

UI/UX DESIGN

Mesmerize audiences, enhance conversions, and maximize retention with minimalistic, clutter-free, and compelling UI/UX development.



TRANSFORMING IDEAS INTO GREAT CUSTOMER EXPERIENCE

We are an emerging technology brand and a rapidly growing IT consulting company. We are a team of 30+ industry veterans that bring diversified experience working on sophisticated projects. Our range of competencies in different technological innovations enables us to help businesses of different sizes located globally and is the foundation of the three pillars of the company – Digitize, Optimize, and Modernize.

By leveraging the latest cutting-edge tools and frameworks, we enable our clients to broaden their offerings and reach out to a wider customer base. At Bloom, the focus is SPEED to enable our client reach market faster and EFFICIENCY to minimize development efforts and cost, as reflected by the technology stack we have mastered.



PRACTICE SUMMARY

HIGHLIGHTS:

- Team with overall 50+ man-years of Design Experience.
- Full lifecycle services from brand strategy to product road mapping and delivery.
- Clients ranging from largest automobile brands to enterprise software vendors.
- Dedicated UI / UX and product experience design studio which specializes exclusively on brand, product, and service innovation.

SERVICES:

Discovery:

- Facilitated design workshops Product, service, and brand strategy.
- Trends and market research.
- Ethnographic studies.
- Concept ideation.

UX Design:

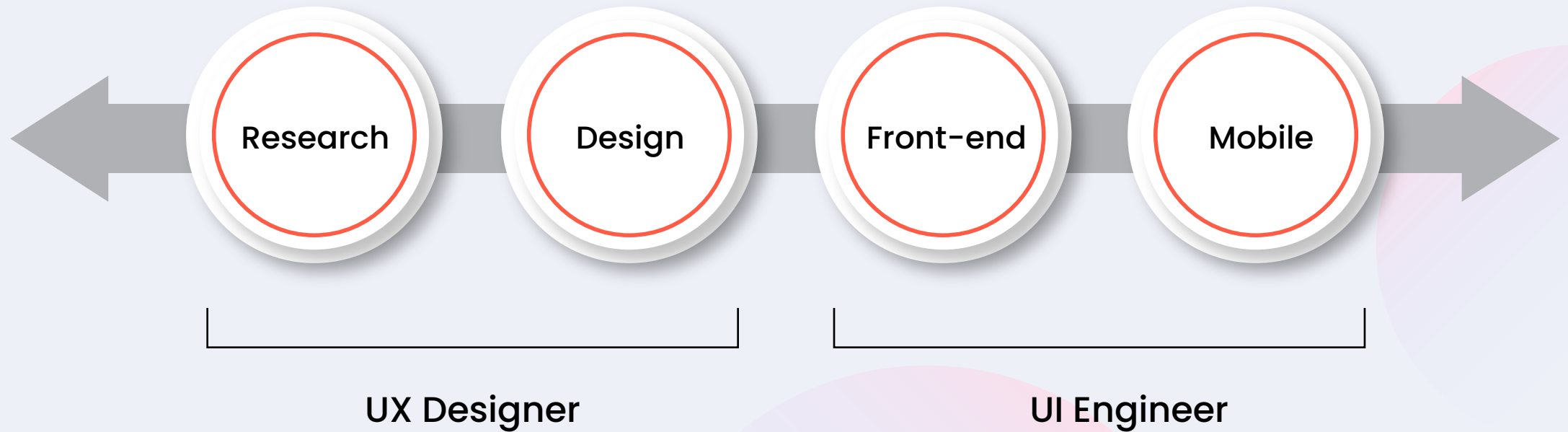
- Interaction design.
- Visual & Motion design.
- Prototyping.
- UAT.

PROCESS:

- Research & design insights
- Idea & scenarios
- Wireframes
- Visual design
- Developer support

**PROOF OF CONCEPT DEVELOPMENT,
TECHNOLOGY STRATEGY AND
ARCHITECTURE DESIGN.**

DIFFERENTIATED ROLES TO GAIN MORE FOCUS AND EXPERTISE



UX TEAM

The practice of User Experience is the meeting point of multiple disciplines and we can find 4 distinct profiles.

CONTENT STRATEGIST:

- Does the planning, development, and management of content.
- Defines the Tone, Voice, Language and Message of the brand.

INTERACTION DESIGNER:

- Defines information architecture.
- Evaluates the relevant design patterns, spatial distribution, navigation flows, and prototypes.

USABILITY SPECIALIST:

- Does research on users and their behavior.
- Tests and assesses the experience resulting from using each product or service across multiple platforms.

VISUAL DESIGNER:

- Designs the look and feel, applies design patterns according to the platform.
- Creates the visual language used for communicating and increasing brand value.

TOOLS USED BY UX TEAM

UI / UX DESIGN

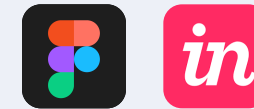
Layouts & Designs



Wireframes & Workflow



Web & Mobile Prototyping



BRAND IDENTITY/CORPORATE IDENTITY

Digital & Imagery Products



THANK YOU!

For more details get in
www.mtechnosoft.com with us!

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