

## UI/UX Refresh

Turn around a declining application by providing a new UI/UX on top of the existing codebase.

- low impact on functionality
- high impact on the perceived user value
- quick process
- low cost involved

### THE CHALLENGES IT SOLVES

Refreshes an outdated UI

Opportunity to improve user experience

Sync with application UI to others in portfolio

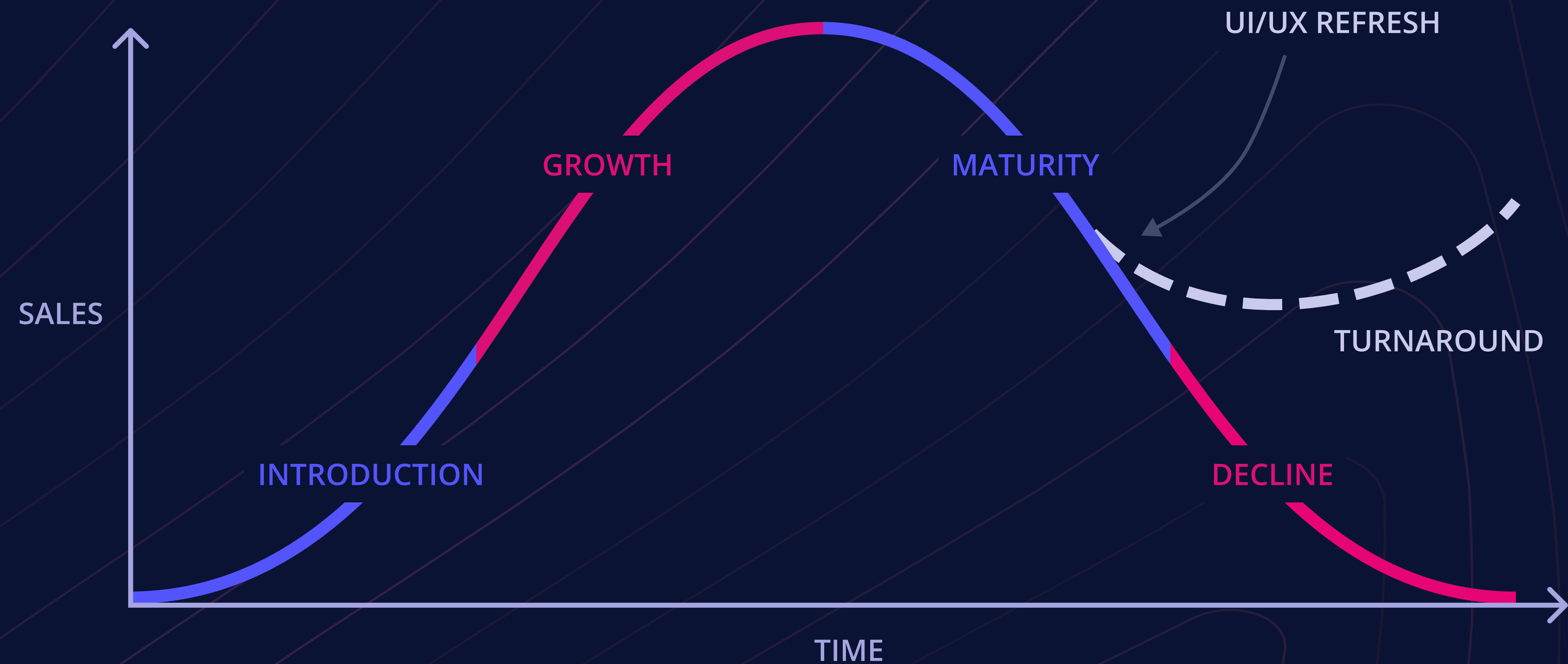
Benefit from a UI assessment

Stay competitive and retain customers

Stops customer attrition

Opportunity to attract new names

Showing commitment to the future of the product



### 3 PHASES

1

#### UI Technical Assessment

- Analysis of the current UI
- Product definition sessions

2

#### UI/UX Design

- Create UI/UX designs mapped to existing infrastructure
- Establish a styleguide
- Incorporate branding elements
- UX improvements
- Improvements on responsiveness and accessibility

3

#### New UI implementation

- Implement the new UI/UX designs
- Limit changes to the presentation layer
- Additional technical improvements