

# iQ Content

## App Design Credentials



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**iQ Content is a global strategy and design consultancy based in Dublin.**

In the past 12 years, we've grown to become one of Europe's leading independent UX consultancies. Our services run the gamut from user research and design, through to build, deployment and testing.



#### AT A GLANCE

Global strategic design partner for Vodafone, Citi, Goodyear and the Danaher Group

Ranked 8th in the Deloitte Technology Fast 50

500% growth since 2007

Based in Dublin, Ireland with partnerships in 25 countries worldwide



# 31 billion dollars and counting

## Rethinking mobile and tablet banking on a global scale.

Through collaboration with a global team, we introduced a groundbreaking new product that affirmed Citi's position as an innovator in the banking domain.

Citibank Direct BE Mobile is now being used by 400,000 customers in 90 countries. So far, the application has processed more than \$31 billion in transactions and won several awards for its design.

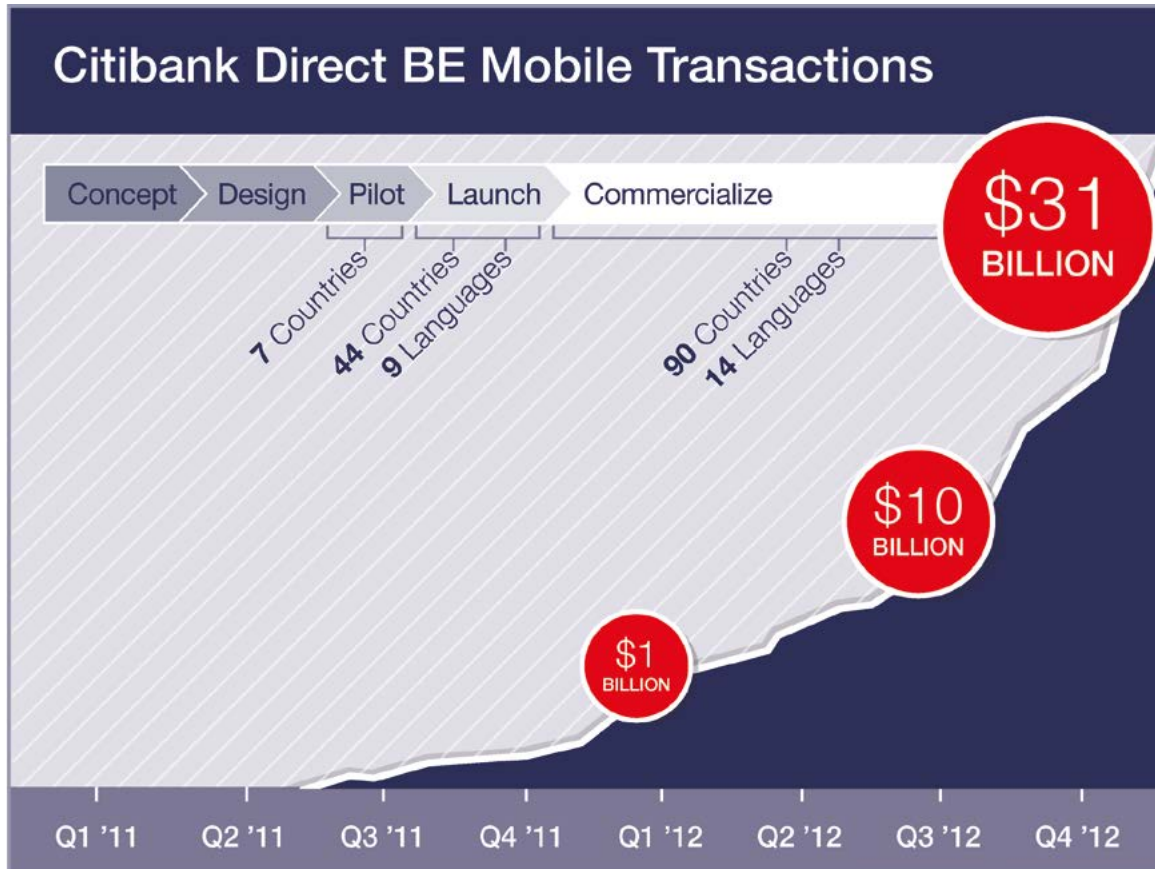
“We are delighted by how quickly our clients have embraced this mobile solution. We have more than exceeded our goals in terms of usage, transactions processed and global reach.”

Naveed Sultan, Global Head of Treasury and Sales Solutions, Citi





# An unprecedented rate of customer adoption



## Worldwide collaboration

This global project involved teams in New York, London, Berlin and Dublin. We developed an online collaboration model that allowed stakeholders to contribute in a meaningful way throughout the development process.



Tools include one of the first Mobile Wallets in commercial banking. Advanced visualisations help customers understand their financial positions.

## What we're working on now:



### Redefining the global Citibank user experience

Citibank Group have appointed iQ Content as its Global Design Partner. In 2012, we helped Citibank establish its Global UX Centre of Excellence in Dublin.

# Attention to detail makes all the difference

**Making a prototype ring true for a sophisticated audience.**

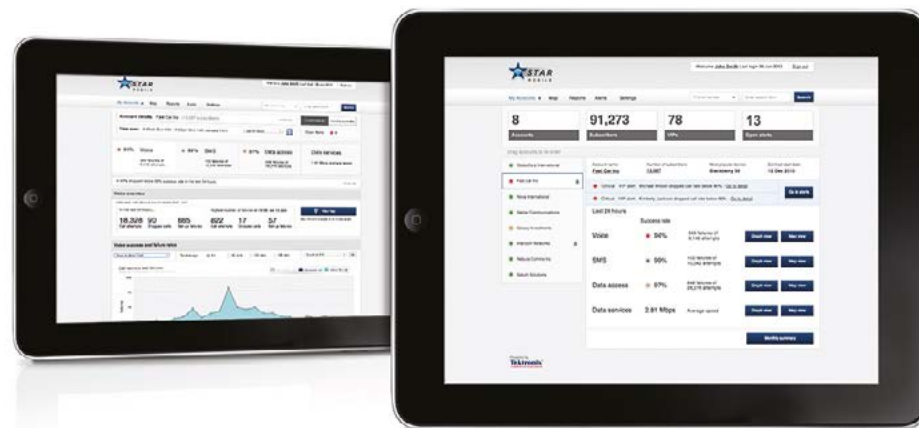
Tektronix Communications helps mobile operators make sense of complex network data. How that data is presented is key to the success or failure of its products.

With a new application in development, Tektronix Communications turned to iQ Content to build a prototype for their sales team. Our brief: it had to feel authentic for their data-obsessed customers.

And it worked. So much so, that we're now an integral part of Tektronix Communication's product development team, defining and building the finished product.

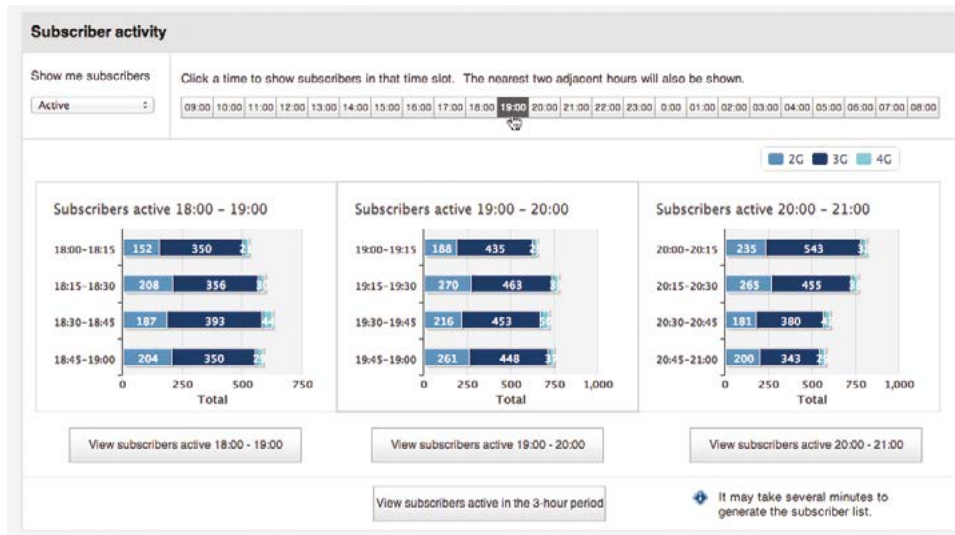
**“We are proud of the results that we and iQ Content have delivered.”**

Laurence Alexander, VP Marketing, Tektronix Communications



# Success relied on quickly grasping a complex domain

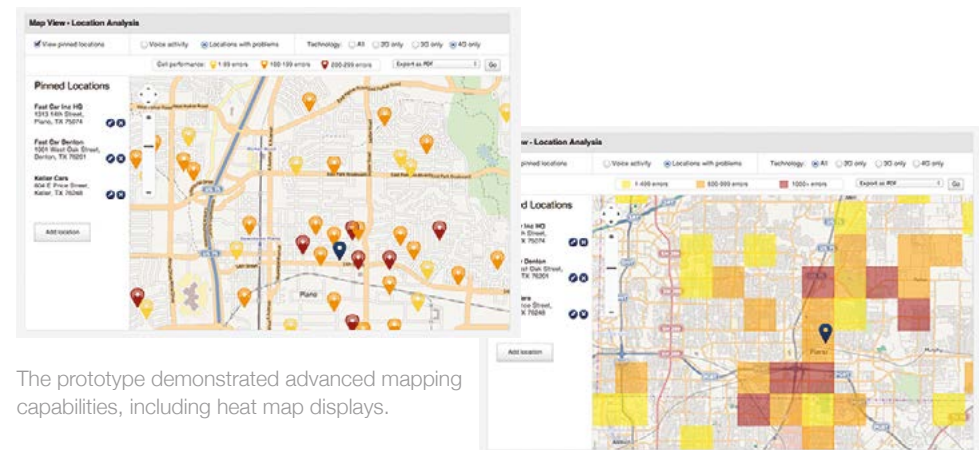
With Tektronix Communications, we created an authentic experience that resonated with customers.



Users were able to visualise long-term trends as well as drilling down into individual subscriber's information - a critical feature that sets the product apart from competitors.



Dynamic graphing with real-world data created an authentic simulation of the experience.



The prototype demonstrated advanced mapping capabilities, including heat map displays.

# Making the complex incredibly simple

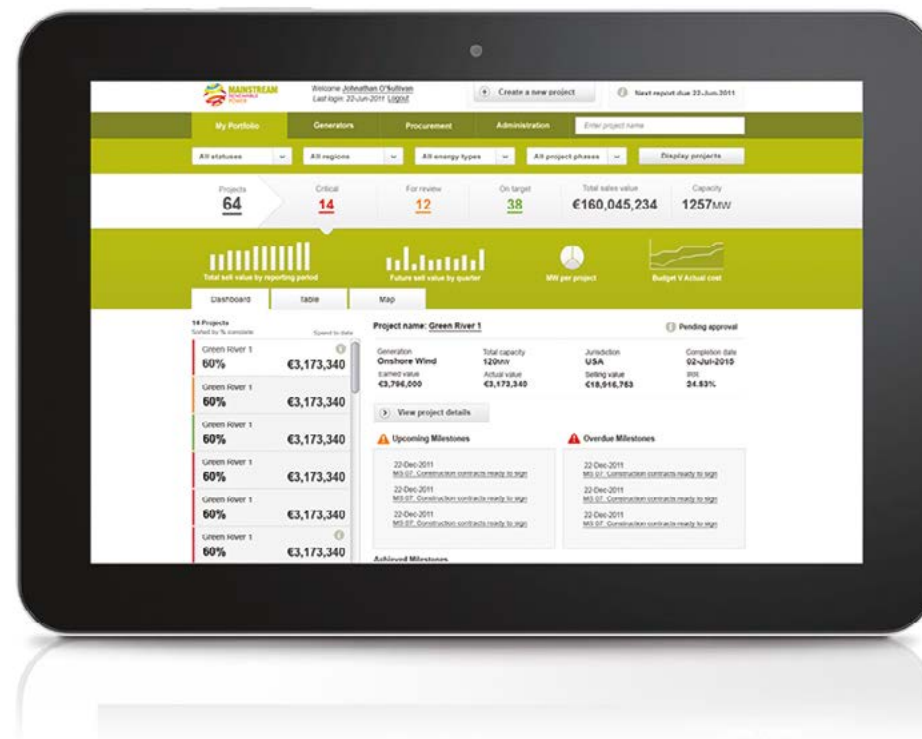
An interface so easy it eliminated the training budget.

Enverian's cloud-based software allows energy portfolio managers to track their projects. It's a visionary product that transforms how energy is managed - so revolutionary that Enverian had assigned a budget to teach customers how to use it.

But well-designed interfaces don't need a training manual. And like all good apps, this one just made sense.

“We've developed a true partnership with iQ Content.”

Bernard Carroll, Chief Technology Officer, Enverian





# We adopted a Lean UX approach to meet a tight deadline

This combination of user-centred design and agile development has become the model for projects that demand a quick turnaround.



## Gaining customer insight

Setting design goals and developing customer personas allowed us to match Enverian's requirements with the needs of real users.

## Design sprints focused on decisions

Collaborative workshops involved all Enverian decision makers, ensuring that we made daily progress in meeting the deadline.

## Rapid user testing with clickable prototypes

Prototyping allowed us to validate our designs with customers, making refinements along the way. No lengthy user testing reports, just a short summary and list of actions.



The final product includes rich interactions and advanced JavaScript, enhancing speed and responsiveness.

# Multiplatform. Multichannel. One code base.

A true solution for today's anywhere,  
anytime consumer.

Vodafone's MyWay is an entirely new way to purchase mobile phone contracts, putting choice and control in customers' hands. So we created a unique build-your-own-plan application to match.

The application was so successful Vodafone rolled it out across tablet, mobile, desktop, touch-screen kiosks and even the company call centre. All from one single, rock-solid code base.

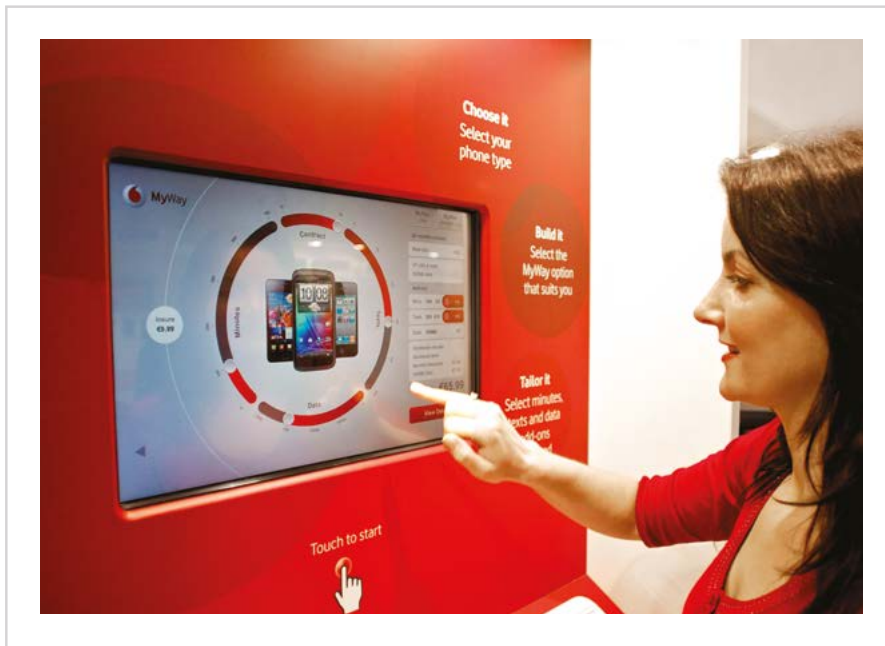
“This is what we call customer experience in supermobile.”

Stefano Gastaut, Consumer Director, Vodafone Ireland



# Smoothing the purchase path from both directions

The MyWay App makes it easy for staff to explain products and prices, and easy for customers to find the right plan.



## Customer and business insight

Key to the project's success was the insight gained from spending time in retail Vodafone stores, observing and interviewing customers and staff.

### **What we're working on now: Making a 60,000 page site responsive.**

We're mid-way through a project with Vodafone to redesign Vodafone.ie as a responsive website - one of the largest responsive projects in Europe this year.

*“iQ Content really understood the customer in their design. The creativity of the solution was beautiful in its simplicity.”*

Stefano Gastaut, Consumer Director, Vodafone Ireland



## Ensuring a seamless launch

To ensure a glitch-free launch, we worked closely with the integration team at IBM to map out the relationships between the many complex back-end systems needed for the MyWay app.



Open

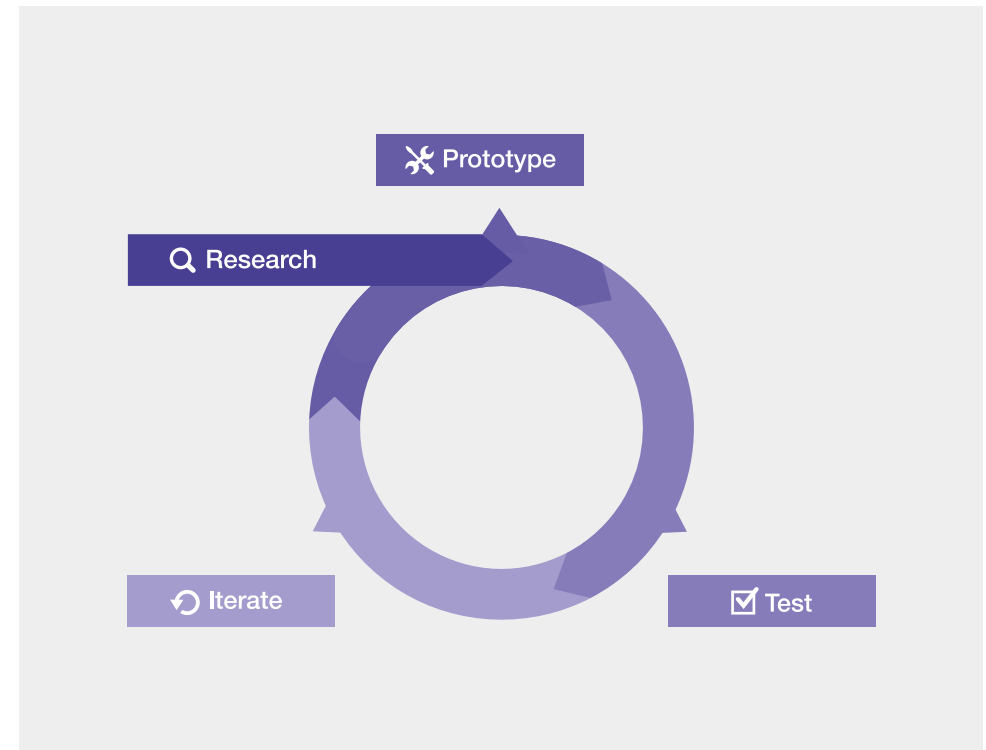
Move to Trash

# Design is not just what it looks like. Design is how it works.

## Agile methodologies to bring concepts to life.

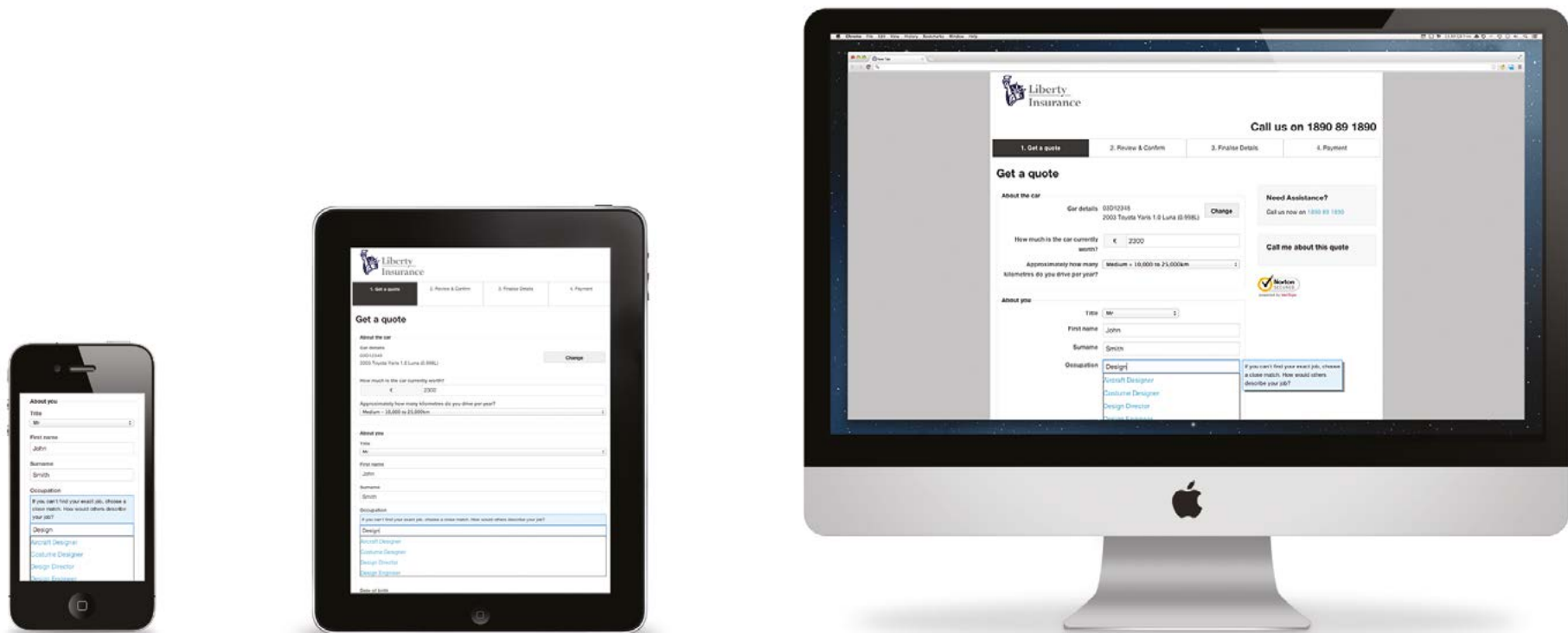
With the explosion in mobile devices and screen sizes, PSDs and wireframes are starting to make less sense. We're now using agile methodologies to bring concepts into the real world at the earliest stage possible.

The iQ design approach cuts straight to how the interface should look and work. Clickable prototypes allow stakeholders and the project team to focus on what matters - the user experience.



# Responsive from the start

Our UX Designers are now creating clickable prototypes that are responsive from the outset.



Responsive prototype for the Liberty Insurance motor quotation journey.



# Better design through real-world testing

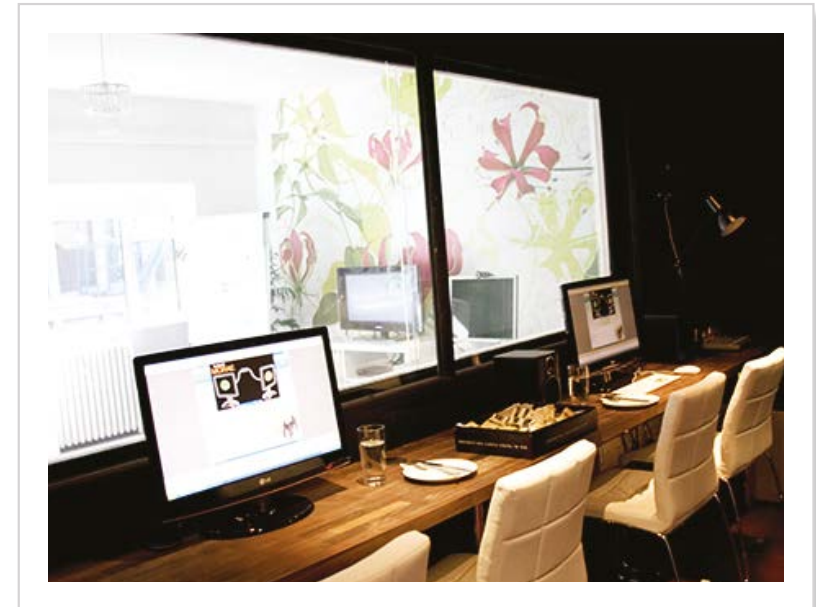
Rather than testing being a discrete phase towards the end of the project, user-centred design involves validation throughout the process.

## Observe the full user experience - on-site or remotely

Our dedicated lab allows you to observe the full experience of users interacting with the application - including onscreen interactions, participants' comments and body language. We provide live streaming of test sessions for remote viewing by stakeholders.

“iQ Content has great facilities and the design chops to interpret data from testing. The planning, execution and follow-up went really well.”

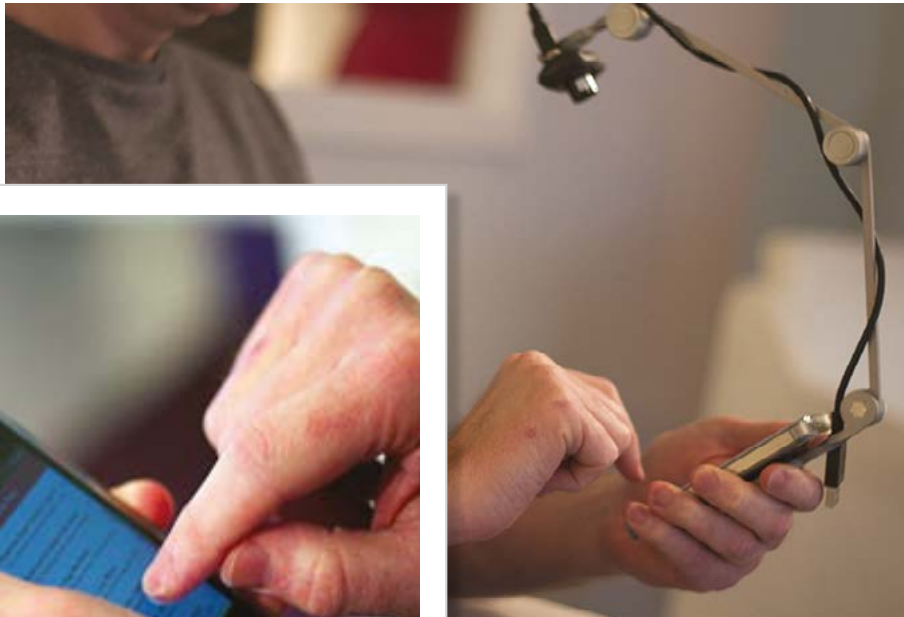
Mark Conguista, Senior User Experience Manager at Cisco Systems



iQ user test lab - client observation room

# Continuous QA: our solution for a stress-free launch

We follow a rigorous testing process to ensure that the final product meets all usability and technical requirements.



Testing across major browsers and devices is conducted throughout the build phase, at unit test level and as part of User Acceptance Testing (UAT). Our analysts work closely with QA to ensure that flows and interactions perform as intended in all user environments.

Our range of test devices spans all mobile platforms and covers 95% of smartphones and tablets in use today.



**Global usability testing for localized product**  
iQ Content is a part of the UX Alliance, a global network of usability partners. This gives us access to user testing facilities and expertise in the UK, Europe, USA and Asia.



# A seamless experience

## Not just for your customers, but for you too.

Over more than 12 years of working with large organisations, we've introduced measures to make projects run smoother for everybody. Our approach is truly collaborative, doesn't waste time, and keeps stakeholders engaged throughout.

### **Collaborative design**

Our process is both collaborative and inclusive. We work closely with you to arrive at an agreed vision that meets the organisation's goals and users' needs.

### **Honest and friendly**

We're direct in our advice, and we pride ourselves on a willingness to ask the hard questions. But as our clients will tell you, we're friendly and personable too.

### **Pain-free feedback gathering**

Stakeholder input is vital to the success of any project. But we make sure it's done in a way that's motivating and engaging for all involved.

Review checkpoints are flagged in advance and clearly communicated. We provide a simple login to our development server for prototype reviews. We use tools like Sifter and Basecamp to simplify feedback input from your teams.

### **Exceptional project management**

Our project managers are Prince II and Sigma Six qualified, with decades of combined experience delivering complex projects for large organisations. We have a strong track record of commitment to delivery and the references to prove it.

# Partners and capabilities

Through alliances and partnerships, we have the capacity to conduct design and research projects across the world.

## Content Management

Preferred Open-Source CMS



EPiServer Associate Partner

**EPISERVER**

Integration expertise



## E-Commerce

Recommended E-Commerce platforms



## Development

Mobile & Tablet



Web Applications



Frontend



## Web Analytics

Google Analytics Certified Partner



Adobe SiteCatalyst Certified



## Enterprise Search

Google Enterprise Partner



Fast Search Partner



# Contact us

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