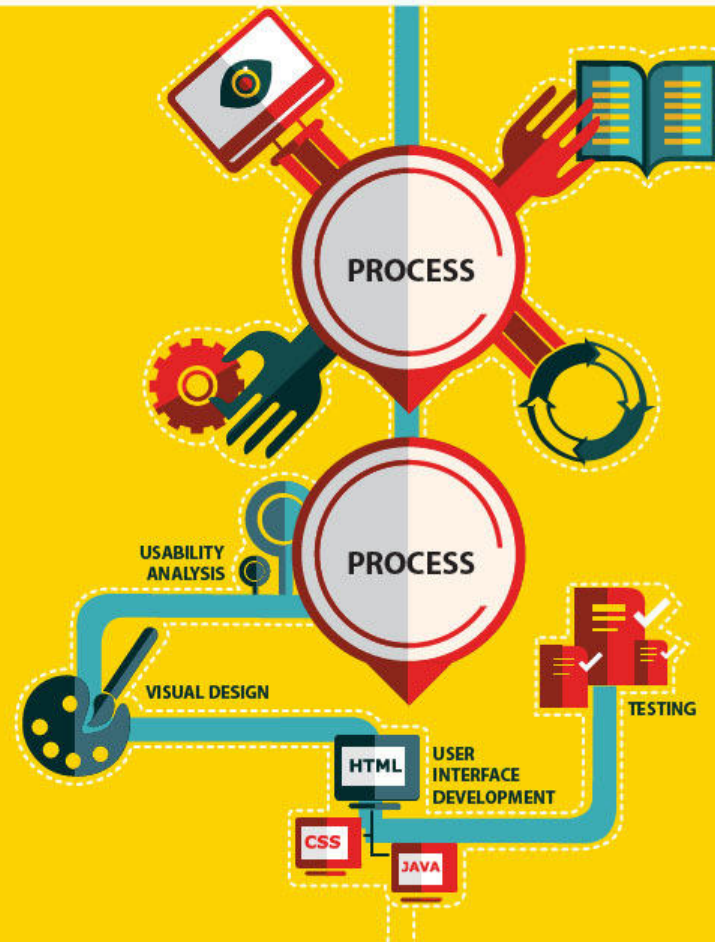
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And **how** we do it?

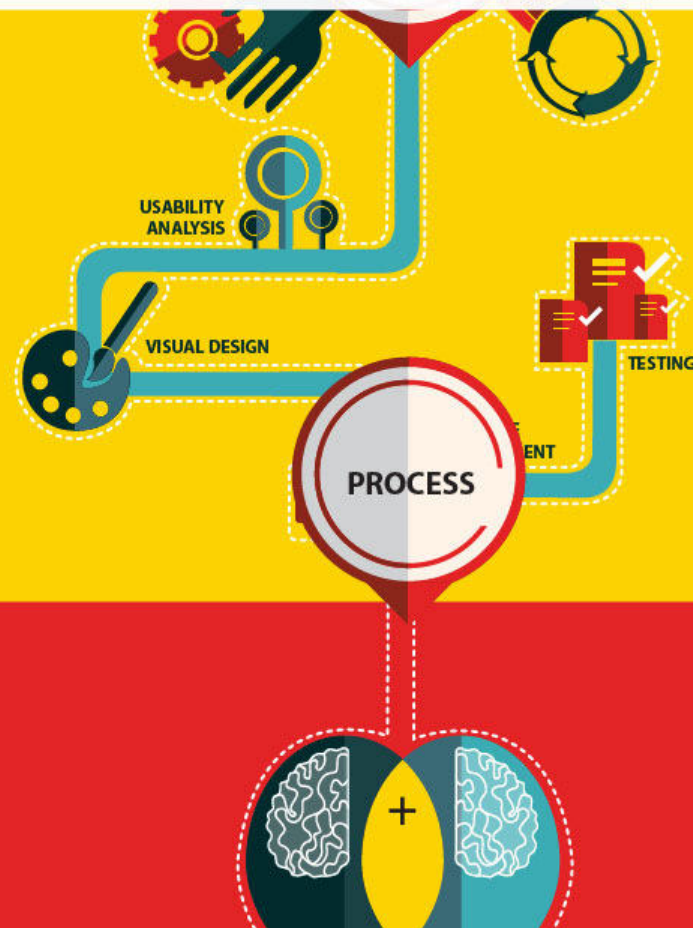
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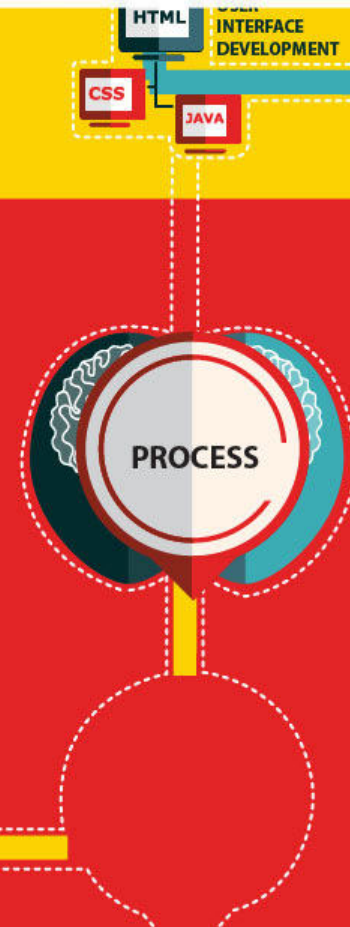
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It can create

It can create **splendid designs!**

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It comes from **smart** minds

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TATA CONSULTANCY SERVICES

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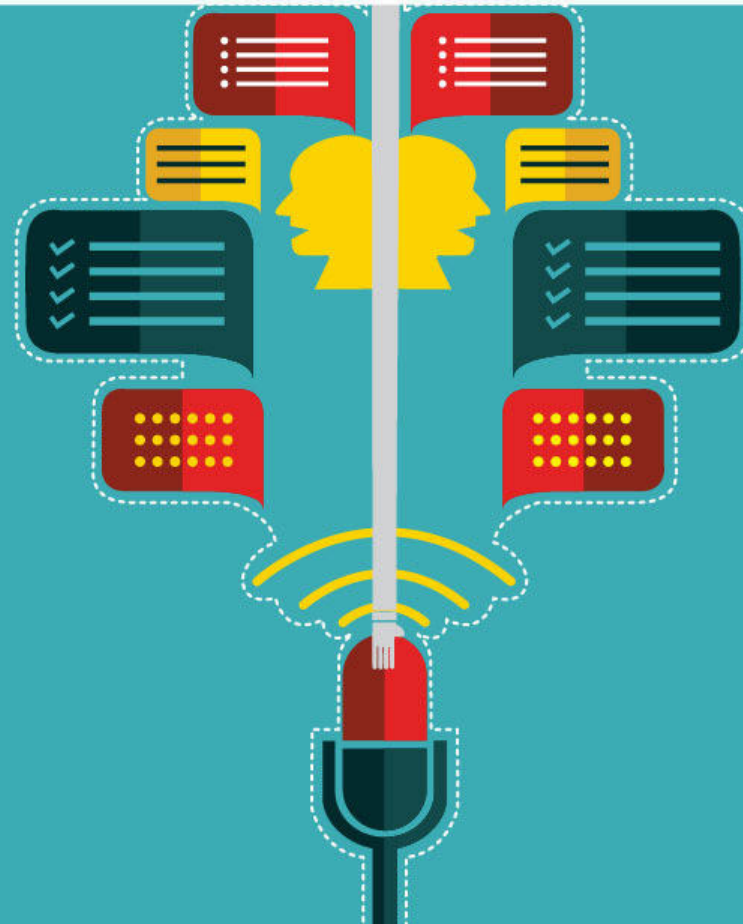


CONNECTED MARKETING SOLUTIONS

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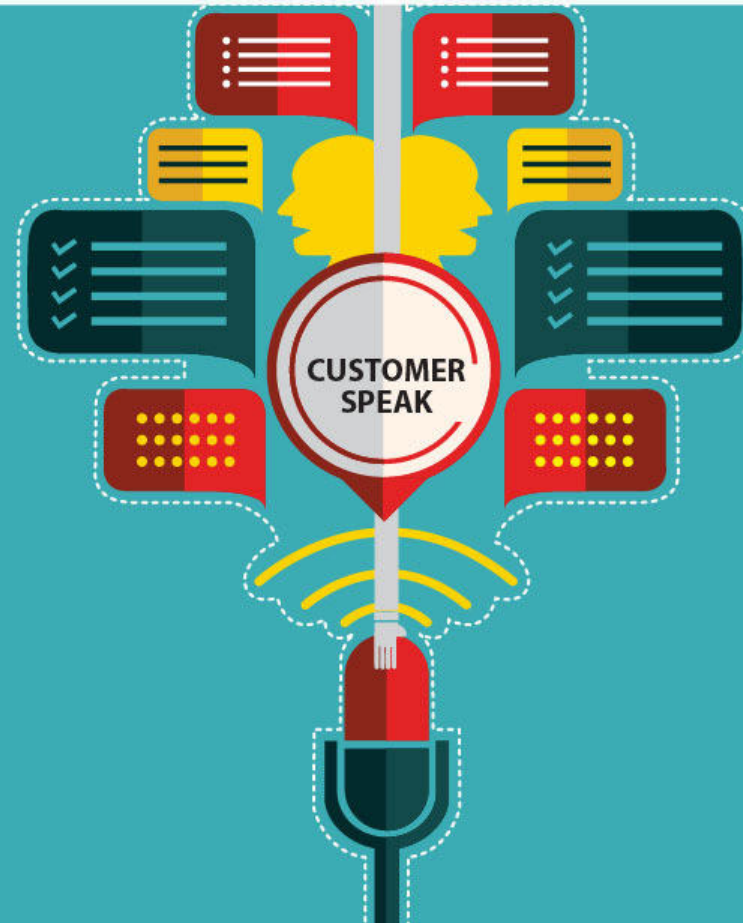
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Usability Analysis



Visual Design



UI Development

UX Services: Usability Analysis & Design

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Analysis Process



Design Process



Development Process



Testing

UX Process: Usability Analysis Process

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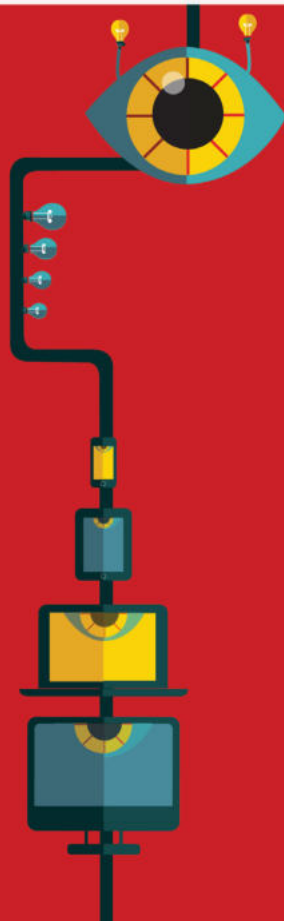
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| Category | Project Type | Industry | Sort by |
|----------|--|----------|---------|
| | (All) Usability Analysis Visual Design UI Development | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

VD UA UID

Responsive Web Design

UA | VD | UID

< 1 2 3 4 5 6 7 8 9 ... >

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Category

Project Type

Industry

Sort by

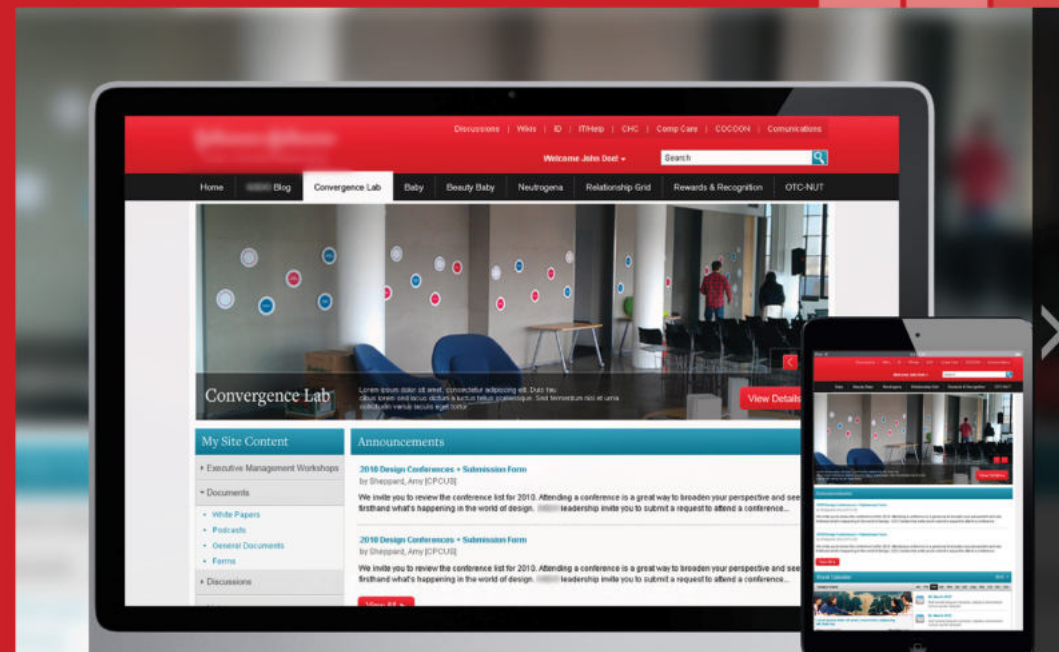
Back to thumbnail

Responsive website

UA

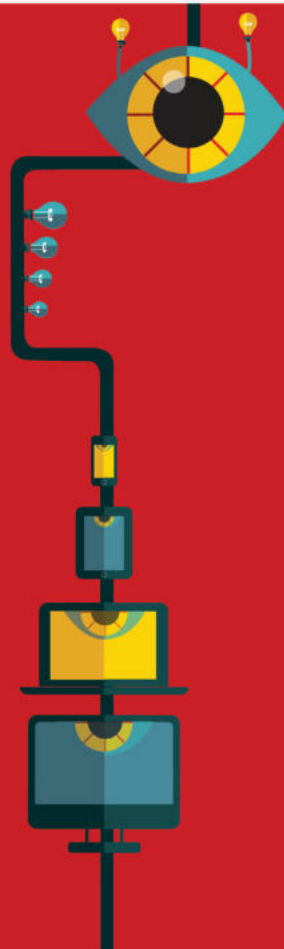
VD

UID



< 1 2 | 3 | 4 | 5 | ... > Info.

Back to Home



Category

Project Type

Industry

Sort by

Back to thumbnail

Responsive website

UA

VD

UID

Project Information & details

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Information about the customer : Some info about the customer

Project type : Mobile or web application development

Industry : banking and financial services (BFS)

Breif details about the project : some issues they faced.

Solutions we provided : We need to specify what kind of approach we took and

What all we delivered : UA, VD, UID

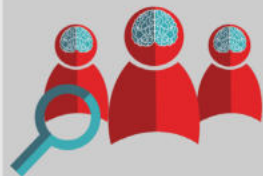
Duration for the project : 9 Months

< 1 2 | 3 | 4 | 5 | ... >

Info.

Back to Home





Usability Analysts

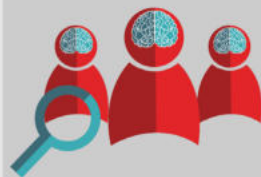


Visual Designers



UI Developers





Usability Analysts



Visual Designers



UI Developers

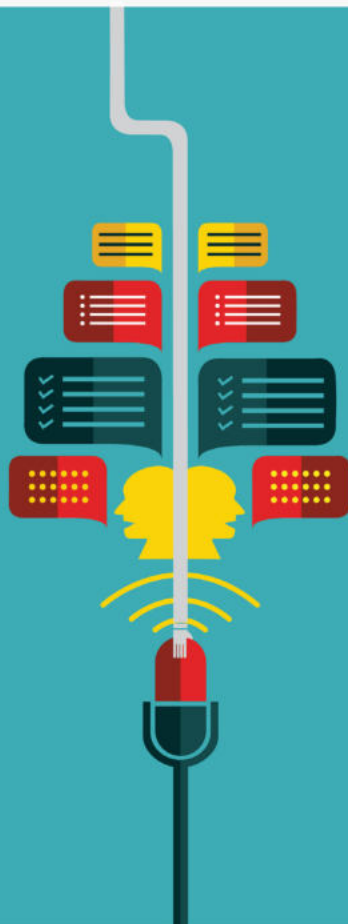


John Jacob
Lead Visual Designer

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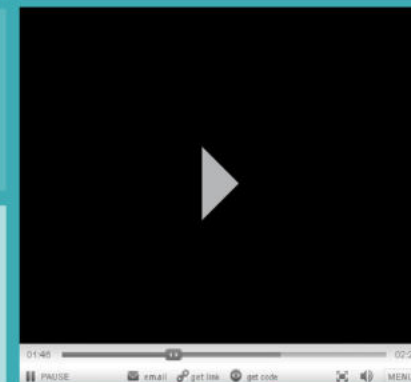
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- John Jacob (CEO)



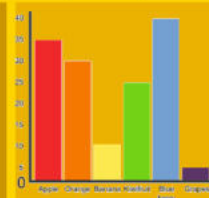
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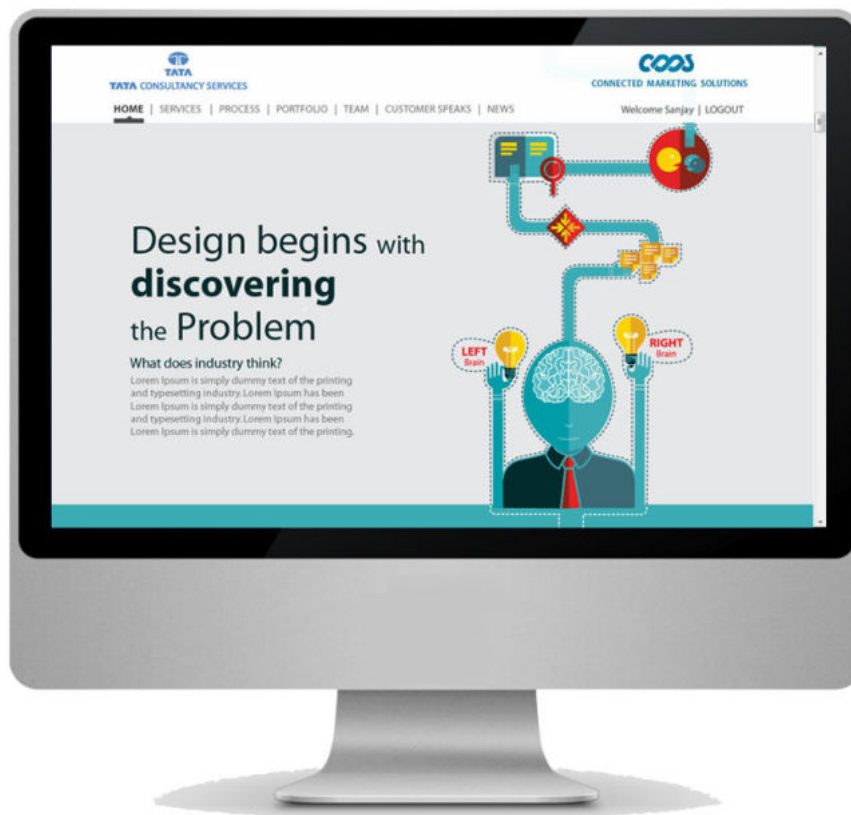
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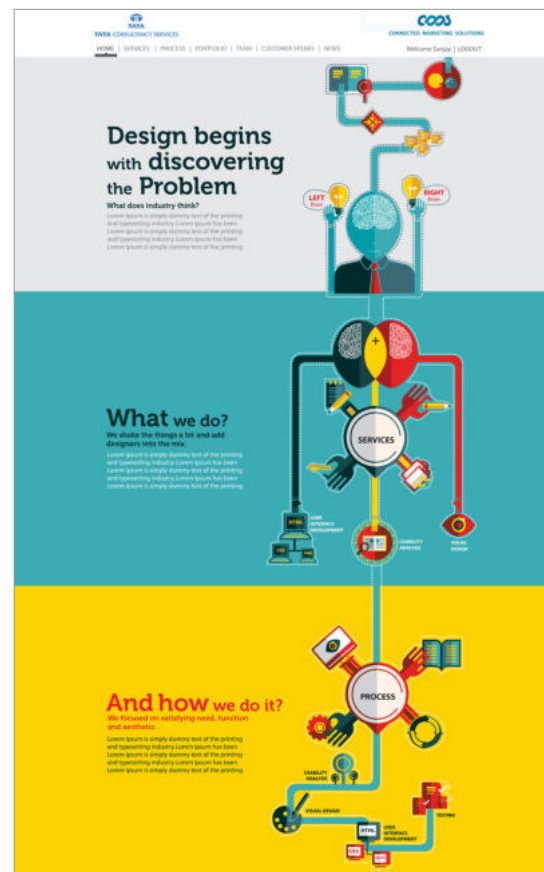
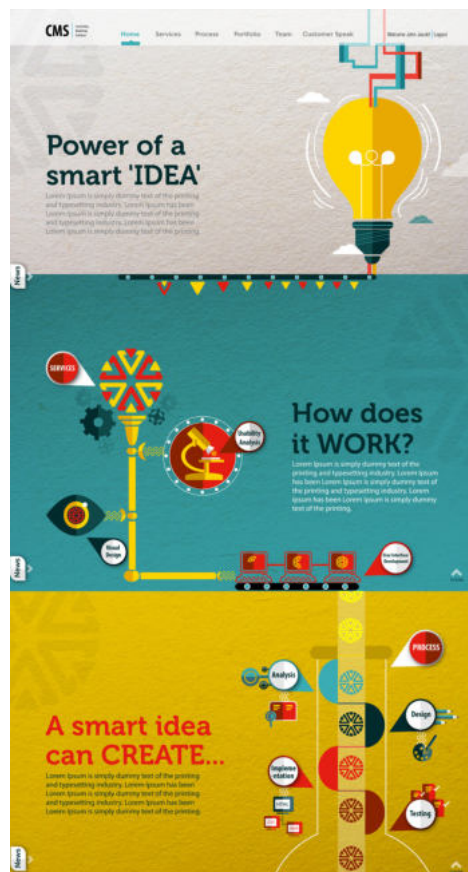
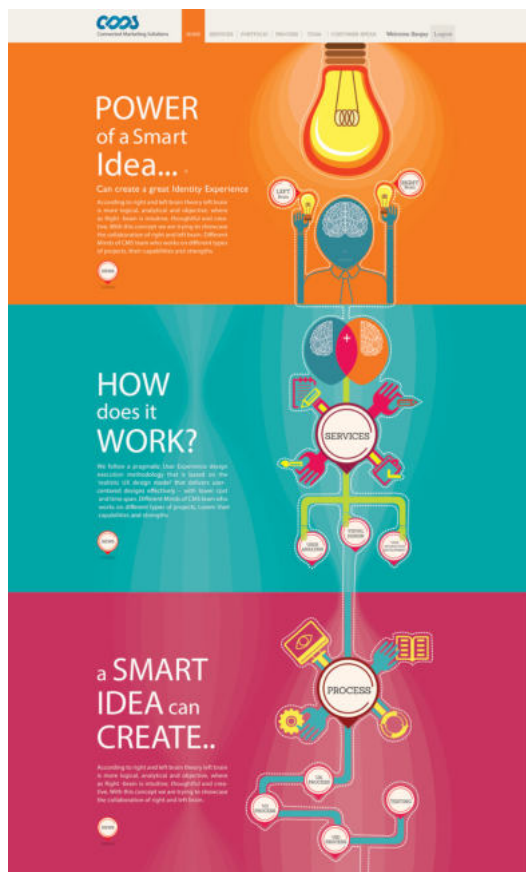


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Learnings

- To create a web identity.
- Visual design for web purpose.
- Design iterations at different stages.
- Interactive design with user centered design.
- Responsive design.
- Work culture and process of a corporate industry.



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IDC, IIT Bombay
(2012-14)