

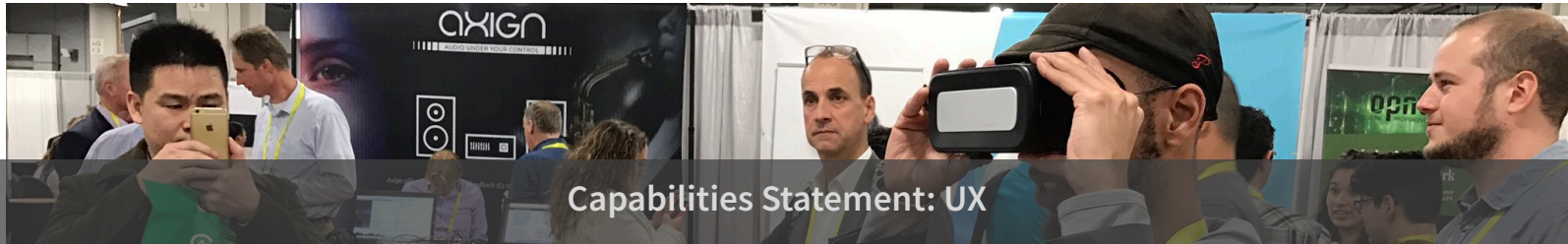


Mindboard

Leading the curve in modernization of today's enterprises



MBE/DBE: CA, FL, GA, MA, MD, NY, OR, PA, SC, VA, VT
NAICS: 541512, 541511, 541513, 541519, 541611, 541612, 541613
PSC: D308, D399, R425, D302, D306, D301, D314, D310, R799, R699, R799, R703, R699, B524, R422



Capabilities Statement: UX

Contact

Chief Executive Officer
Vinay Pande

UX Practice Lead
Antoine RJ Wright

info@Mindboard.com
703.574.3210 | 704.574.3211 (F)

Mindboard.com | @mindboardinc

Established in 2011, Mindboard is an enterprise modernization firm specializing in assisting clients to improve their operations across corporate functional areas. Mindboard's technology strategy streamlines implementation through strategic assessments, risk analysis, engaging best practices in user experience, and leveraging focused technology product lines for the best outcomes.

Past Performance

Our past experience includes work with:

- Dept. of Human Services, State of MD
- Allegis Group
- Hanesbrands, Inc.
- Tymbals
- Mobile Ministry Magazine
- Verizon

Products

Mindboard's UX Products employ best practices in UX Strategy, Design, Testing, and Research methods

- Tailored UX/service design audit
- User Testing and Research Methods
- Business/Technology Strategic Planning
- Business process Re-Engineering

Mindboard utilizes other COTS and open-source platforms according to project/client need.

Our Core UX Competencies

Mindboard is a management and IT professional consulting services firm providing expertise in user experience (UX) strategy, UX design, web/app UI development, and service design. Our team of UX designers and researchers position our clients for success through strategic planning, system and user assessments, business process reviews, and system implementation.

Research

Case Studies, Persona Development, UX Audits

Design

Concepts/Prototype Development, Style Guides Guidance and Generation

Code

Code Samples, Prototype Development, Test Script Development & Results Analysis

Content

Persona Development, Service/UX Process Mapping and Analysis, Content Strategy/Analysis, Training & Documentation, Content Generation

Our UX Differentiators

Mindboard's three-dimensional methodology (People, Process, and Technology - PTT) develops an understanding of each of the functional elements within any ecosystem. Our UX approach extends the strategy and scope of the business objectives alongside the structures and frameworks maximized by the technological approach and all of the resulting experiences and perspectives found by users and stakeholders. Using UX methodologies alongside service blueprinting and optimization, we define a positive UX ROI for modernization engagements which add value long after the project has been completed.

Our UX Capabilities

Research

Experience conducting user and business operations research; presenting results in case studies, research reports, and/or developing applicable personas; guiding UX testing and audits

Design

Experience developing low and high fidelity conceptual design and prototypes and the resulting style guides; worked with business analysts and technical teams to facilitate creation and management of components during analysis and development phases

Code

Mindboard team has experience in developing and providing code samples, developing prototypes, and performing testing, including test script development and results analysis

Content

Highly experienced in creating, iterating, and presenting process and service design (SDX) maps including the resulting personas; content management includes content generation, strategy, and analysis; experience generating and facilitating documentation towards training and support needs

White-papers / Case-studies

<https://medium.com/mindboard>