

PEOPLETECH UNIQUENESS

We combine our expertise in user centered design and application development to accelerate our clients' initiatives which take care of several parameters

- ⦿ Holistic Approach
- ⦿ Custom-Tailored, Individualized Creativity Workshop
- ⦿ A design that uniquely challenge established practices
- ⦿ Modern visual appeal in sync with agreed theme
- ⦿ Propels interest of buyers through user experience
- ⦿ Navigation as smooth and frictionless as possible
- ⦿ Advanced usability and the speed of cognitive processing

The place
where we can
**BUILD almost
everything
that you
IMAGINE!!**

peopleTECH
rampGROUP



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UX-UI CAPABILITIES

IMAGINATION UNLIMITED!!



“A PICTURE IS WORTH A THOUSAND WORDS”

There are many ways to drive memorable experience of using a product or service. PeopleTech offers solutions that begin with understanding end-user needs and the way a client evaluates those needs in a form of a blueprint. Our practice helps customers to build a great user experience across both internal and external IT applications. With combined skills and experience, PeopleTech generates innovative ideas and design interfaces to produce a powerful user experience in the changing internet space.

“When we design, we make the Interface Experience feel like there’s a human on the other end, not a computer”

The user experience is a crucial ingredient, when it comes to positioning your brands online. A good user experience starts with the right depiction of a product, and PeopleTech believes in delivering the magic touch to all projects and priorities with competent designers and visual experts working with an eye to detail across various platforms including mobility and desktop or tablets.

SERVICES PORTFOLIO



End-to-end UX design and UI services



User Research



Interface Design



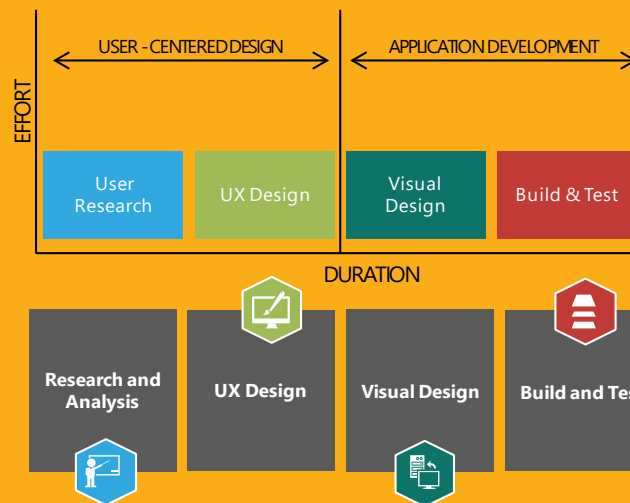
User Testing



UX UI Subject Matter Expert Consulting

User Centered Design Methodology

PeopleTech follows the UCD methodology which values the user requirements and companies business policies.



DESIGN PROCESS

Wire- Framing

- We test and refine the navigation
- Examine how content lays out on the page
- Evaluate and quickly enhance the user interface design of web forms and interactive elements
- Assess overall effectiveness of the page layout against usability best practices

Market Research

- Discussions to propose advanced concepts such as minimalist design or flat UI
- Find customer verification and ideation before a product/solution is developed
- Obtain fundamental customer insights
- Highlight the key outcomes, Project vision, personas, competitors, desired features and project's objectives

Design Concepts

- Simulation of the best user experiences using software and graphic libraries (workflow, panel designs and layouts, component screens, navigation connections)

Stakeholder Collaboration

- Build concepts that represent the customer's vision and collaborate with stakeholders during the design process