

DATA EXPERIENCE



ENSURE YOUR CUSTOMERS ALWAYS GET A
COMPELLING AND DYNAMIC USER EXPERIENCE

First impressions are everything. Now more than ever, humans critically evaluate each technology interaction they have. There's more to crafting the perfect experience than meets the eye. Concord's experts understand end user needs and underlying technology enablers — be it an internal business user, a potential customer or anyone in between — and consider every nuance to build the desired experience.

Concord is ahead of the game when it comes to user experience. We focus on problem solving first, then prioritize design work. All this while continuously focusing on delivering outputs that add the most value and meet the needs of businesses and their users.

> **Responsive Design:** By combining design thinking with the latest web technologies, we are able to create websites and applications that present optimized views for a wide range of devices and screen resolutions.

> **Mobile First:** When designing and developing websites and applications, we strive to start with mobile devices in mind first. This helps emphasize clear organization, concise content and lightweight code, and ensures your users are never out of reach.

> **Cross-Platform:** Developing applications that work seamlessly on multiple operating systems and device types is a must with our UI + UX experts.

> **Collaborative Design:** We encourage collaboration between business and technology partners (and, if possible, end users) in the design process by facilitating design conversations. This is a valuable exercise to clarify requirements, identify gaps and make sure we all agree on what's most important.

> **Iterative (Agile) Design:** We excel at achieving shorter feedback loops, fewer major revisions and shorter time from concept to implementation with our practice of designing large projects in small phases.

> **Multi-Disciplinary:** Unicorns do exist! Our designers know what is possible, because we know how to build it - not just make pretty pictures. Our experts have experience in most areas of the UI + UX workflow and can often design AND develop solutions.

> **Accessibility:** We maintain compliance with Section 508 of the Americans with Disabilities Act. This means any individual can utilize our sites/apps. with assistive technologies such as screen readers and alternatives to using a mouse.



Who Is Concord?

Concord is a consulting firm driving business value through the use of technology.

Our expertise is centered on data. Our execution is backed by our proven process of ALIGN, DEFINE, DELIVER.

We focus on the following capabilities: **Data Experience, Data in Motion, Data at Rest, Data Analytics and Data Privacy & Protection.**

Our Data Experience services include:

- > Software & Application Design
- > Portal Design & Development
- > Content Management Systems
- > User Experience, Interaction & Visual Design
- > Responsive Web & Mobile App. Design
- > User Research & Usability Testing

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Implementation Success...It's Our Thing

Here are some case studies that highlight our expertise.

Scaling & Modernizing the Digital Experience

> **Industry:** Sports & Leisure

> **Project Overview:** Rapid growth is the dream of all entrepreneurs. However, keeping up with an ever-expanding user base is not always easy. Concord's client owns a popular website designed to capture, tabulate, and rank youth sports results by state. After experiencing just such growth, our client realized a need for a redesigned portal with a more modern feel and the ability to scale to support larger volume and expand to other sports and associations.

Concord's solution aims to combat the issues of unreliability and non-scalability, all while providing a modern, convenient experience across all browsers and devices

> **Results:** To achieve the client's goals, Concord created the information architecture, wireframes, and visual designs for the new fully responsive portal. The development team built a series of iframes to support the design along with the web services and backend database to support the application. Concord data scientists also recreated the proprietary rankings algorithm through a reverse engineering exercise to ensure parity with the old system. Improving upon the original portal, the Concord team created an administrative console to allow the client to perform data management functions.

The fully responsive digital rankings portal dramatically improved user experience and supports the client's desire to cross-sell to new clients and empowers the client with an administrative console.

Redefining the User Portal

> **Industry:** Healthcare

> **Project Overview:** One of Concord's healthcare clients won the health insurance business of a global web technology company with approximately 50,000 members. As a direct result, they felt the need to upgrade their user's web experience - and fast.

Concord was given 6 months to design and develop the new web experience and portal by leveraging Liferay, the leading open source portal, as the enterprise portal software solution.

> **Results:** Concord conducted user research, built usability protocols, and designed a new consumer portal that vastly improved the customer experience. Concord provided the wireframes, visual design comps, and an Axure-based interactive prototype, as well as the user interface - writing valid, semantic HTML, CSS and JavaScript/Query to meet visual design and interaction specifications.

Most importantly, Concord successfully met the launch date and provided post-launch functionality and enhancements to the portal.



If You Want Something Done Right, You Have to Partner With the Right People.

If we couple our top notch services with best-in-class-tools from key players in the industry, it will be a win-win for YOU.

