

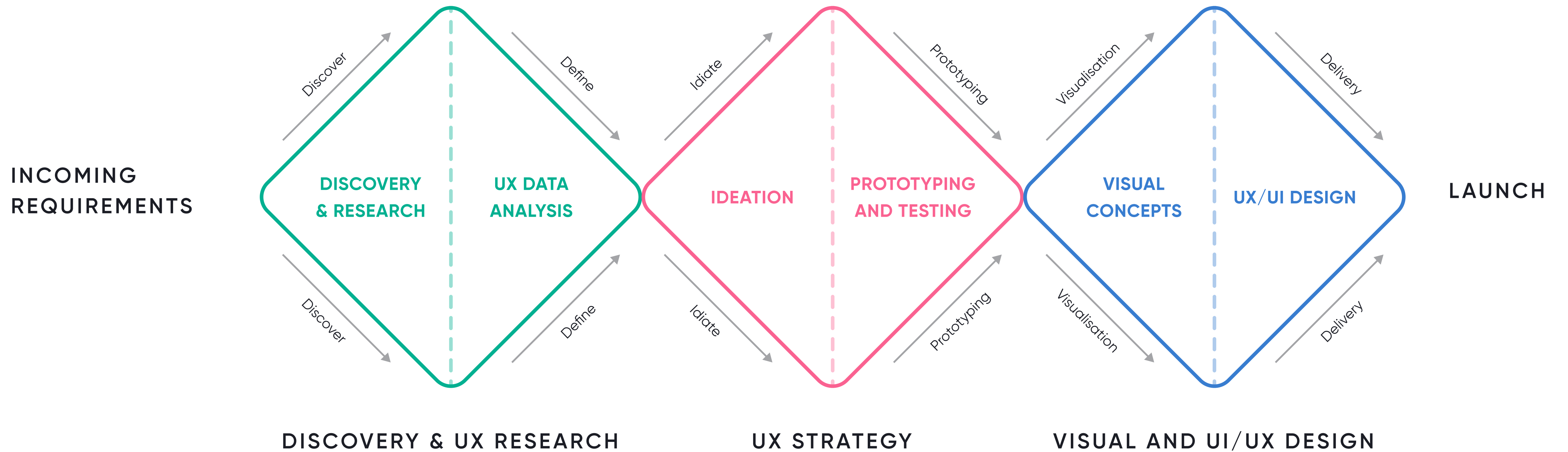


AXICUBE

Axicube – Services and Workflow

TYPICAL WORKFLOW

Every project requires a unique approach and workflow. We always suggest a list of activities and workshops that give maximum benefits and save your budget and time. This typical workflow represents the most important and valuable part of the Design Process.



Discovery & Research



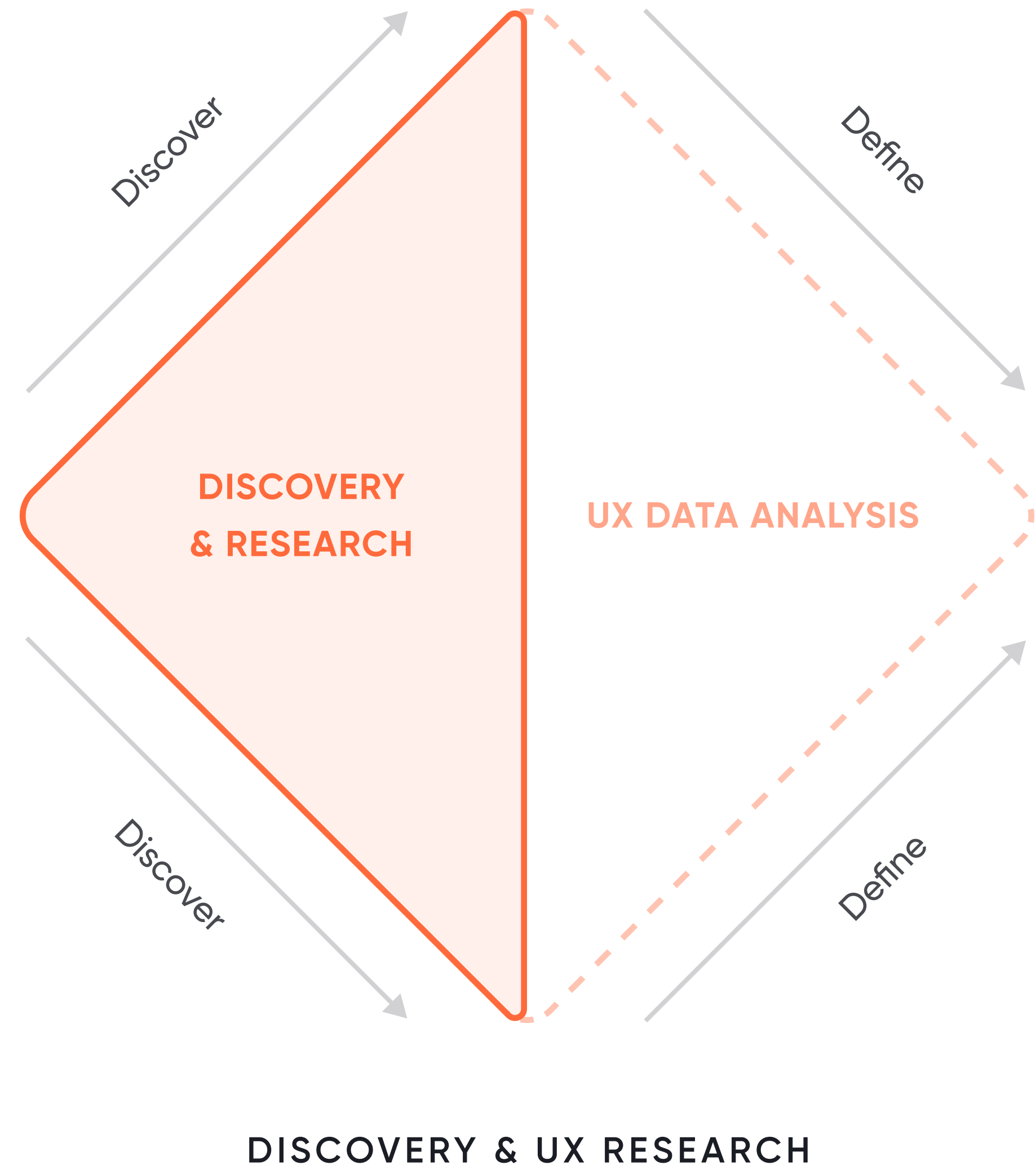
DISCOVERY & RESEARCH

Where to start?

The best way to start from the Discovery Stage: we collect as much as possible data about your business, goals, expectations, etc. The main reason for this stage is to align our vision, go deeper inside your product, define the main problems and activate our empathy. In the end, we will prepare a Design Brief - documents describing the Vision and Expectations of the project.

Design Activities

- Kick-off meeting
- Customer interview
- Competitor / Domain analysis
- Audience research (Interview/Survey)
- Design Brief



EXAMPLES OF DESIGN DELIVERABLES

#	Features	Tock	Eventbrite	SquadUP	Eventzilla	RSVP	Eatwith	Conclusion
	Provider							
1	Different business plans for organizers	1	1	1	1	0	0	4
2	Paid ticket*	1	1	1	1	1	1	6
3	Free ticket	0	1	1	1	0,5	0	3,5
4	Ticket by donation	0	1	1	1	0	0	3
5	Different ticket types	1	1	1	1	1	0	5
6	Listing on partner sites	0	1	0	0	1	0.5	2
7	Ticket sales on your own site	0	1	1	1	1	0.5	4
8	Customizable checkout forms	1	1	1	0,5	1	1	5,5
9	Branded event pages	1	1	1	1	0,5	1	5,5
10	Customer Success Manager	1	1	1	1	1	0.5	5
11	App for provider	0.5	1	1	1	0	1	4
12	Registration via Facebook	0	1	1	0	0	1	3
13	Registration via Google	0	0	0	0	0	1	1
14	Registration via e-mail	1	1	1	1	1	1	6
15	Organizer profile	1	1	0	1	1	1	5
16	Customization organizer profile	1	1	0	0	1	1	4
17	Creating different accounts	1	1	0	0	1	0	3
18	Notifications sales process	0	1	1	1	0	1	4
19	Affiliate Programs	0	1	0	0	0	0	1
20	Create an event: online events	0	1	0	0	0	0	1
21	Create an event: tips	1	1	0	0,5	0,5	1	4
22	Create an event: schedule multiply event	1	1	0	1	1	1	5
23	Create an event: schedule timezone	1	1	0	1	1	1	5
24	Create an event: link organizers social account	1	1	1	0	1	1	5
25	Create an event: public event	1	1	1	1	1	1	6
26	Create an event: private event	1	1	1	1	1	1	6
27	Create an event: password protection	0	1	0	0	1	0	2
28	Create an event: ticket preferences	1	1	1	1	1	1	6
29	Create an event: event drafts	1	1	0	1	1	0	4
30	Create an event: publish on FB	1	1	1	0	1	0	4
31	Event dashboard	1	1	1	1	1	1	6
32	Event list	1	1	1	1	1	1	6
33	Event archive	1	1	1	1	1	1	6
34	Report export	1	1	0,5	1	1	1	5,5
35	Copying event	1	1	1	1	1	1	6
36	Customizing order confirmation info from buyers (e-mail, web page etc.)	1	1	0	0	1	1	4
37	Ticket discounts	1	1	1	1	1	1	6
38	Editing event	1	1	1	1	1	1	6

Competitor analysis

Survey

Healthy Quiz

Каждый Ваш ответ, очень сильно помогает мне в в одном очень важном деле и добавит вам плюсики в Карму :)

П.С. Все ответы анонимны:)

1. Какие клиники/больницы в предпочитаете? *

Государственная

Частная

2. Чем обусловлен Ваш выбор? *

Развернутый ответ

UX Data Analysis

The background features a dark blue-grey color with a pattern of overlapping, rounded rectangular outlines in a light orange-brown hue. These rectangles are arranged in a grid-like fashion, with some overlapping others, creating a sense of depth and structure. The text 'UX Data Analysis' is centered horizontally and positioned in the middle of the frame.

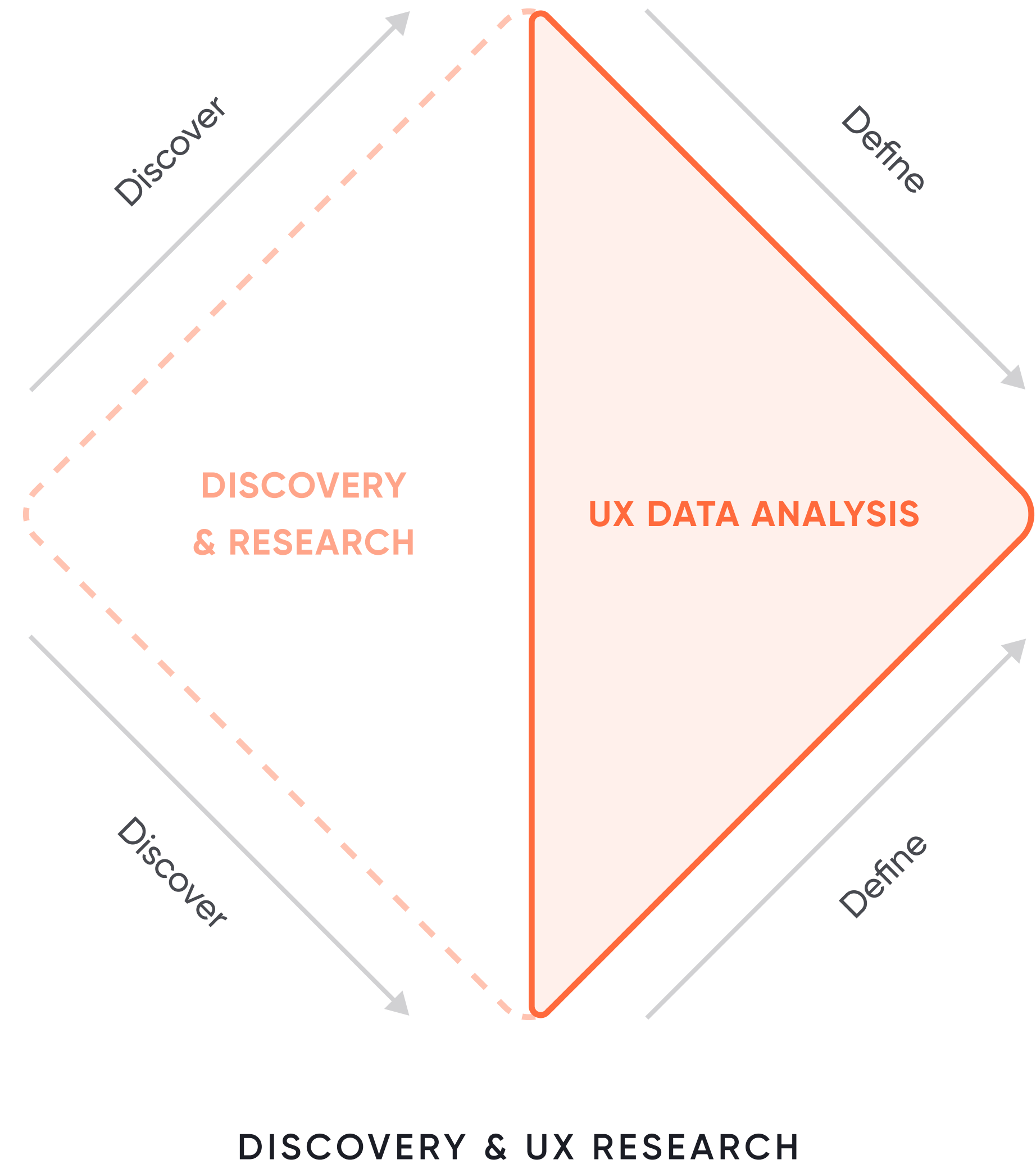
UX DATA ANALYSIS

What we do with data?

At this stage, we analyze and organize all collected data using different frameworks and methods. It allows us to identify the needs of the business and the painpoints of the users. Here we could have a lot of insights about opportunities for innovation and improvements.

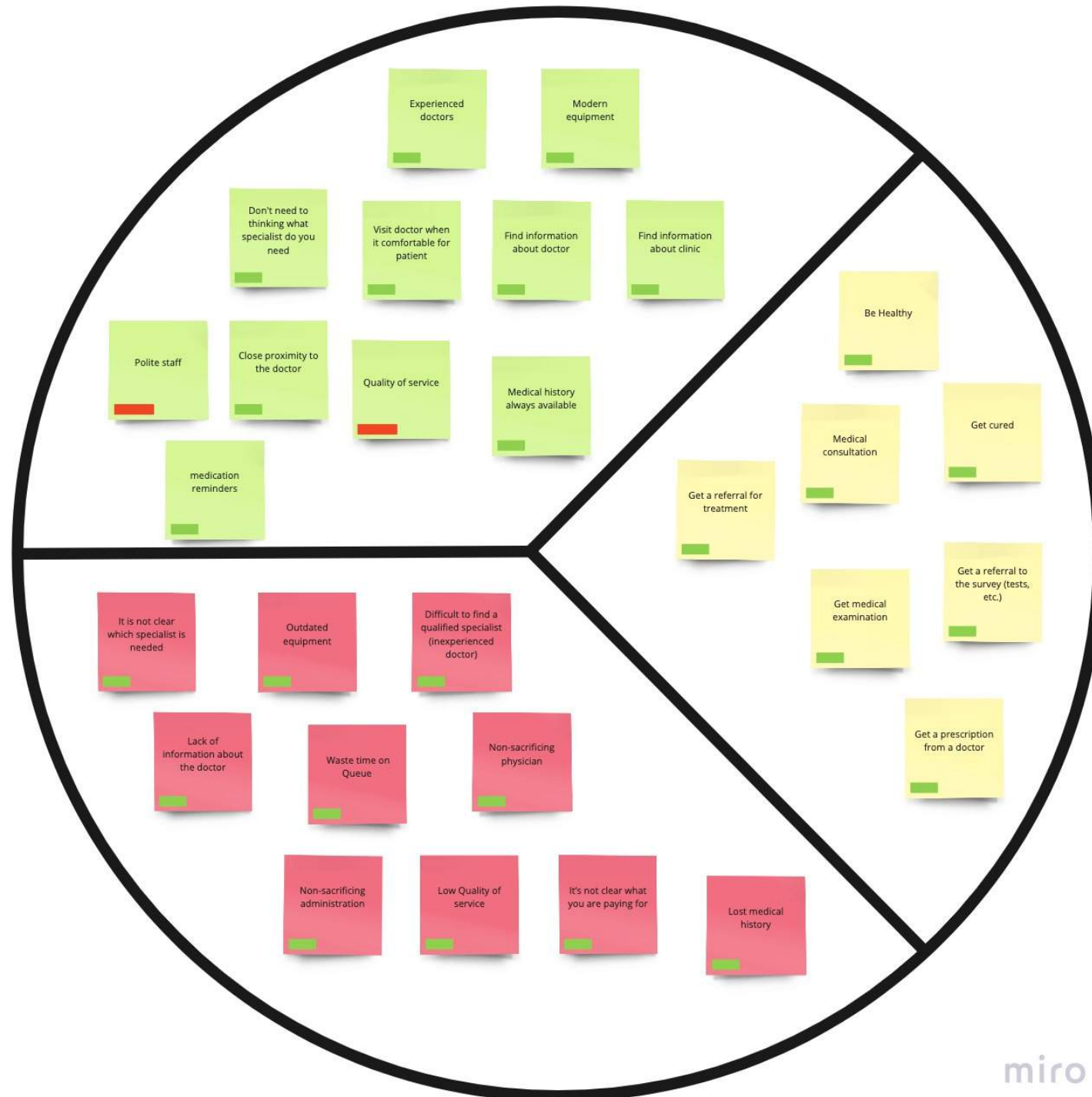
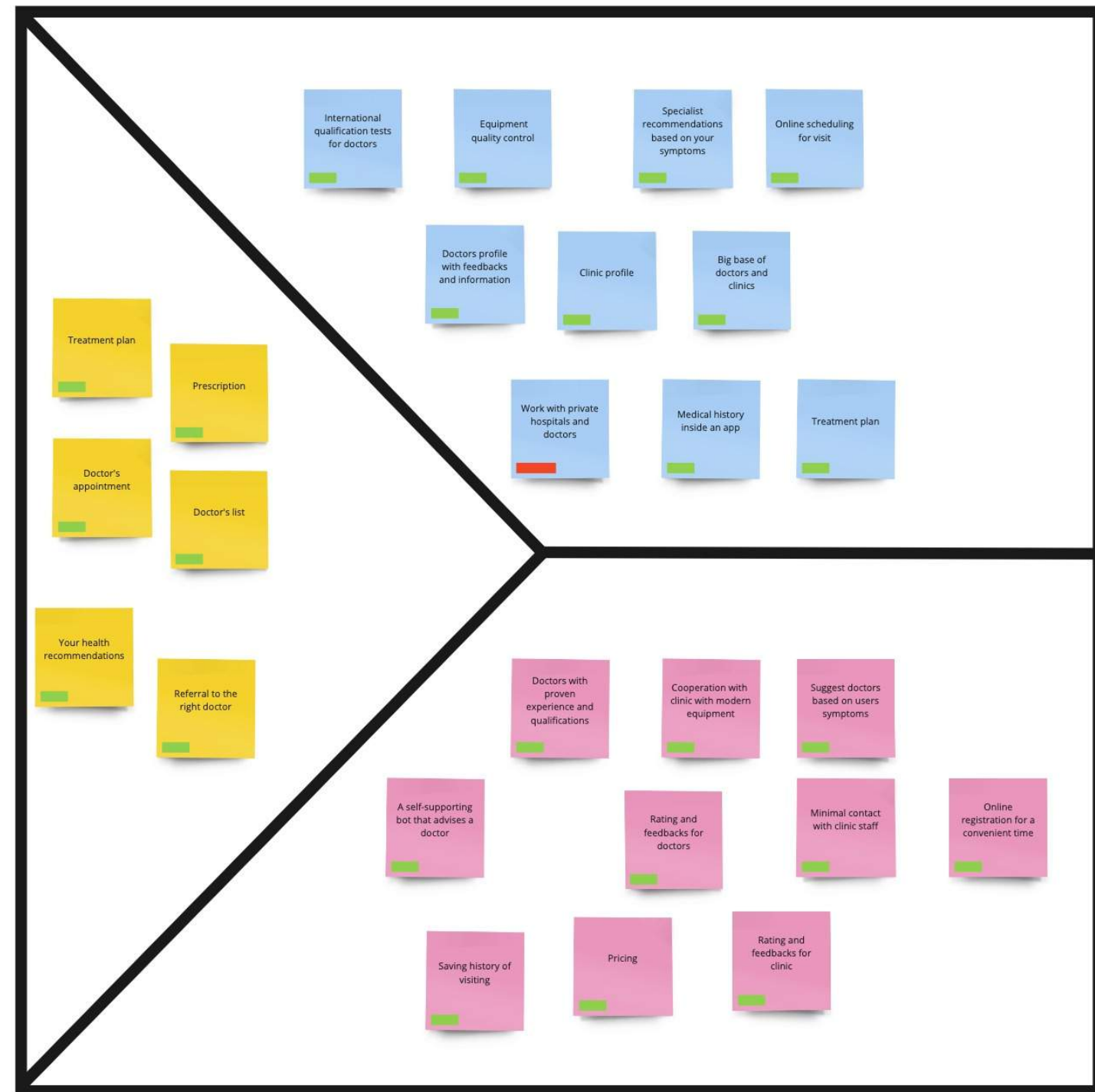
Design Activities

- User Persona
- Jobs To Be Done / Value Proposition Canvas
- Customer Journey Maps
- Lean Canvas / Service Blueprint Map
- User Empathy Map



EXAMPLES OF DESIGN DELIVERABLES

Jobs To Be Done/ Value Proposition Canvas



User Persona



Marina, 28
Sales Manager

Tasks

- Communication with the client
- Filling out the client profile (entering documents, descriptions of conversations and tasks)
- Planning tasks for the day
- Fulfilling tasks assigned
- Notifying colleagues of work done
- Maintain relationships with clients and provide them with high quality customer service (holiday greetings, writing on time, keeping track of past appointments, etc.)
- Close leads
- Delegate tasks to colleagues
- Drafting contracts and approval with client
- Billing for payment and sales
- Check customer satisfaction levels

Motives

- The desire to be more successful than colleagues

Goals

- Fulfill a sales plan
- Achieve career advancement
- Make a profit on sales
- Professional Growth

Risks

- It's hard to fill out a lead card
- Difficult to use and search for information
- Requires a lot of clicks
- Some tasks get lost
- Longer than just calling or texting a supervisor

Motivators

- Customer Satisfaction
- Recognition from colleagues and superiors
- Reaching the top of sales
- Financial reward

Schneiderman heuristics

- The speed of the system
- Individual satisfaction

A model of successful interaction

Marina comes into the office in the morning and looks over the list of tasks for the day. She sees which tasks are urgent and which calls need to be made during the day. After completing the urgent tasks, Marina moves them to the "check in" column and marks the supervisor. After that, she begins to prepare for the call: she quickly finds the card of a client, reads the information about the last conversation and what will be the topic of today's conversation. She sees that the client has a birthday coming up and creates a task to order a gift for the office for "client's name". After talking to the client, she enters the result of the conversation into his profile and begins to prepare a contract for him. She creates a document from a template, fills in the necessary fields and saves the contract. Then she marks a colleague from the contract department on the card and asks him to check the contract. After a while, after seeing a notification that the contract is marked "approved," Marina sends the contract directly from the application to the client and waits for his signature. Just in case, she creates a reminder to call the client tomorrow and remind them of the contract. After that, she checks the status of other contracts and if she finds a signed one, she transfers the customer to the list of contractors and indicates to the appropriate department in the company that the order can be filled. Before going home, Marina checks her task list and sees how she's doing on her plan for the month. Noticing that she is doing better than her colleagues, Marina is happy and goes home.

EXAMPLES OF DESIGN DELIVERABLES

Tanya, 26

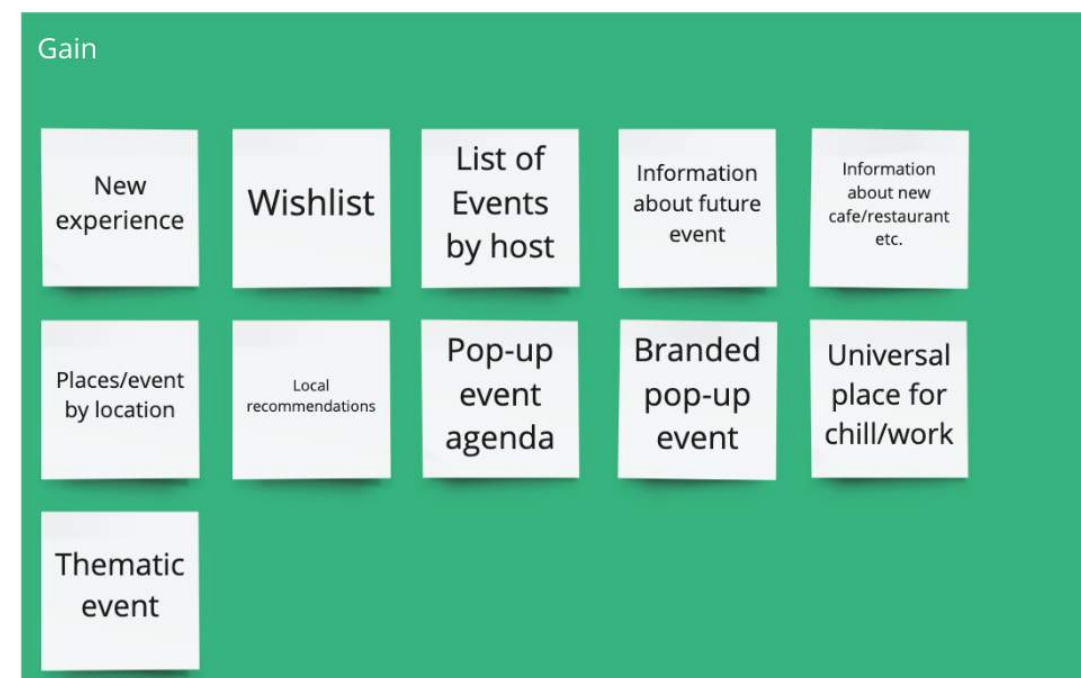
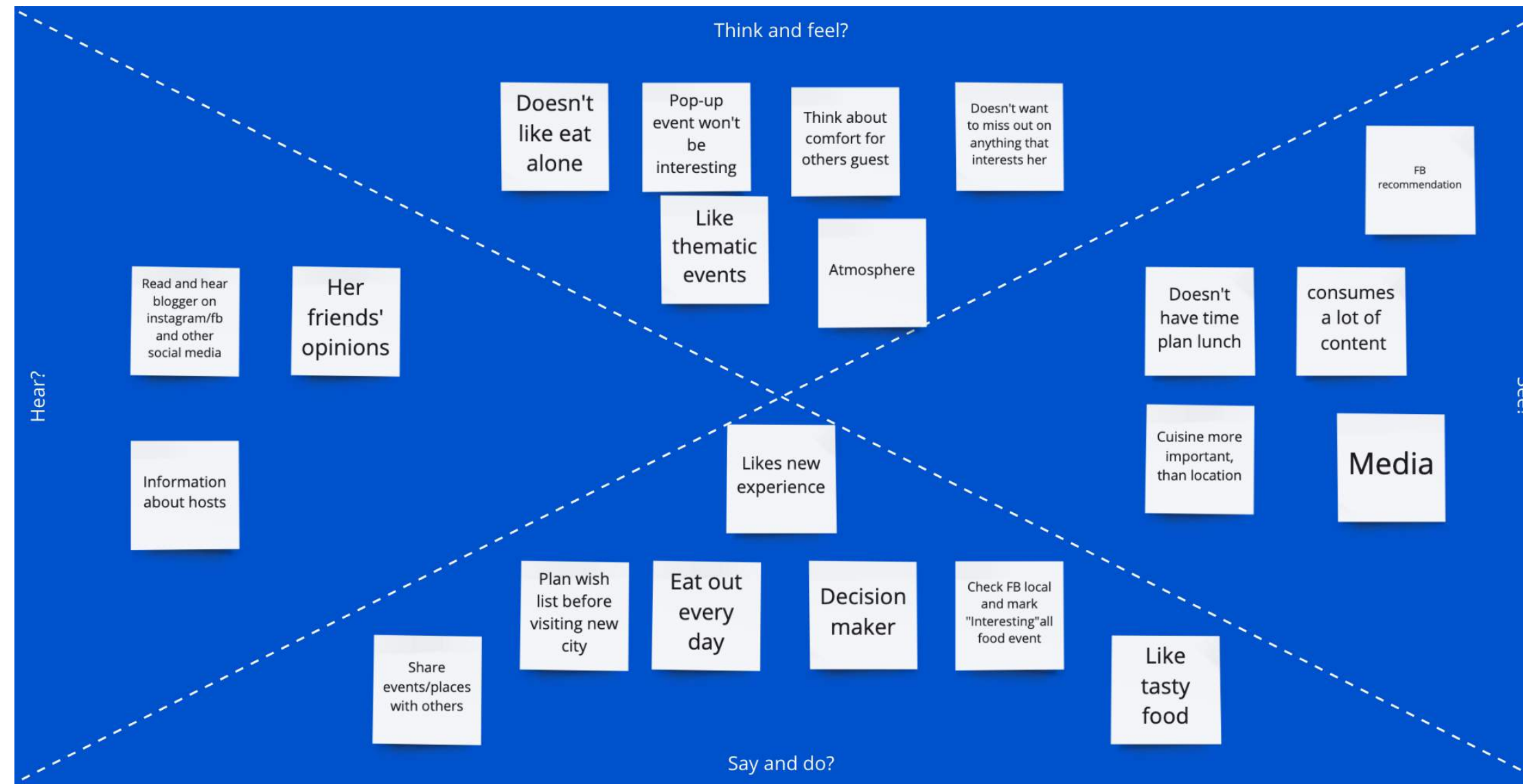
Dnipro, Ukraine



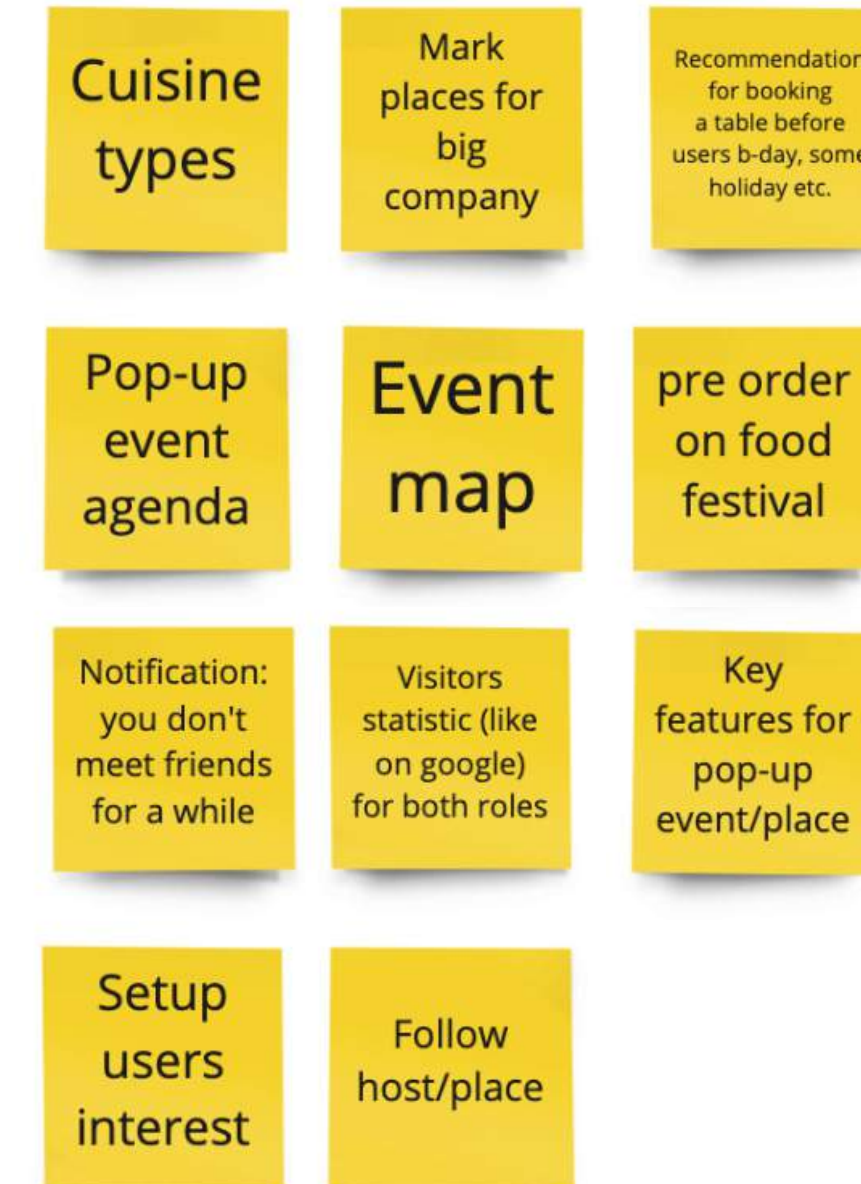
"...visit purpose. If I come with parents, I'll choose somewhere with simple and tasty cuisine. With friends - we will find tasty cocktails"

"I never like food zone on the festivals. No personal space. Everything is everywhere, it's awful"

"Food is not important on the event. At morning you will spend all time on queue, at evening food is over"



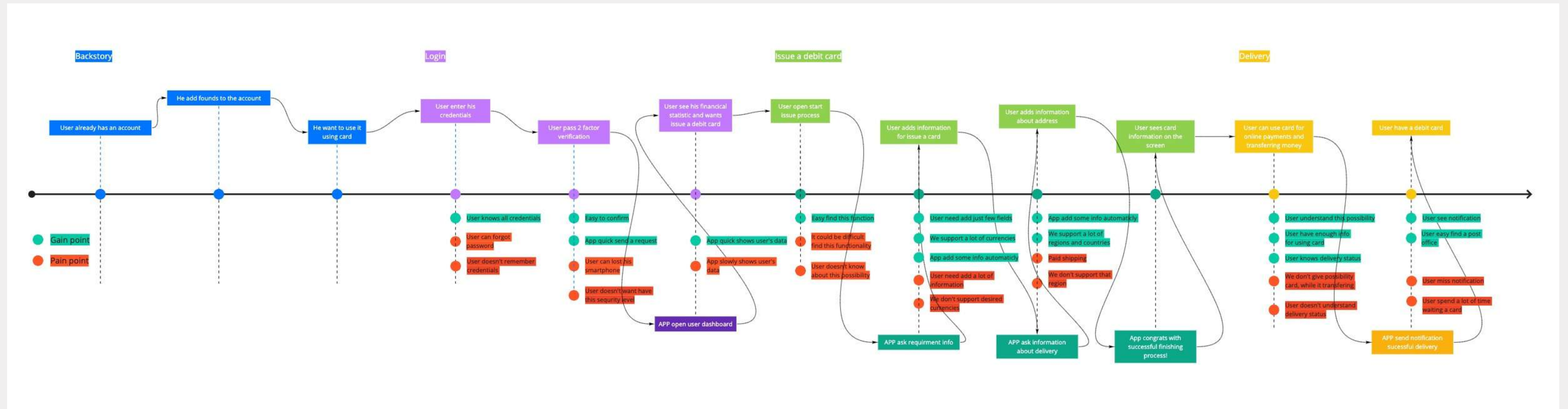
Suggestions



User Empathy Map based on Interview

EXAMPLES OF DESIGN DELIVERABLES

Customer Journey Maps



Ideation



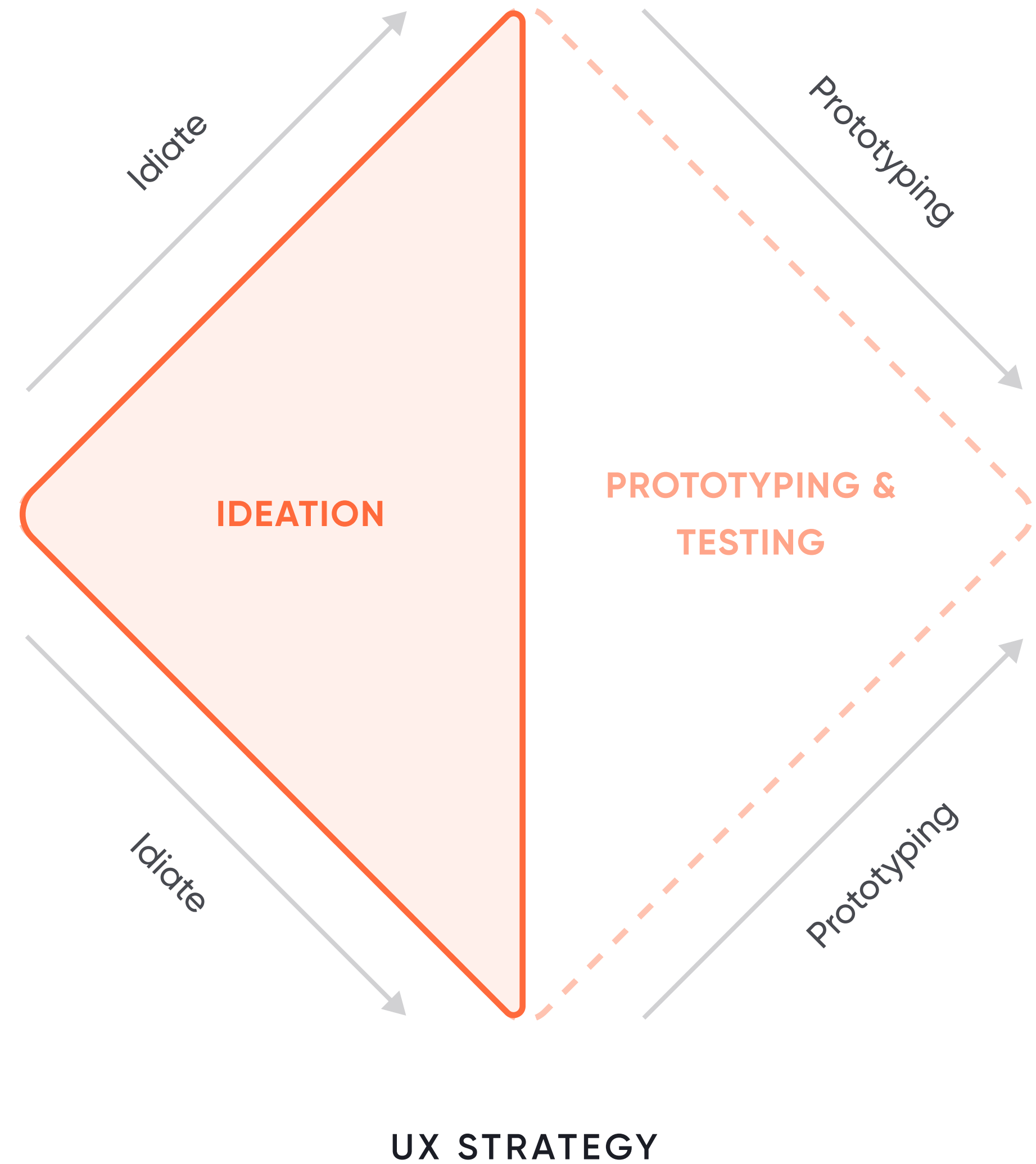
IDEATION

What we do next?

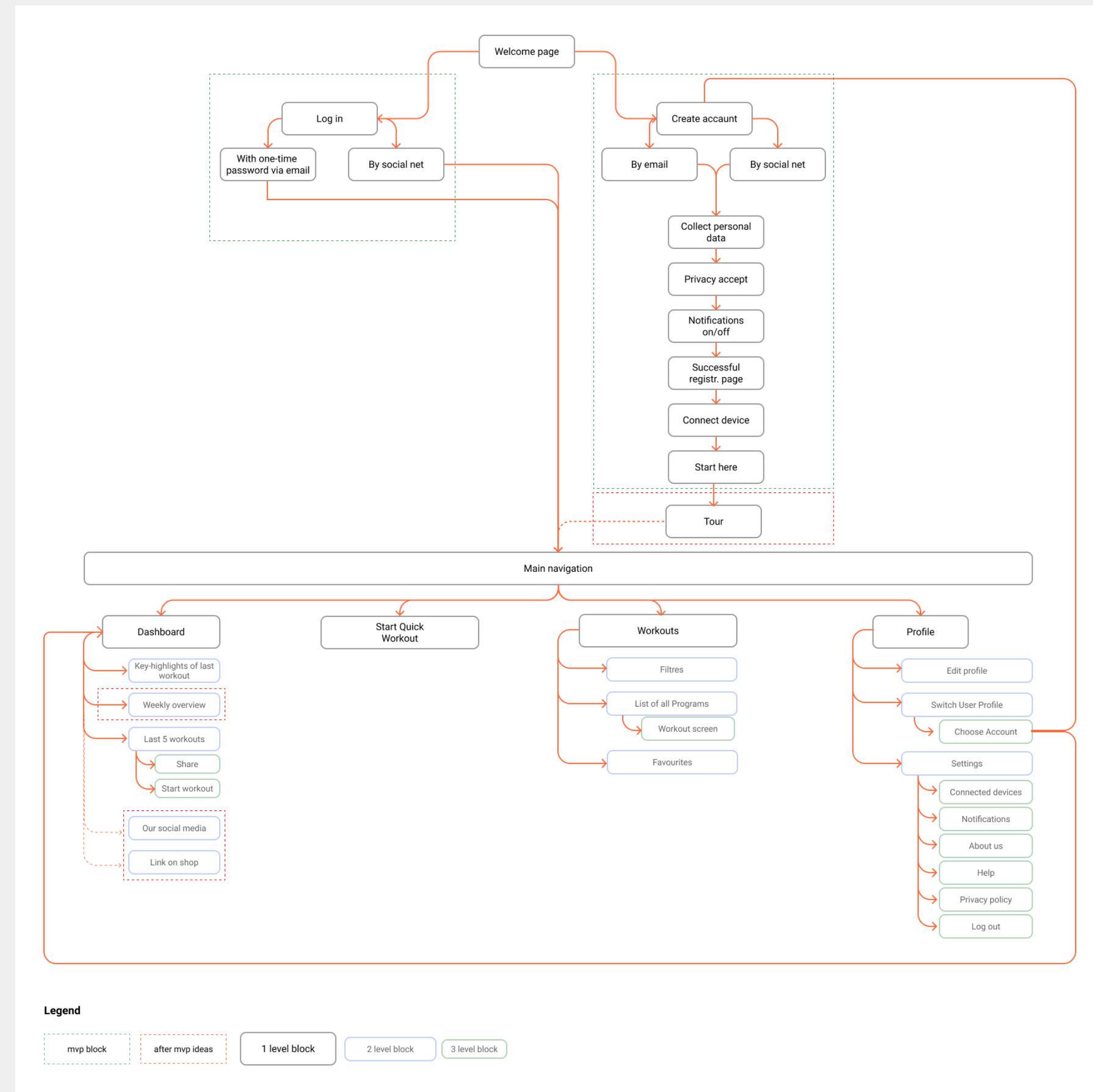
The third phase in our process is to generate a set of ideas to address identified unmet needs. This stage is about improving designs by going through tones of ideas before settling on any of them. A robust idea generation methodology helps us to make your business unique and successful.

Design Activities

- Brainstorming
- Mindmapping
- Storyboard / Hypotheses
- Information Architecture / Flowchart
- Sketching by hand

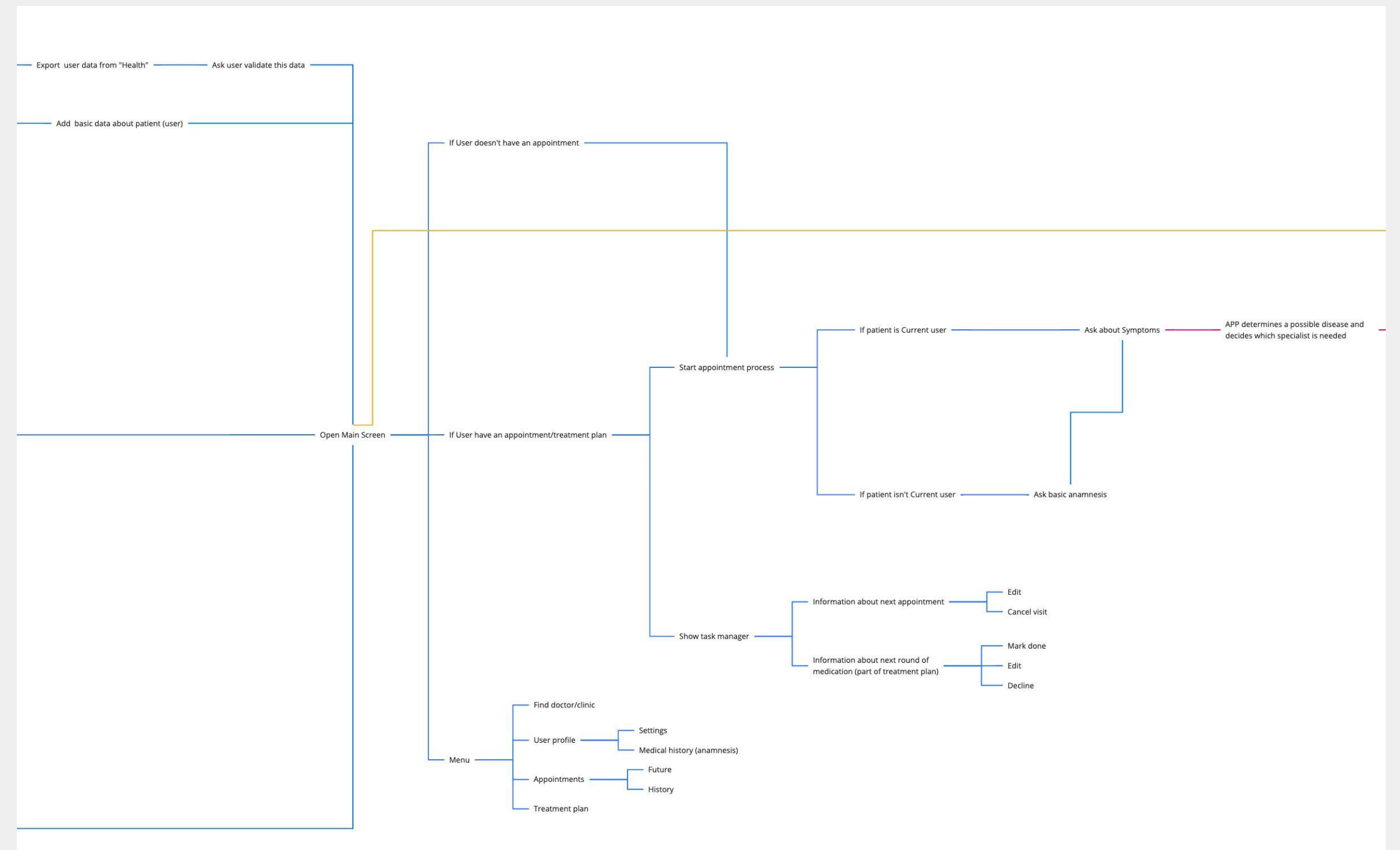


EXAMPLES OF DESIGN DELIVERABLES

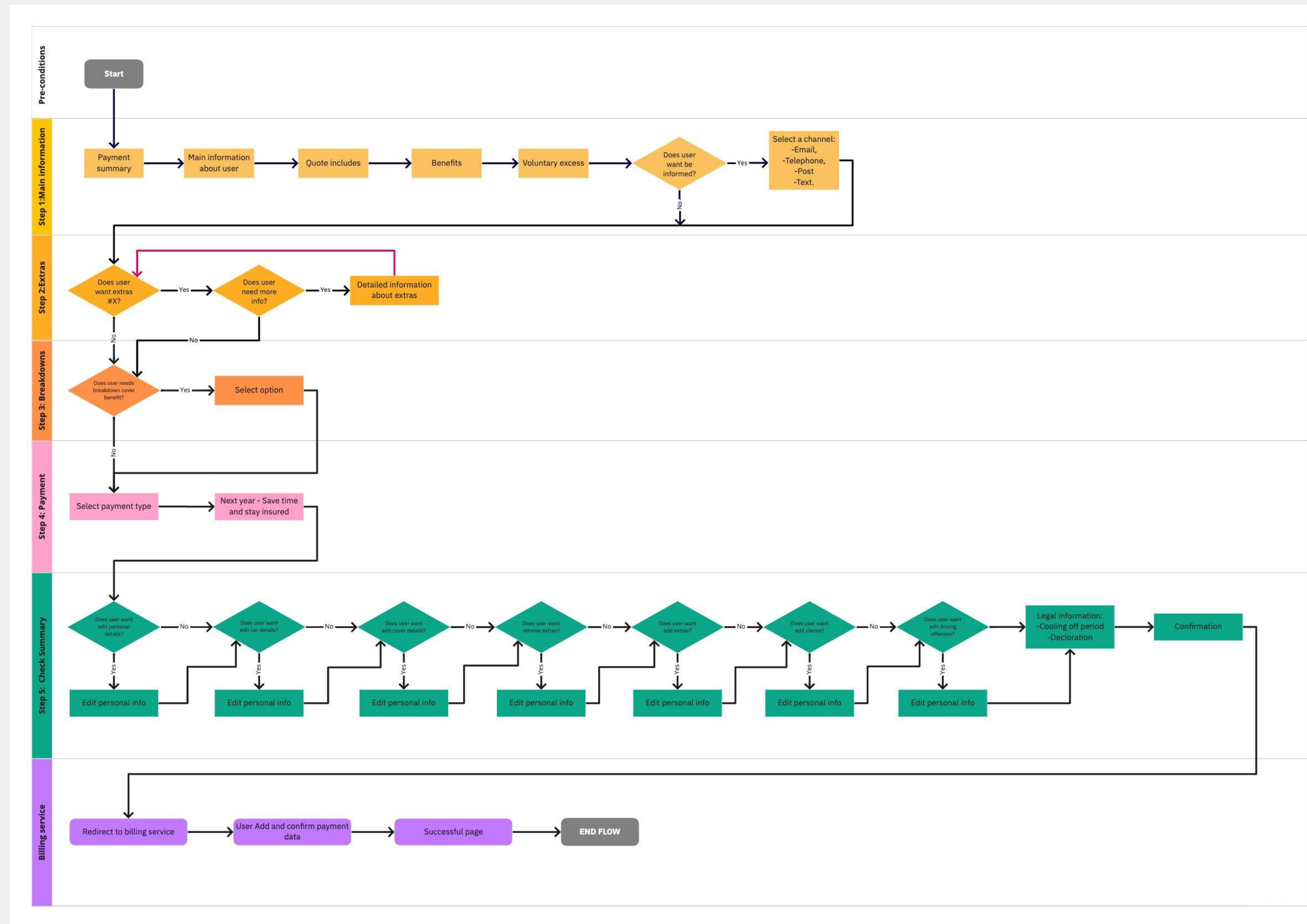


Information Architecture

Mindmap



EXAMPLES OF DESIGN DELIVERABLES



UML diagram

Prototyping & Testing

The background features a dark blue-grey color with a pattern of overlapping, rounded rectangular shapes in a light orange-brown hue. These shapes are arranged in a way that creates a sense of depth and movement, with some appearing to be in front of others. A faint grid pattern is also visible, intersecting with the rounded rectangles.

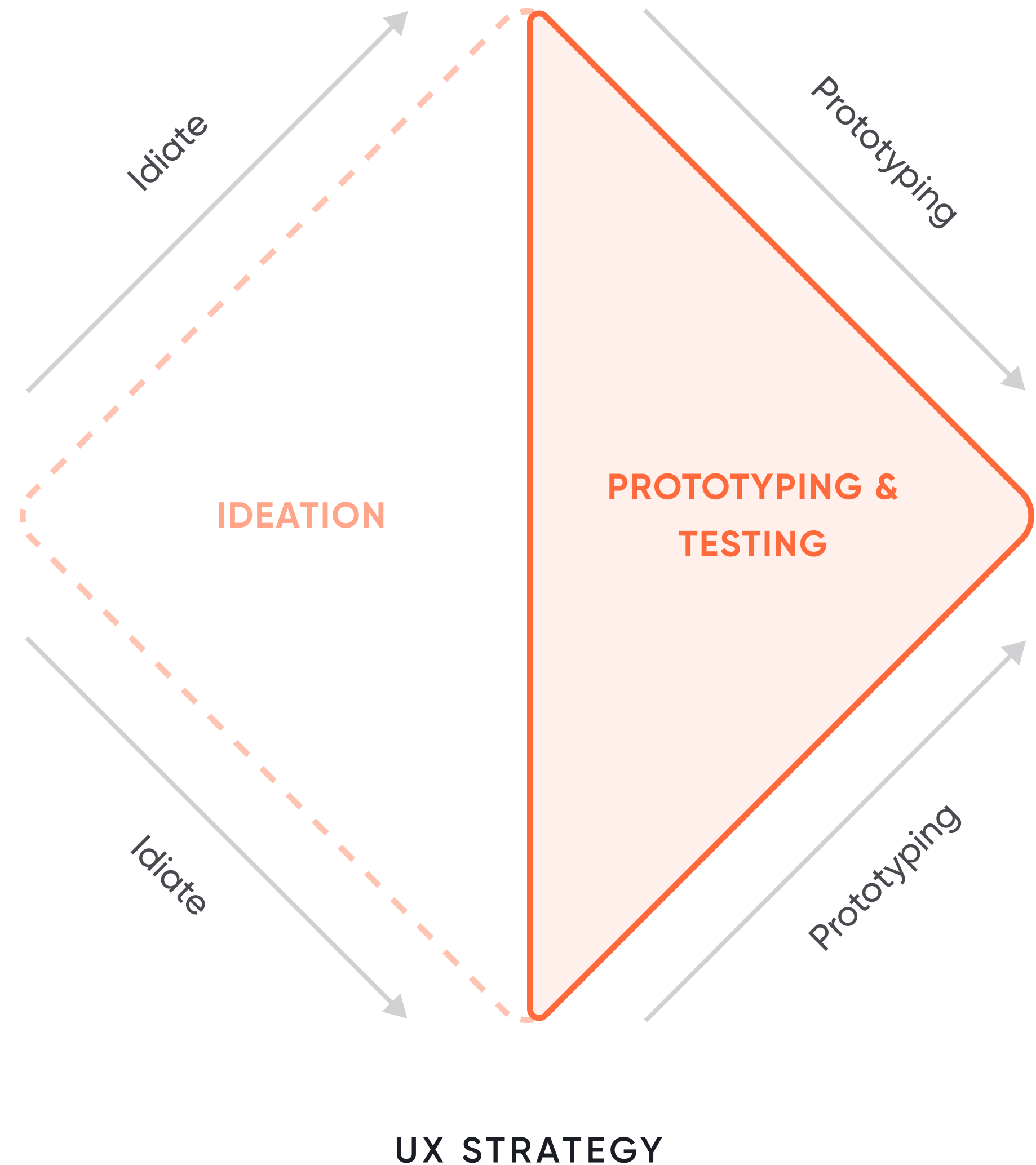
PROTOTYPING & TESTING

How to check ideas?

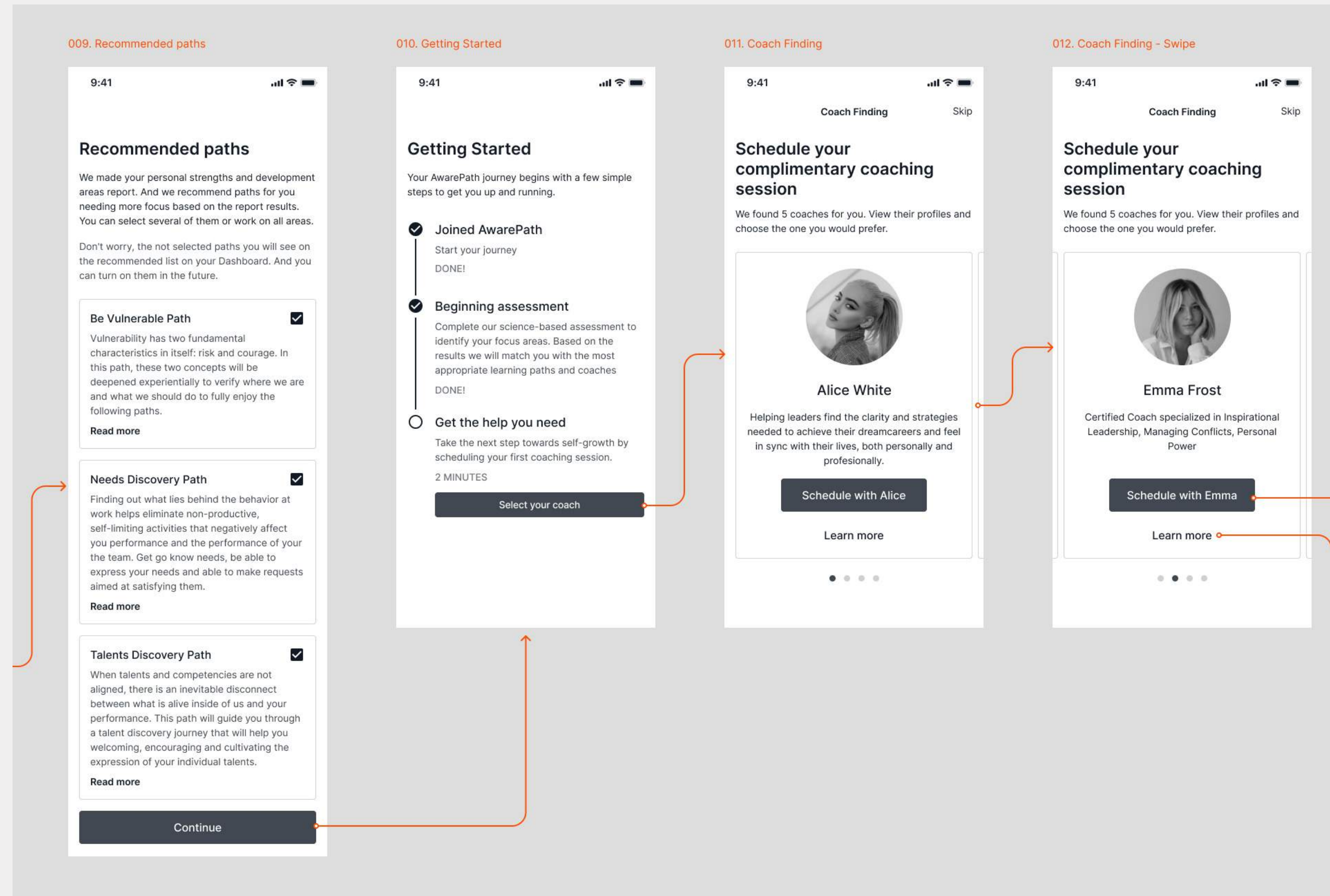
This stage is valuable for business because our goal is to anticipate customer dissatisfaction. We create wireframes based on previous steps. Then, we prepare a clickable prototype for testing and collecting user's feedback. It will save the client's budget by reducing time for the UI design and development stages.

Design Activities

- Rapid prototyping
- Wireframing
- User flows
- High-fidelity prototype
- Scenarios
- Testing / Reporting and analyzing



EXAMPLES OF DESIGN DELIVERABLES

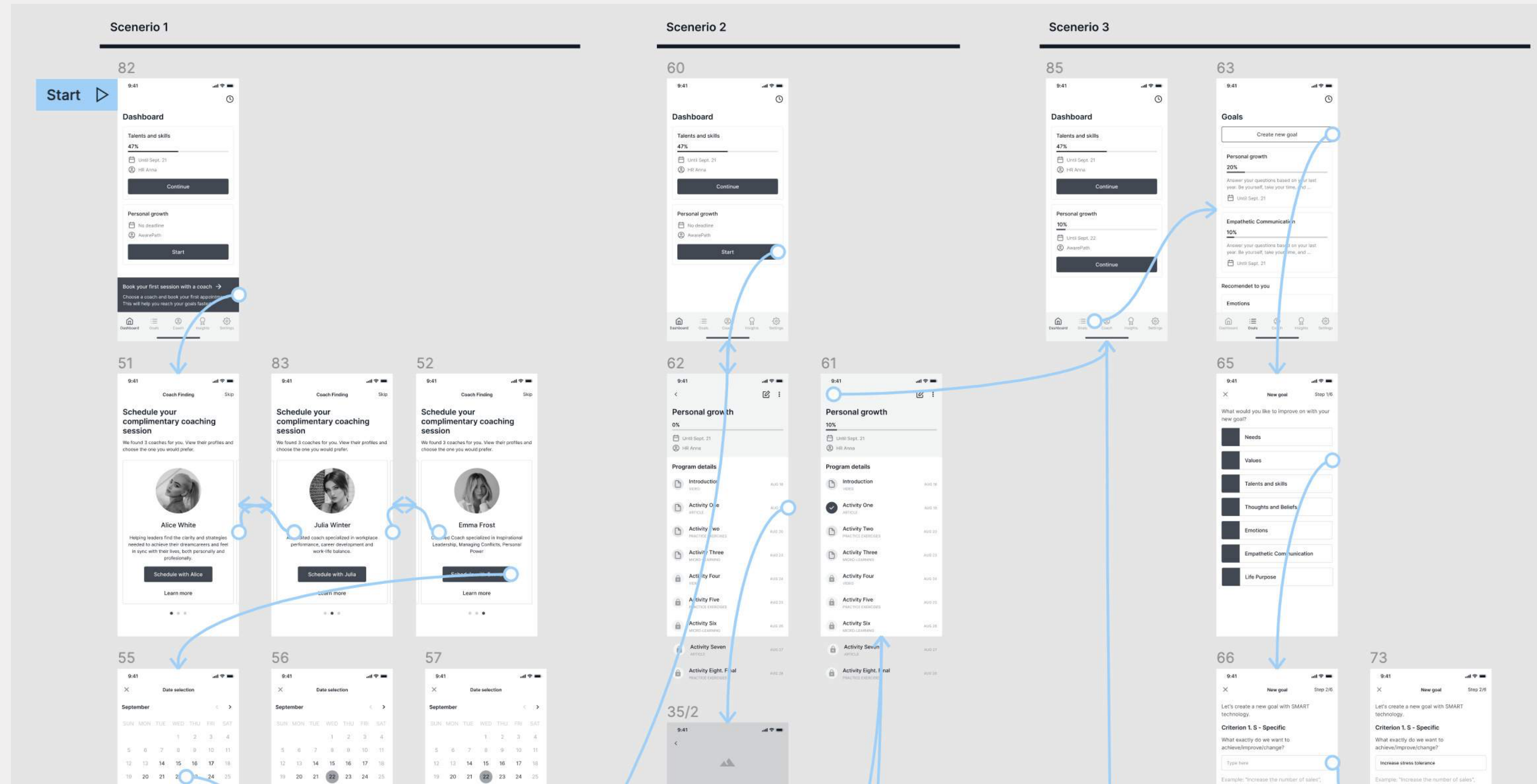


User flows

Test Scenarios

Hypothesis	Task	Scenario
The User could easily see proposed coaches and select one.	You should book the first session with Emma Frost coach for September 22 at 11:00 AM	<ol style="list-style-type: none"> 1. The User tapped on the Select your coach button and saw the coach's card 2. The User swiped on left and saw coach Emma Frost 3. The User tapped on Schedule with Emma to book the first call 4. The User selected September 22 at the Calendar 5. The User selected 11:00 AM - 11:30 AM at the recommended time list 6. The User tapped on Confirm button to finish the operation
The User can mark article at the Path as completed	You should read and mark as completed the first article at the Personal growth Paths program.	<ol style="list-style-type: none"> 1. The User selected Personal growth path at the Dashboard screen 2. The User selected the first article at Personal growth path page 3. The User tapped at "Dive in" to read the article on the Lesson Description page. 4. The user went back after reading the article to the Lesson Description page. 5. The user tapped on Mark as complete button to finish learning.
The User can create new goal	You should create a new goal with these parameters: pillar - Values; deadline - September 27; With added materials - 2 first videos by search "values". P.S. Text for Step 1-3 filled in by clicking on the text field.	<ol style="list-style-type: none"> 1. The User tappen on the Create new goal button. 2. The User selected pillar Values 3. The User tapped on the text field to input it at Step 2 4. The User tapped on the text field to input it at Step 3 5. The User tapped on the text field to input it at Step 4 6. The User tapped to Add materials for adding materials to the Goal. 7. The User tapped on a search to enter «values» 8. The User saw the list with searching results 9. The User opened tab Articles and selected 2 first articles from the list. 10. The User tapped on Add materials button. 11. The User went to Step 6 and select September 27 on the calendar. 12. The User tapped on the Create goal button.

EXAMPLES OF DESIGN DELIVERABLES



Prototype

Visual concepts

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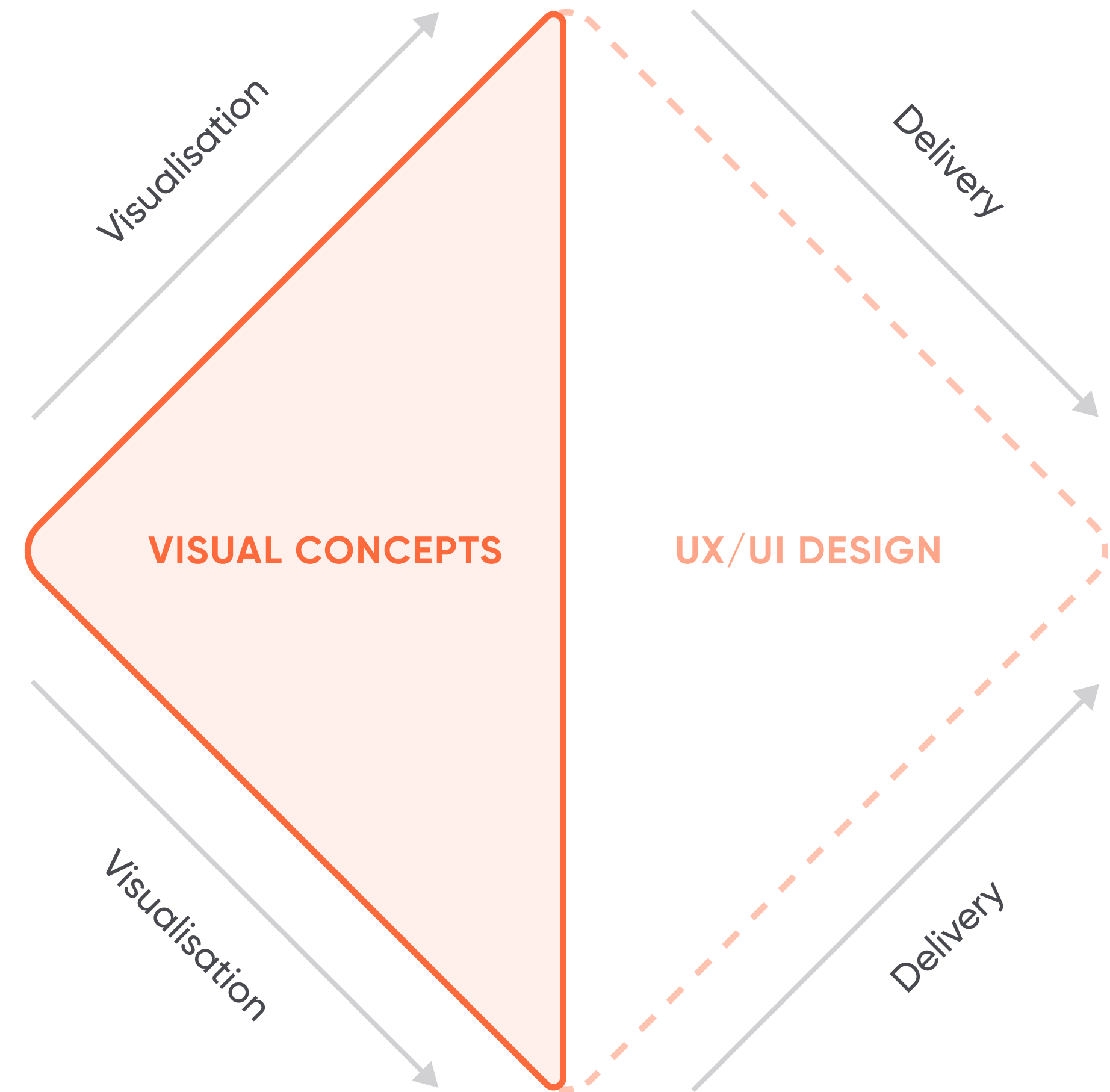
VISUAL CONCEPTS

What is this?

After the UX stages, we start with visual concepts for your product. Usually, these are 2-5 options for the main pages of your product. It is a base for the visual language specifically designed to help your product stand out from the rest of the market. The visual identity includes a system of easy-to-use guidelines developed for your marketing team.

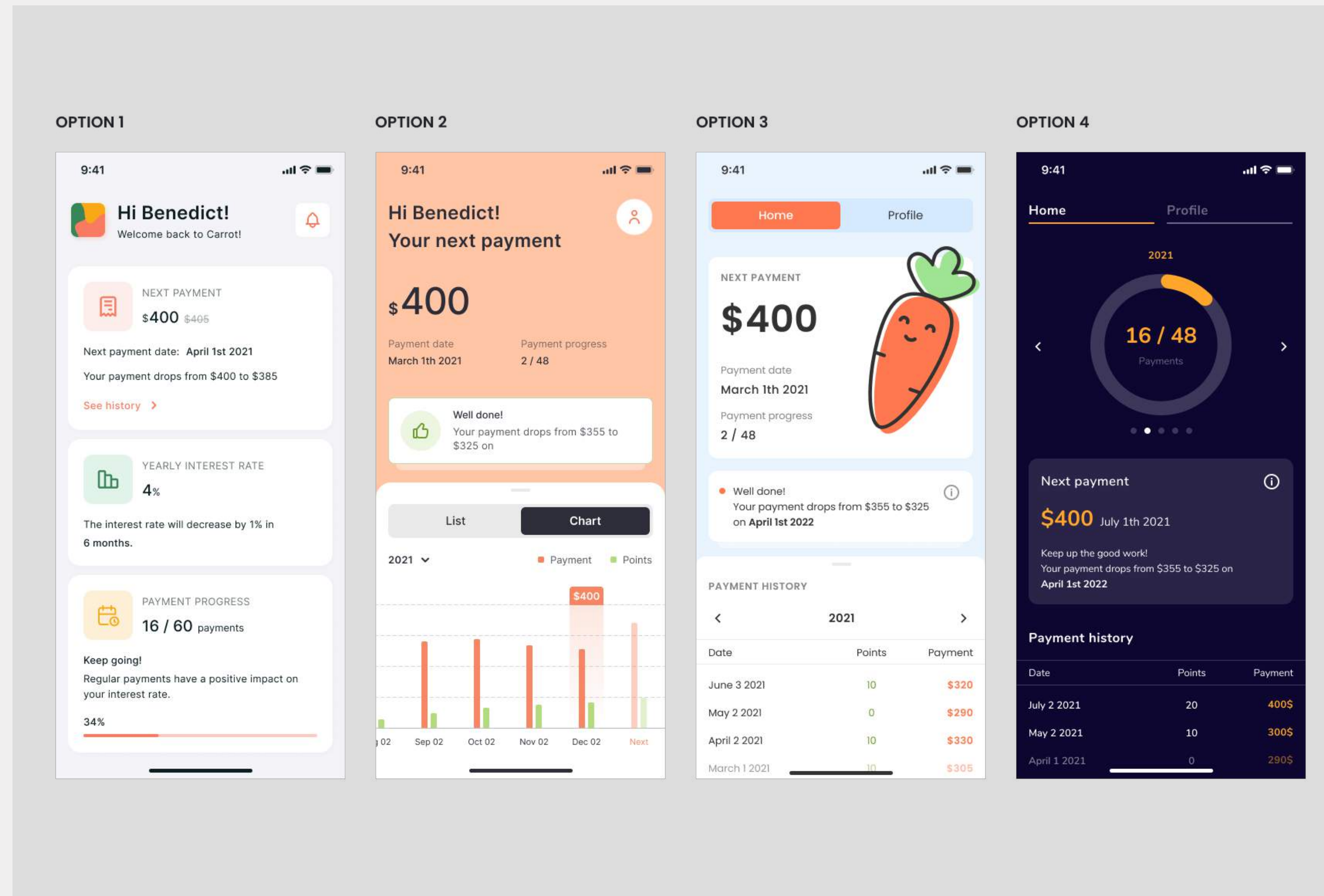
Design Activities

- Visual benchmarking
- Moodboards
- Branding (logo, colors, fonts)
- Visual Identity Guidelines
- Concepts



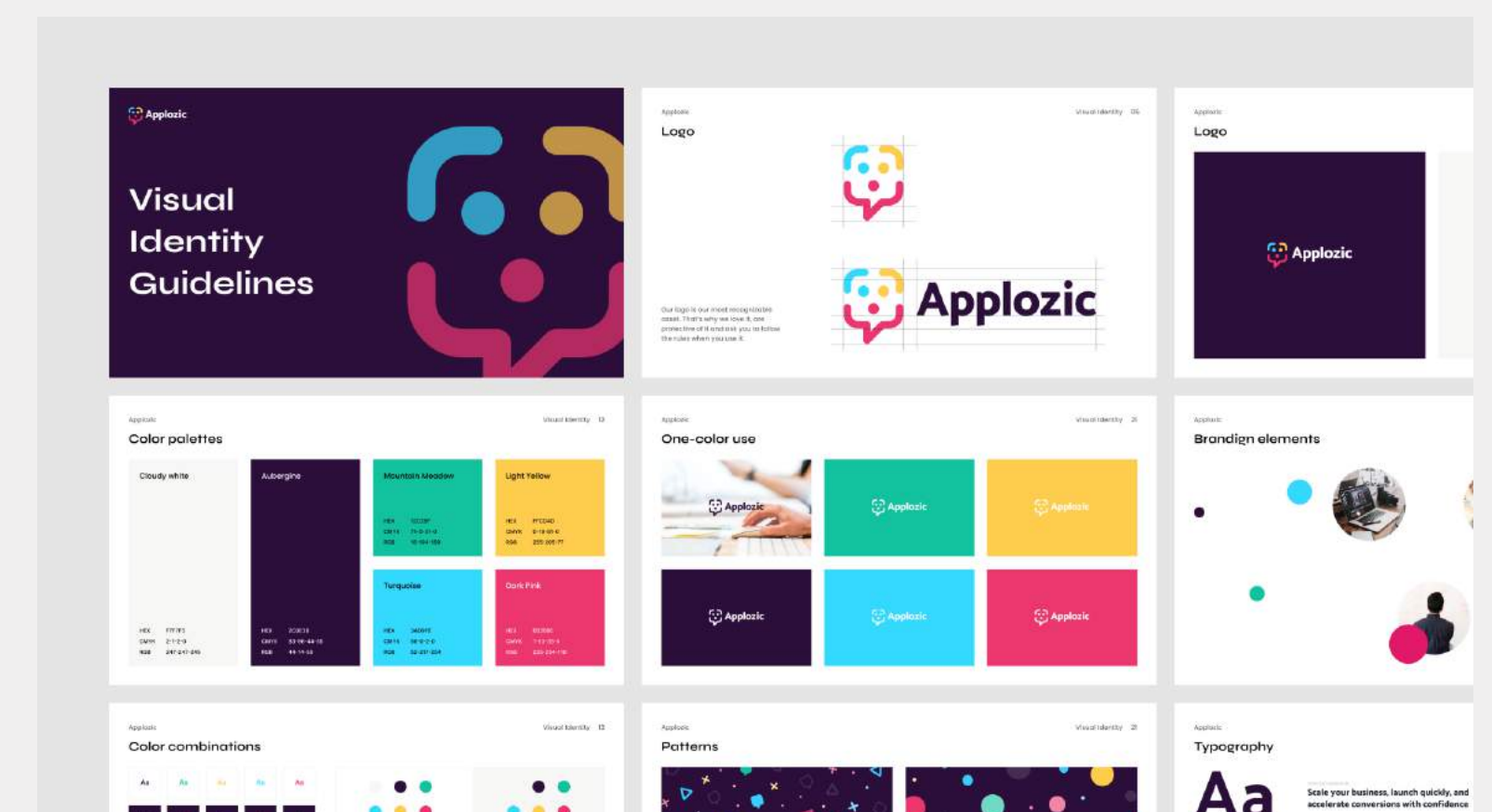
VISUAL AND UI/UX DESIGN

EXAMPLES OF DESIGN DELIVERABLES



Concepts for Mobile App

Visual Identity Guidelines



EXAMPLES OF DESIGN DELIVERABLES

Concepts for Web App

OPTION 1

RA NAME	RA STAGE	DEADLINE	DRIVER	MY ROLE	MY STATUS
Getting Calm: How to Create a Meditation App Like Headspace...	Not approved	02 Nov, 2021	Susie Carlson	Approver	Overdue and closed
The Anatomy of a Great E-commerce Website Design	Under review	03 Nov, 2021	Benedict Cumberbatch	Contributor	Under review
Getting Calm: How to Create a Meditation App...	Under review	10 Nov, 2021	Emma Frost	Approver	Approved
How to create successful banking app design like...	Approved	12 Nov, 2021	Susie Carlson	Contributor	Approved
Getting Calm: How to Create a Meditation App Like Headspace...	Approved	12 Nov, 2021	Emma Frost	Contributor	Not approved
How to Improve Employee Onboarding with Yango.io...	Approved	14 Nov, 2021	Benedict Cumberbatch	Approver	Under review
Step by step guide on how to redesign your app	Overdue	18 Nov, 2021	Susie Carlson	Contributor	Approved

OPTION 2

RA Name	Deadline	Driver	RA status	My role	My status
How to create custom CRM design for your business	10 Nov, 2021	Susie Carlson	Not approved	Contributor	Not approved
The Anatomy of a Great E-commerce Website Design	11 Nov, 2021	Benedict Cumberbatch	Under review	Contributor	Approved
Getting Calm: How to Create a Meditation App...	20 Dec, 2021	Emma Frost	Under review	Approver	Under review
How to Create a Superb Fitness App Design	20 Dec, 2021	Susie Carlson	Approved	Approver	Approved - see feedback
How to create custom CRM design for your business	20 Dec, 2021	Benedict Cumberbatch	Approved	Driver	Approved
Step by step guide on how to redesign your app or...	20 Dec, 2021	Susie Carlson	Overdue	Contributor	Overdue and closed
The Anatomy of a Great E-commerce Website Design	20 Dec, 2021	Emma Frost	Draft	Driver	Draft

OPTION 3

RA NAME	DEADLINE	DRIVER	RA STATUS	MY ROLE	MY STATUS	DETAILS
How to create custom CRM design for your business	02 Nov, 2021	Susie Carlson	Overdue	Approver	Overdue and closed	>
The Anatomy of a Great E-commerce Website Design	03 Nov, 2021	Benedict Cumberbatch	Under review	Contributor	Under review	>
Getting Calm: How to Create a Meditation App...	10 Nov, 2021	Emma Frost	Approved	Approver	Approved	>
How to Create a Superb Fitness App Design	12 Nov, 2021	Susie Carlson	Approved	Contributor	Approved	>
How to create successful banking app design like...	12 Nov, 2021	Emma Frost	Not approved	Contributor	Not approved	>
How to Improve Employee Onboarding with Yango.io...	14 Nov, 2021	Benedict Cumberbatch	Under review	Approver	Under review	>
Step by step guide on how to redesign your app or...	21 Nov, 2021	Benedict Cumberbatch	Draft	Approver	Draft	>

UX/UI design



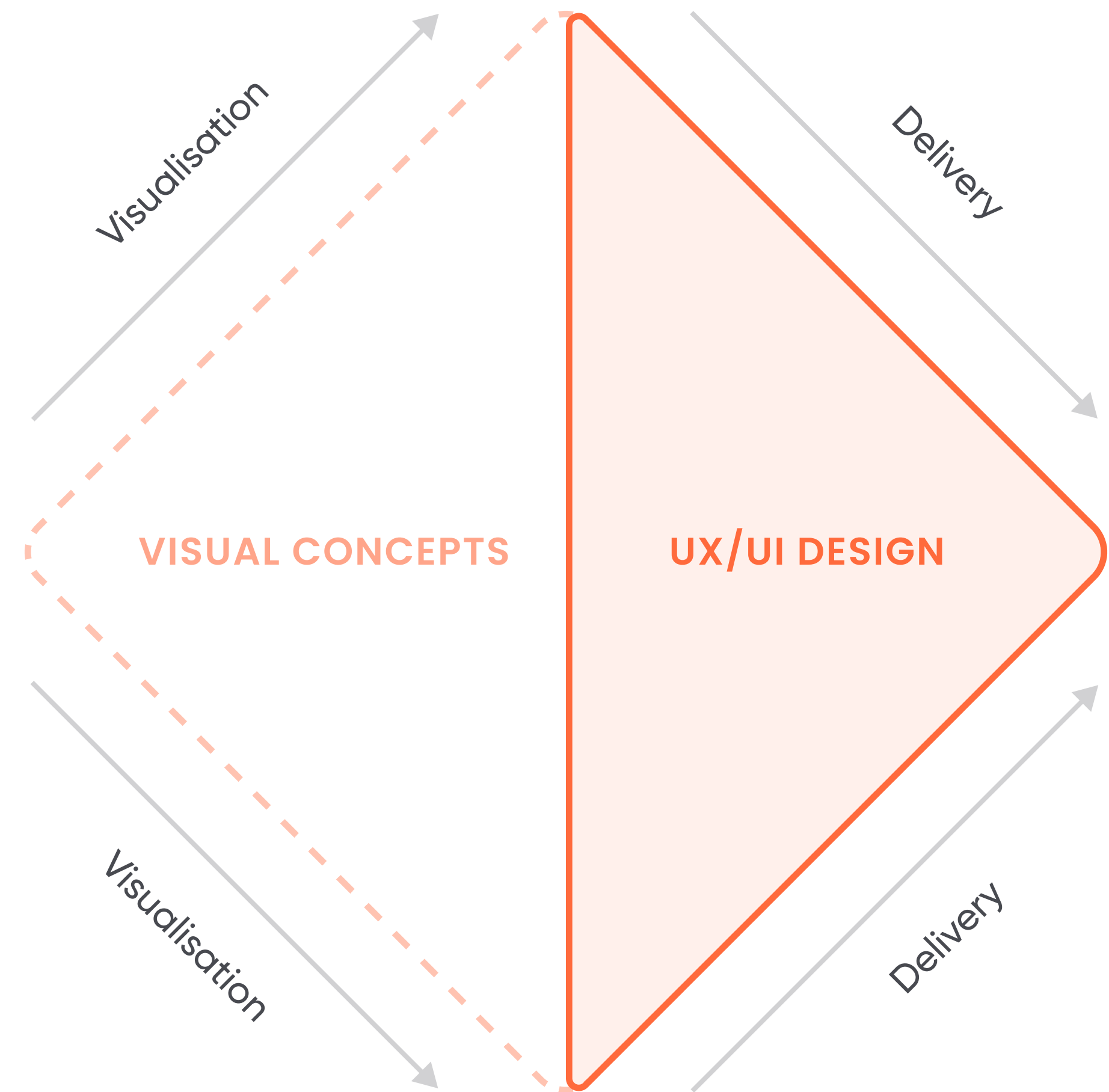
UX/UI DESIGN

What is next?

You could call this stage the Conclusion. We build the UI (User Interface) of your product based on all past steps. It includes a UI Kit / Design System preparation to make design faster, scalable, and flexible to any changes. Here our team brings ideas into life and takes care of reaching your business goals and users' expectations.

Design Activities

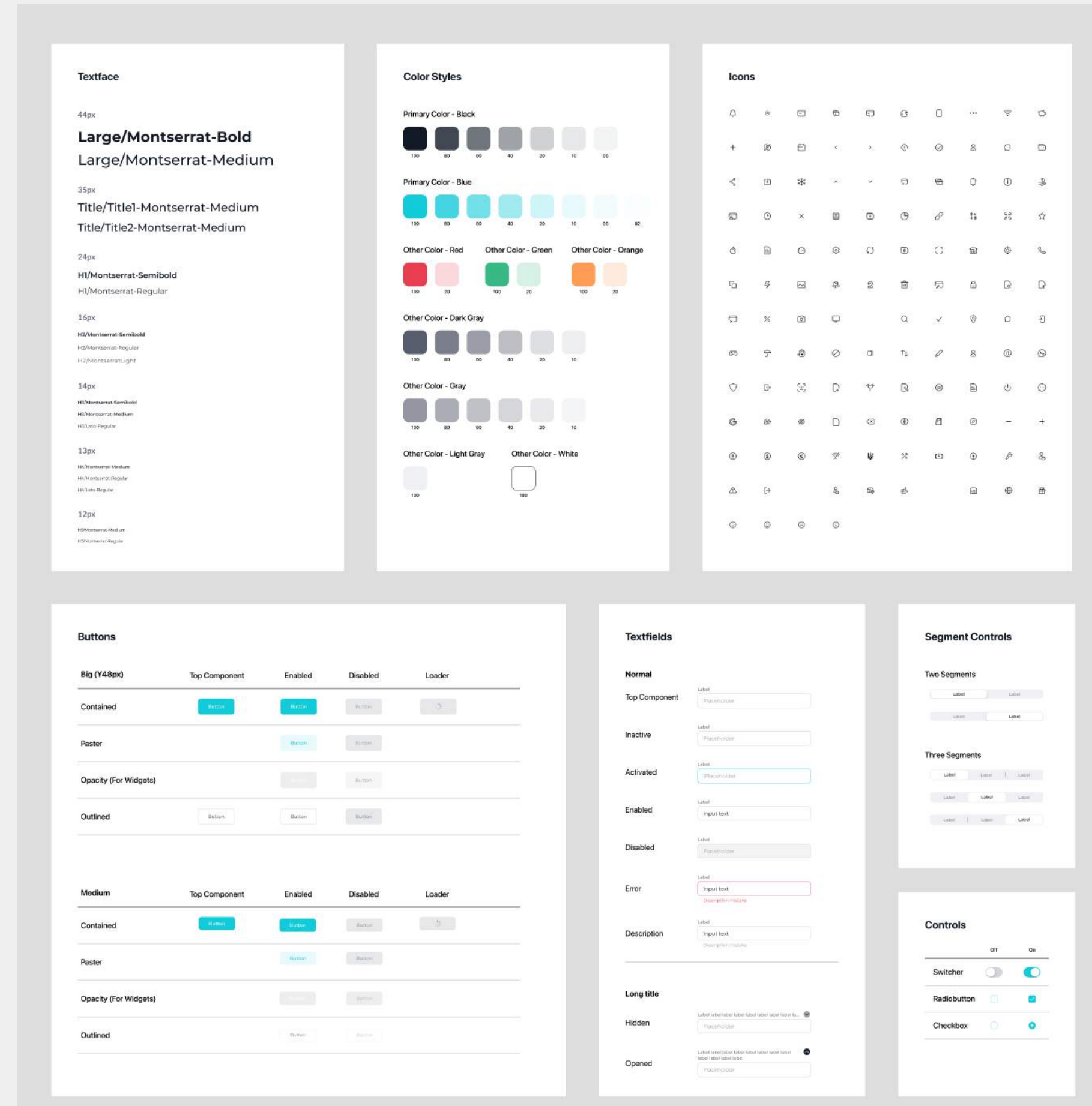
- UI implementation
- Design systems
- UI Kit
- Social media materials
- Design support



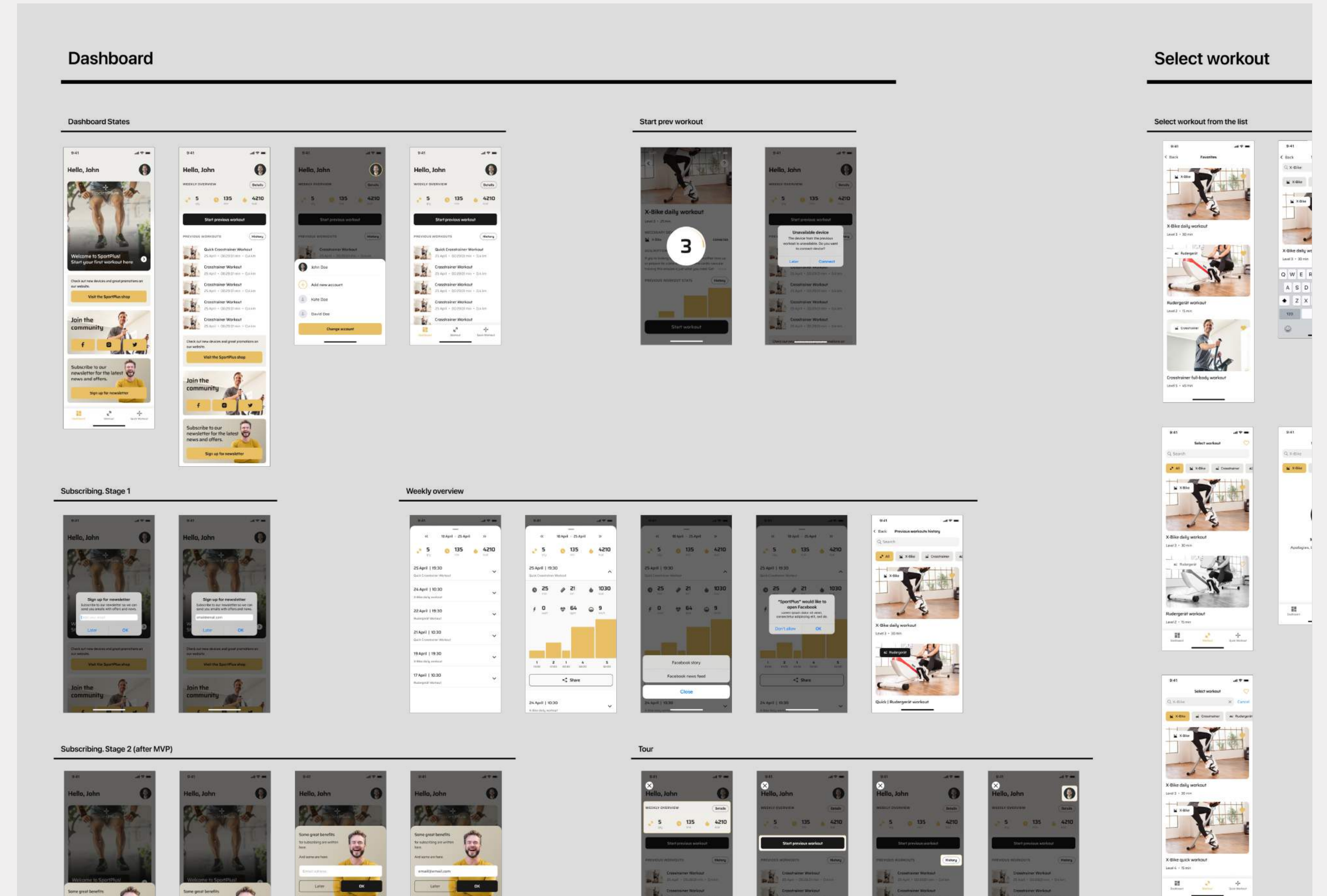
VISUAL AND UI/UX DESIGN

EXAMPLES OF DESIGN DELIVERABLES

Part of the Design systems

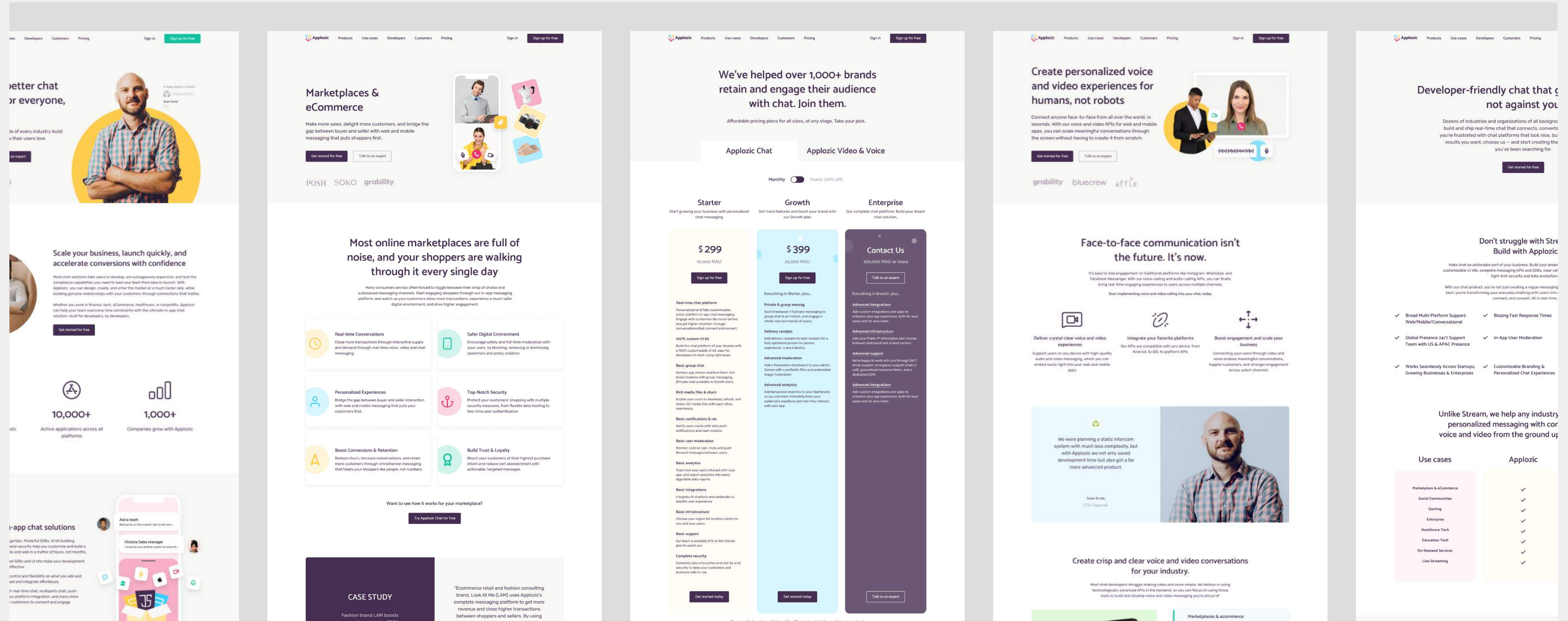


Part of the UI implementation



EXAMPLES OF DESIGN DELIVERABLES

Part of the UI for Web of the SaaS project



The result

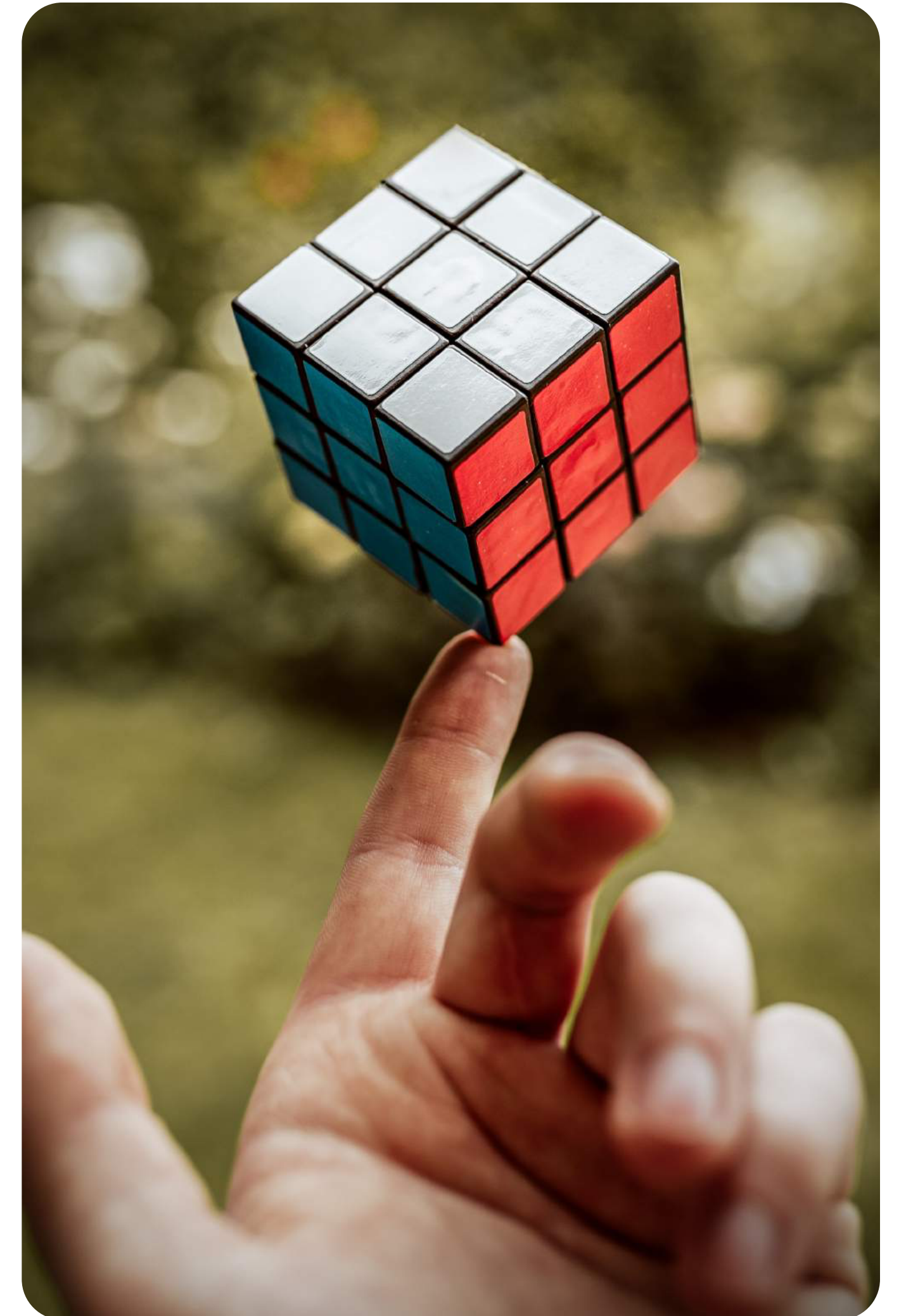
The background features a dark blue gradient with a pattern of overlapping, rounded rectangular outlines in a light orange color. These shapes are arranged in a staggered, grid-like fashion, creating a sense of depth and movement. The text 'The result' is positioned on the left side of the image in a clean, white, sans-serif font.

THE RESULT

So what can we suggest?

Design is an iterative process. After the first launch and collecting feedback from the audience, the team starts improving existing features and creating a backlog of future improvements. It is the right time to conduct the A/B test and make a data-driven decision.

We sincerely believe in the individual approach for every project. And would be glad to adapt our workflow based on your business needs. Design is a cooperative discipline: we would be happy to involve the client in project discussion and process. On the other hand, we usually work in Pairs or Trios for a more complex vision from a different perspective.



Our clients around the World ❤️

 USA

 Canada

 Australia

 Ukraine

 The United Kingdom

 Romania

 Spain

 Switzerland

 Germany

 The Netherlands

 Israel



SELECTED CLIENTS

VISA

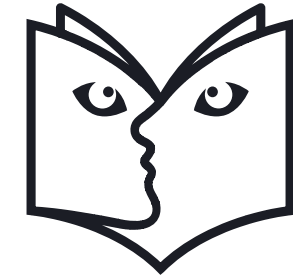


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hello@axicube.io