

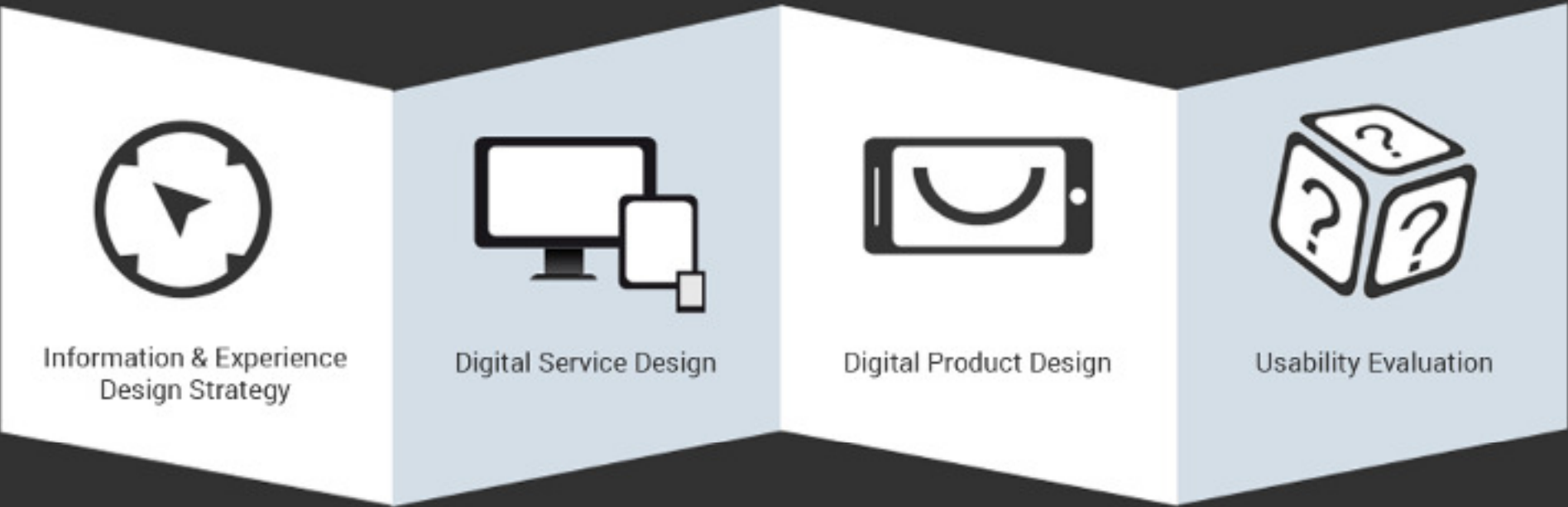
Well designed information creates great experience
and that makes the business.





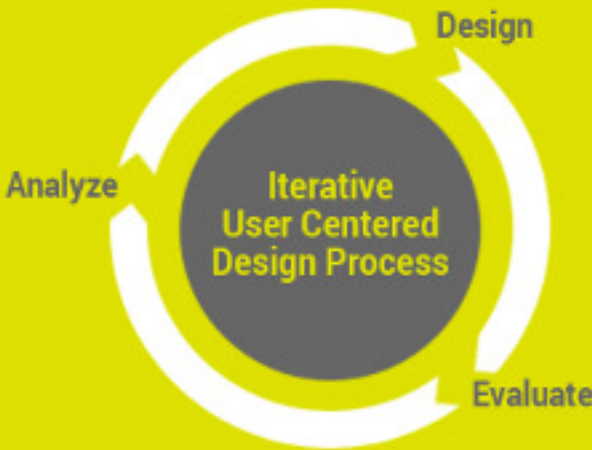
CONSULTING

OFFERINGS



CONSULTING: PROCESS & METHEDODOLOGY

User Centered Design Process



User-Centered design is an iterative process involving analysis, design and evaluation of the solution before final implementation. Users are involved from early stage and on regular basis during design development to achieve usable and cost effective solution.

Customer Xperience Management



CX is the sum of all experiences a customer has with supplier of goods or services, over the duration of their relationship with that supplier. dreamworx CXM solution's well-defined methodology captures user requirements, perspective and their Touch Points seamlessly across Multiple Channels to deliver higher value to the user and creates equity to the brand.

UX Methodology

The info-graphics covers some of the popular UX methods used in our practice



CONSULTING: OUR WORK



Online mutual fund Investment Company

Problem: At FundsIndia.com the customers can do the entire investment registration process online and start investing in Mutual funds. Standing between "Funds India" and their users were complex application forms; this complex registration form with its unfriendly screen flow and interaction pattern made it difficult for the users to complete it, which resulted in a huge dropout during registration.

Solution: Dreamworx conducted discount usability (expert review) to identity the usability issues, studied in detail the user types, forms; created high level design, simplified task flow and interaction pattern.

Result: Revised investment registration form resulted in 50% increase in sign-up ratio.

Website: www.fundsindia.com



Near field experience & enterprise portal (B2B) Product development

Problem & Solution: Dreamworx was involved with a multi-national company as User Experience Management provider in developing near field experience product.

Team worked closely with the client's product manager from ideation, to creating scenarios, developing conceptual models, information architecture, interaction design and User Interface design for web and mobile applications in agile development methodology.

Throughout the product development, dreamworx team coordinated with the architecture, development, business teams (portal, mobile application) and ensured seamless implementation.



DataTracks: XBRL conversion (B2B) software

Problem: Data tracks is a tool used by public limited companies in US to convert their annual reports into XBRL format mandated by the SEC. This process of converting currently done by the data tracks resources using the DMS tool internally . Now the client wants to introduce the tool as do-it-yourself product (SAAS) model to the public limited companies. The tool developed by the domain expert along with the technical team had major UX flaws.

Solution: Dreamworx met with various stakeholders of the client department to understand objectives of this exercise from their perspective, their expectations, the critical issues they faced with current system and how it will help in achieving their goals. Then we carried out Heuristic evaluation and identified major issues. Followed by recommendations with high level designs and interaction pattern for fix the usability issues and stakeholder issues.

IDEA



An idea
whose time has come
should be embraced



NEAR FIELD EXPERIENCE

BLE, NFC based mobile consumer engagement is storming the entire world with immense possibilities which were seen only in the sci-fi movies.

Harnessing these technology into present systems or future systems requires not only ideas but thorough research, iterative design and testing on every milestone. We at dreamworx are happy to work on these technologies and are excited to be part of this history in making future.



RESPONSIVE WEB

Everybody is talking about responsive web design, where a website is developed in such a way it adjusts to fit on desktop, tablet, and smartphone browsers.

Should your business consider responsive or mobile web or mobile app to be mobile friendly, the answer could be one or combination or even mix of all three depending upon the requirement.

Mobile Internet usage has been skyrocketing over the last few years but businesses may ignore being responsive only if your business does not depend on website to stay in business or have no competitors or you have an alternative way to reach this mobile audience.



MOBILE FIRST

Mobile first approach for building applications allows the business to utilize the capabilities of rich context-based features like location information from GPS, Id proof through built-in cameras, contacting customer care, Video calling etc.

Mobile first design helps the user in completing the tasks quickly without any distractions which typically crops in desktop environment. There is a whole lot of users whose only access to internet and applications is through mobile, businesses to stay relevant to these fast growing userbase should go for Mobile first approach.

ABOUT



We are a young and enterprising consultancy, with strong UX and design foundation.

We partner client to bring all stakeholder views on the same page to arrive on the requirements.

Identify and bridge gaps through analysis and user research, create solutions and iterate them through user evaluations.

And finally help client meet their objectives.

ABOUT: WHY DREAMWORX?

Converting end to end user journeys into great User and Customer experience.

“Quality over Quantity” has been motto since our inception in 2009.

Have been fortunate to work with clients providing cutting edge cloud based financial services, near field experience, PAAS & SAAS application development.

These challenging assignments, clients and partners certainly helped us to push the envelope. We are continuously evolving and staying ahead to provide the best to our client and partners which in-turn grows our thinking and the way we work.

“We hired Nandha and Dreamworx to do Usability enhancement for FundsIndia.com. We are an online financial services company, and we needed major facelift for our website. Nandha and team were not domain experts in our field, but picked up the nuances of our offering very quickly. They re-designed our entire membership sign-up process (a quite tedious set of screens) and it much more usable than it was.

The result was a solid 50% improvement in the sign-up ratio (people who visit vs people who complete registration) - it went up from 48% to 74% in a matter of weeks. The ratio has sustained ever since as well (this was done about 4 months ago). We are continuing to engage them in further aspects of our website as well after this.

Nandha and team are professional, hard-working, and diligent. They offer good value for the returns they produce, and I will recommend them whole-heartedly for any web designing/ re-designing effort.”

Srikanth Meenakshi,
Founder and Director at FundsIndia.com

TRAINING & WORKSHOP



We conduct User Experience training and workshops for corporate, project teams, start-ups and individuals.

Let us know your requirements so that we can create customized training solutions. Email reachus@dreamworx.in

CONTACT

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PARTNER US

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