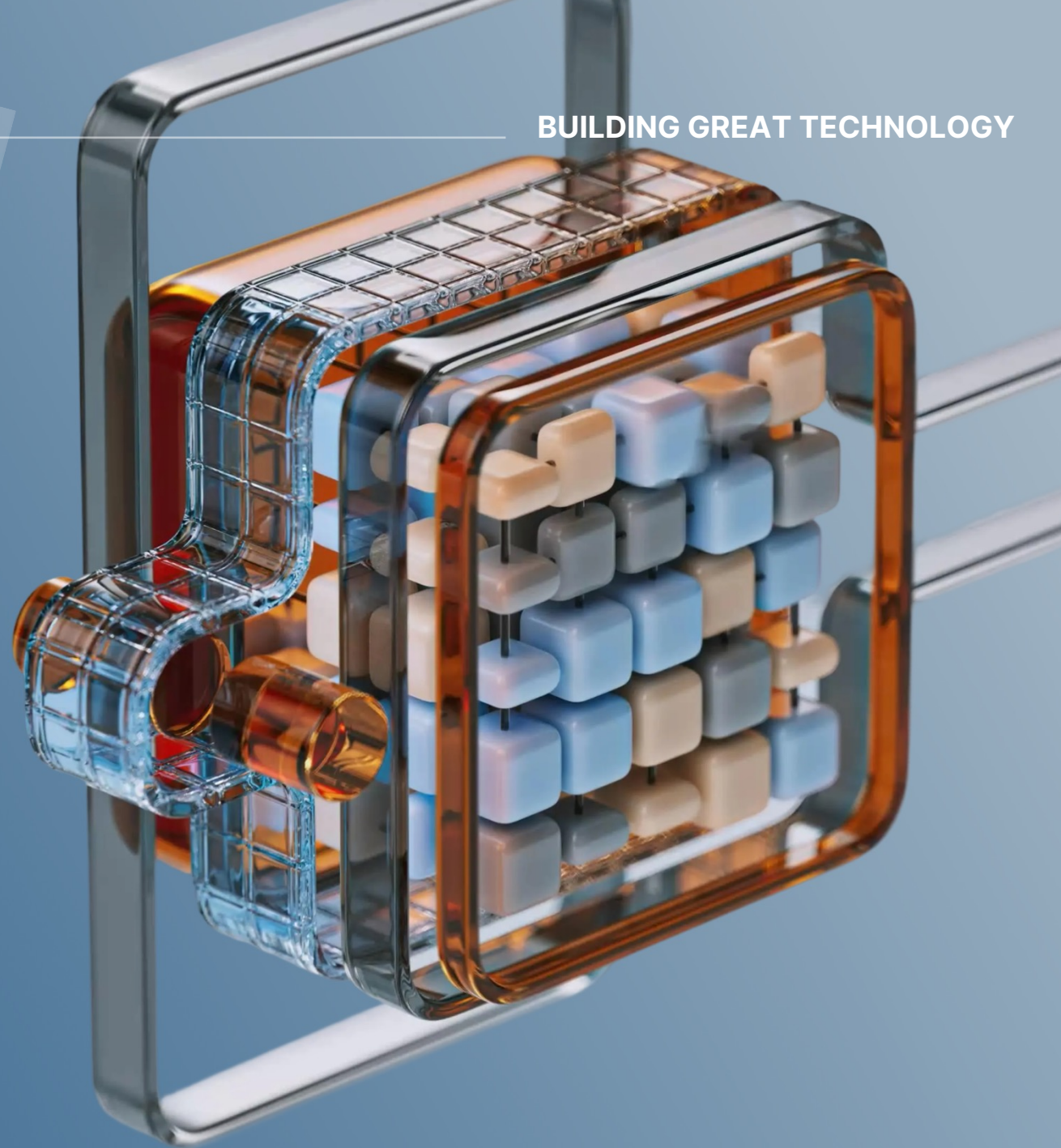


Human-centered Digital Transformation

Software Factory



Agenda

- HCD Scope
- Areas of Focus & Methodology
- The Make IT Model
- Why SORINT.lab?
- Service's Delivery Models

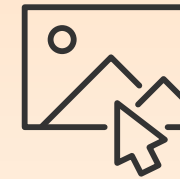
Human-centered Digital Transformation

Connecting people and technology through intuitive, accessible experiences that address user, technological, and business needs

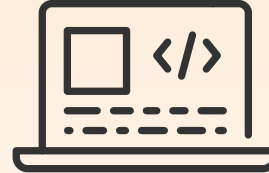
Consultation to overseeing implementation and monitoring, activities commonly fall within 4 key areas.



User research & insight discovery



Usability testing & accessibility



Full-Cycle & UX/UI Support



UX strategy & continuous innovation

Key Areas of Focus

Breakdown



User research & insight discovery

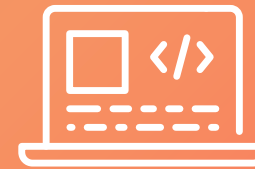
Identify user needs through interviews, surveys, and analytics.

Transform insights into concrete opportunities and design intuitive and user-friendly interfaces, supported by consistent and scalable design systems



Usability testing & accessibility

Test your solutions with real users and optimise them based on their feedback. We guarantee accessibility and compliance with standards such as WCAG, to maximise adoption, reduce difficulties, and create inclusive experiences



Full-Cycle & UX/UI Support

Ensure that UX and UI are effectively integrated into all development processes. We support the project from the ideation and pre-sales phase up to the launch and continuous evolution of the product



UX strategy & continuous innovation

Apply the most modern UX methodologies to create solutions that focus on user needs, emotions, and context, generating better experiences, greater loyalty, and business impact

Methodology

From consultation to an end-to-end solution

UI Design & Design System

We create clear, coherent, and scalable interfaces by defining colour palettes, grids, typographic styles, reusable components, and visual patterns that enhance comprehension and guide interaction.

The design system ensures consistency and speeds up the evolution of the product

Interviews, Surveys, Field Observation, Analytics

Reveal real needs, behaviors, and pain points of users, supporting data-driven decisions and reducing risks

Ideation & Co-creation Workshops

Collaborative sessions that generate diverse ideas, foster cross-functional alignment, and accelerate decisions.

Wireframing & Prototyping

Allow for rapid visualization of ideas, clearly communicate concepts, and test usability before development

Usability Testing

Priorities improvements, ensures ease of use, and prevents costly rework

Accessibility

Ensures inclusive products, compliant with standards like WCAG, and aligned with usability best practices

User Behavioural Analytics

Data-driven iteration monitors user behavior and compares design variants, supporting evidence-based decisions and improving the experience

The Make IT Model

COMMITMENT
TO A USER
CENTRIC
APPROACH

Discover Research & understanding

We analyze the problem, the context, and the real needs of users and stakeholders to optimally collect requirements

Define Synthesis & definition

Emerging insights are gathered and transformed into a clear, targeted design direction

Design Ideation & prototyping

Developing and rigorously testing concrete solutions, validating them directly with users, stakeholders, and business owners

Deliver Implementation & launch

We ensure effective and high-quality release implementation, working in close collaboration with technical and business teams through the application of Agile methodologies

Product **Optimization** Continuous Improvement

Continuous, iterative improvement of the product achieved through constant analysis of data and feedback

Meet our Designers Team

UX/UI designers
& researchers

www.sorint.com/hcd



Tackling Challenges with SORINT.lab



A framework which allows effective collaboration across specializations, maximizing value by involving experts from every field. Smoothly!

**End-to-end
Technology Support**
Holistic IT & governance capabilities, rather than a point solution

**100% Vendor
Independent –
Purpose**

Believe in technology that fosters innovation and human wellness. Our commitment towards every company, institution or community is to help them run their business and solve their problems through a choice of the best technology.



**98%
Customer
Retention
Rate**



Offering's Delivery Models



User research

Through interviews, surveys, field observations, and analytics, this phase reveals real user needs, behaviors, and pain points. These deliverables support data-driven decisions and significantly reduce project risks.



UI/UX Design

Through wireframing, prototyping, and a dedicated Design System, we create scalable, coherent to ensure consistency and accelerate product development..



Design Thinking

Through Ideation and Co-creation workshops, we conduct collaborative sessions to generate diverse ideas. These activities foster cross-functional alignment and accelerate decision-making processes.

Request Case Studies

We are all ears!

A discovery call with a technical engineer, or a business representative.

welisten@sorint.com

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