



New UX Design Hub Speeds Time to Market

Payments provider accelerates product development with consolidate team hub supporting merchant and consumer applications.

To launch new products faster to market, a digital payments provider had consolidated its global design group in a central hub in California. The innovation hub was a strategic move, gathering the company's product, engineering and design talent into one location.

Yet the company's next move was even more dramatic: it sought a partner that could staff the new hub with 35 user experience design (UX) consultants and ramp it up for scale and agility -- in 30 days.

The client selected Cognizant as the preferred design partner from a field that included the top three U.S. interactive agencies. Cognizant Interactive is one of the largest design services groups in the industry, making us uniquely suited to meet the client's needs:

- Bring in industry-leading design talent with relevant experience
- Provide strategic, flexible UX design services
- Support scale using global delivery model
- Ensure consistency and continuity of project resources
- Establish last-mile design support to global product design and engineering teams
- Create governance for efficient, effective coordination across projects

AT A GLANCE

When a global digital payments provider consolidated its design group into one location, it partnered with Cognizant to create a hub of innovation and scale.

OUTCOMES:

- 30-day ramp-up. The client needed the new hub up and running within a month, including the hiring and training of designers.
- 35% faster time to market. The new team delivered 25 product releases over the 24-month period.
- Establishment of a design system and living UI toolkit.

Getting Started

We quickly set to work to launch the hub. It serves as the central design hub for the consumer- and merchant-facing apps that are the client's core products. The client's goals included continuing its momentum on product ideation and speeding products' time to market.

Our first task was training. When the company announced the new hub in California, few product designers from its far-flung sites made the move. Because the hub would be staffed with all-new employees, onboarding was a key responsibility. So was ensuring UX designers were trained in the ideation and research that's central to product companies.

Collaboration was a priority for the client -- and among the key reasons it had shuttered its international design offices in favor of a single location. It also sought to standardize where possible. With designers now working closely together with product and engineering teams, the company hoped to capitalize on the benefits of reusable user interface (UI) components such as log-in buttons and dropdown boxes. It had formed a foundation design team to evangelize repurposing UI components across products. But the team lacked the dedicated staff to keep files updated and ensure a living toolkit to house the standardized UI components.

Establish an Environment of Free-Flowing Ideas

Creating a more connected design team was one of the client's most important business outcomes. Although highly diverse in skills and ability, the new team needed to connect. Everyone had their own strategies. To establish an environment of free-flowing ideas, we held weekly sync-up meetings. Ideas were shared. Collaboration was a core value.

Standardization helped encourage further knowledge-sharing. As part of the new design system our team created, the living toolkit assigns each UI component a code -- and enables product design teams to design and scale faster.

The collaboration and knowledge sharing condensed the product cycle and translated to 35% faster time to market. Through the engagement's 24-month period, the client translated stories to design concepts and usability testing, using an iterative approach and creating measurable products. The central design hub delivered 25 product releases.

The UX design hub is now firmly established as the innovative foundation for the company's future success.

For more information: <https://www.cognizant.com/communications-media-technology>

ABOUT COGNIZANT

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.



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