DATAMATICS

AMPLIFY DIGITAL CUSTOMER EXPERIENCE AND ACHIEVE ROI WITH DATA-DRIVEN DESIGN

Datamatics offers end-to-end User Experience Design solutions to help simplify the digital customer journey and accelerate product adoption with our services such as user research, product strategy, user interface, and user experience design, usability testing, prototyping, web design, and development.

We adopt a data-driven design approach to conceptualize, design and develop superlative user experiences across all channels and branding touchpoints. Our state-of-the-art digital labs equipped with the most talented UX consultants understand the complexities of consumer-centric design and have a proven track record of creating the most invigorating design experiences.

SERVICE OFFERINGS
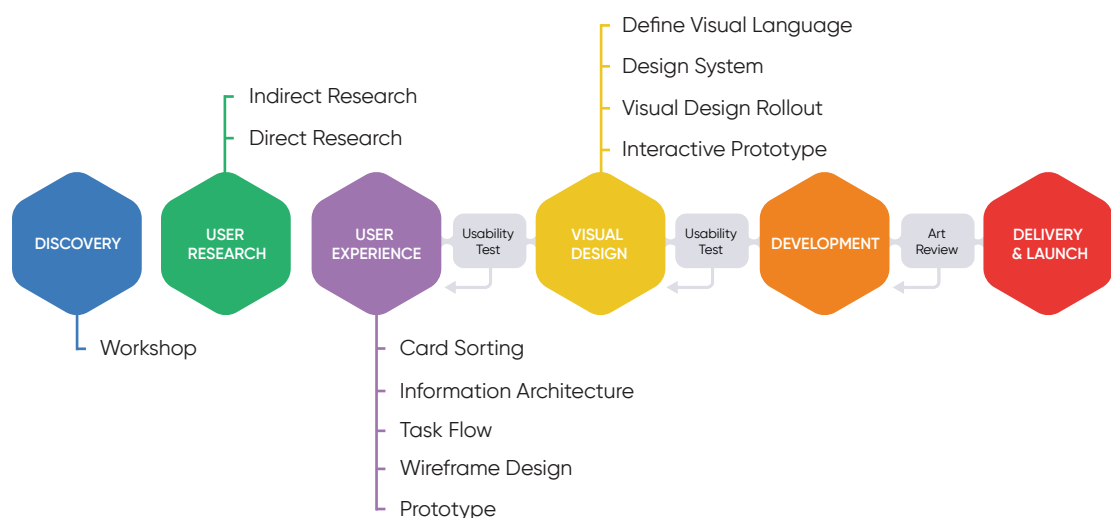
Product Design -

UX Research & Strategy

- User Research (Primary and Secondary)
- Discovery Workshop
- Persona Creation
- User Journeys, User Flows & Task Flows
- Heuristic Analysis (Expert review)
- Competitor Analysis
- Usability Testing

UX and UI Design Services

- Wireframe Design
- Information Architecture
- User Interface Design
- Iconography, Illustrations & Animations
- Design System
- Design Audit
- Visual Language & Branding for Digital Application

METHODOLOGIES

CASE STUDIES

Rapid Product Design for a
Healthcare Product Company
to enable Patients to calibrate
Insulin Dosage
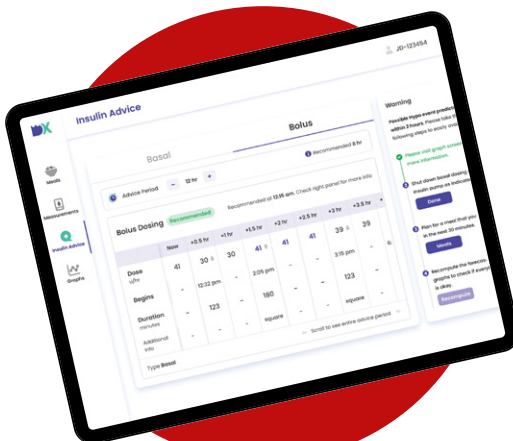
Intuitive digital banking
experiences for a leading bank

UX Consulting and Re-design of
a Release Management Tool
for a leading ISV

DATAMATICS
Deep in Digital

ABOUT DATAMATICS

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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website: datamatics.com | email: business@datamatics.com

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