

Project - 1

Summer Internship

# TATA Consultancy Services

Intranet Portal Design  
for CMS UX Portfolio

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Visual Communication  
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# Introduction

Project was to create digital identity for Tata Consultancy Services' (TCS') Connected Marketing Solutions (CMS) group to showcase their portfolio, strengths, capabilities and team.

Trying to bridge a gap between customers and CMS group.

The key challenge for today's marketers is to provide the right message at the right time through the right channel.

Design approach was to solve the problem through Interactive info graphics. Design which has different layers of information and each layer is having multiple hierarchies.

# About TCS' CMS Group

Tata Consultancy Services (TCS) is the leader in the global marketplace and among the top 10 technology firms in the world.

More than 40 years of experience

TCS's Connected Marketing Solutions (CMS) are designed to tackle the challenges, which has exciting opportunities of the digital space.

It has a highly competitive business environment,  
Rapidly changing customer behavior,  
Deliver customer-centric interactions.

# Challenges

To give digital identity which will represent the face of TCS' CMS group. It gives a unique individuality to the group.

To create a powerful web identity, where user can experience their work methodology.

To design interface that not only features a pleasant aesthetic but that communicates function and facilitates easy access to its content.

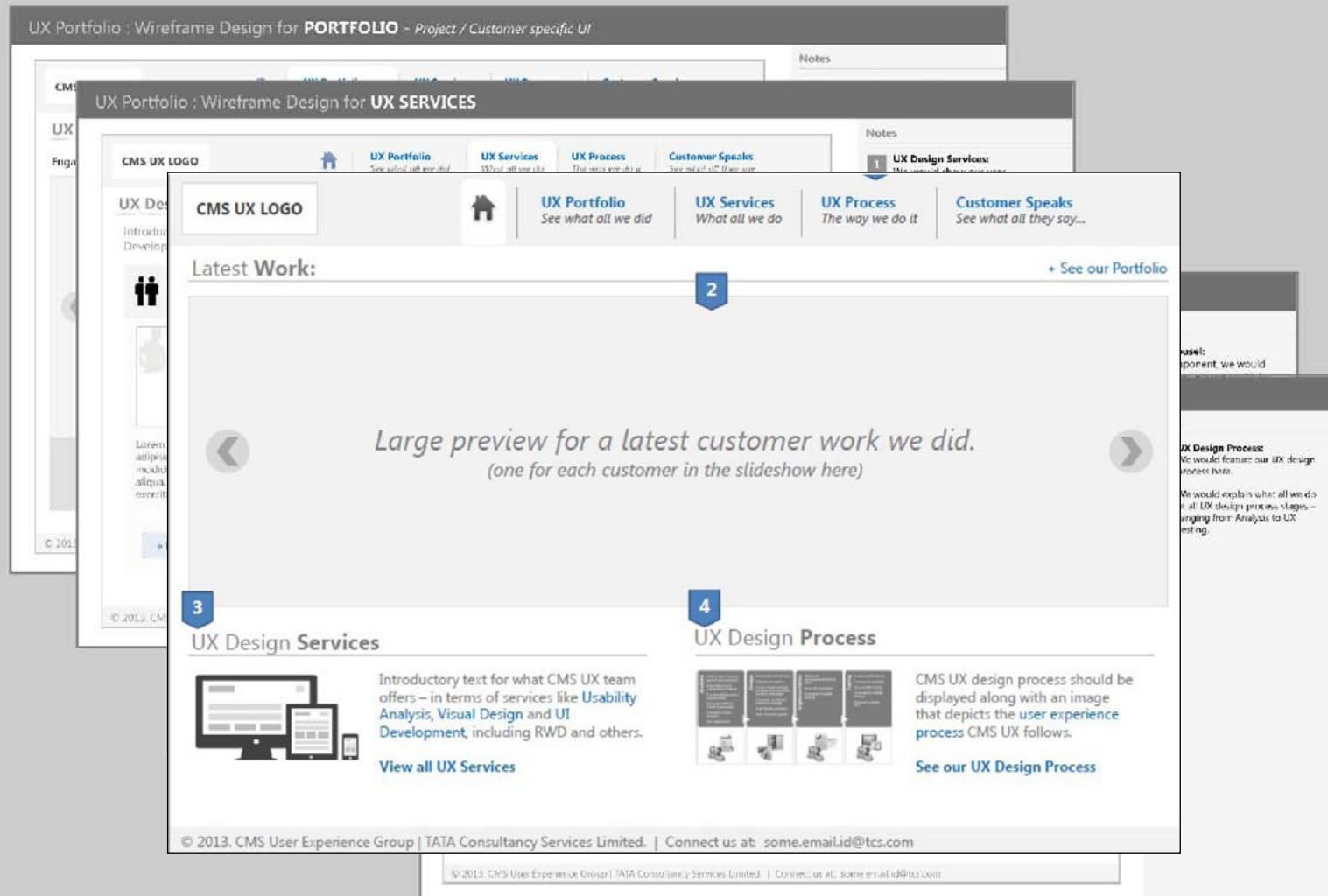
Maintaining brand consistency

# Revision of History

## Competitive analysis

- Information and navigation flow
- Simple and minimalistic design.
- Use of icons for features.
- Page layout
- Content flow
- Latest Trends

# Existing Wire frames



# Visual Design

To create visual design which is consistent, corporate which will showcase the work done by CMS UX group, services and design process.

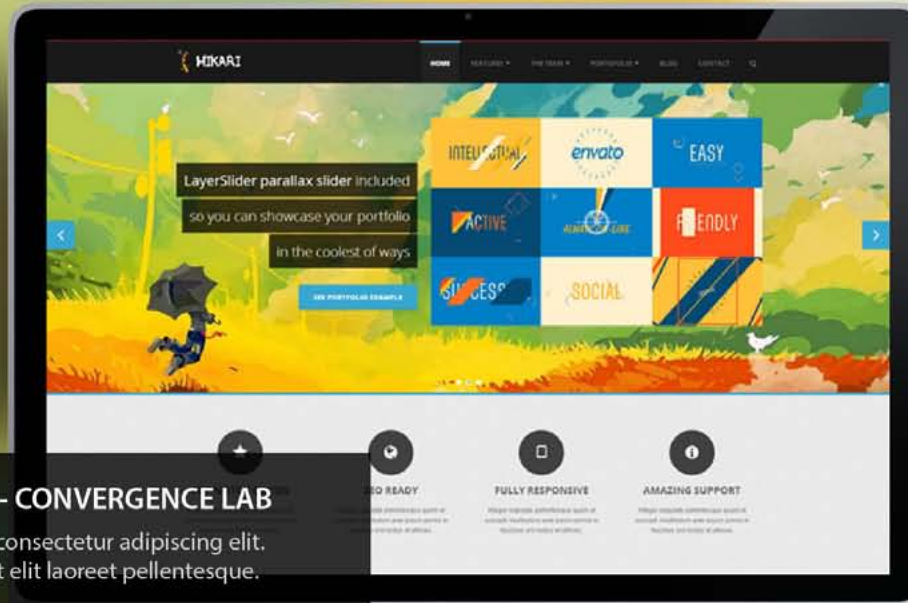
## User Group

Mainly higher management group and people from CMS UX team. User will be provided by user id and password and after that he can have access to this portal. Not accessible for public purpose.

## Strategy

Showcasing slide show on landing page of latest work which leads user to go and have a look on the other content of website i.e. Design process and services etc.





## RESPONSIVE WEBSITE - CONVERGENCE LAB

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Introductory text for what CMS UX team offers – in terms of services like Usability Analysis, Visual Design and UI Development, including RWD and others.

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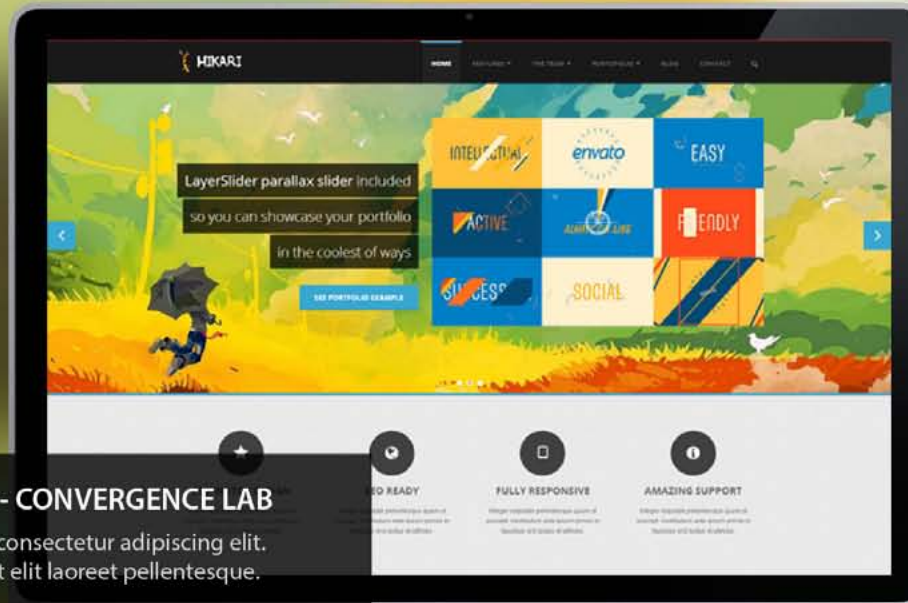
Introductory text for what CMS UX team offers – in terms of services like Usability Analysis, Visual Design and UI Development, including RWD and others.

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[See our Design Process ▶](#)



## RESPONSIVE WEBSITE - CONVERGENCE LAB

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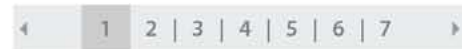
[See our Design Process](#)

Category Project Type Industry Filter



1 2 3 4 5 6 7

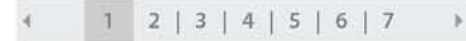
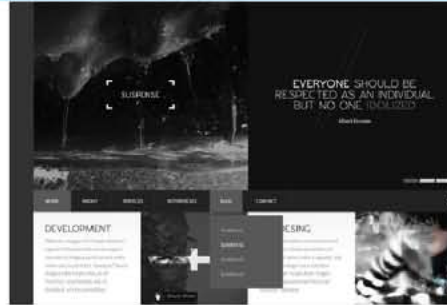
Category Project Type Industry Filter

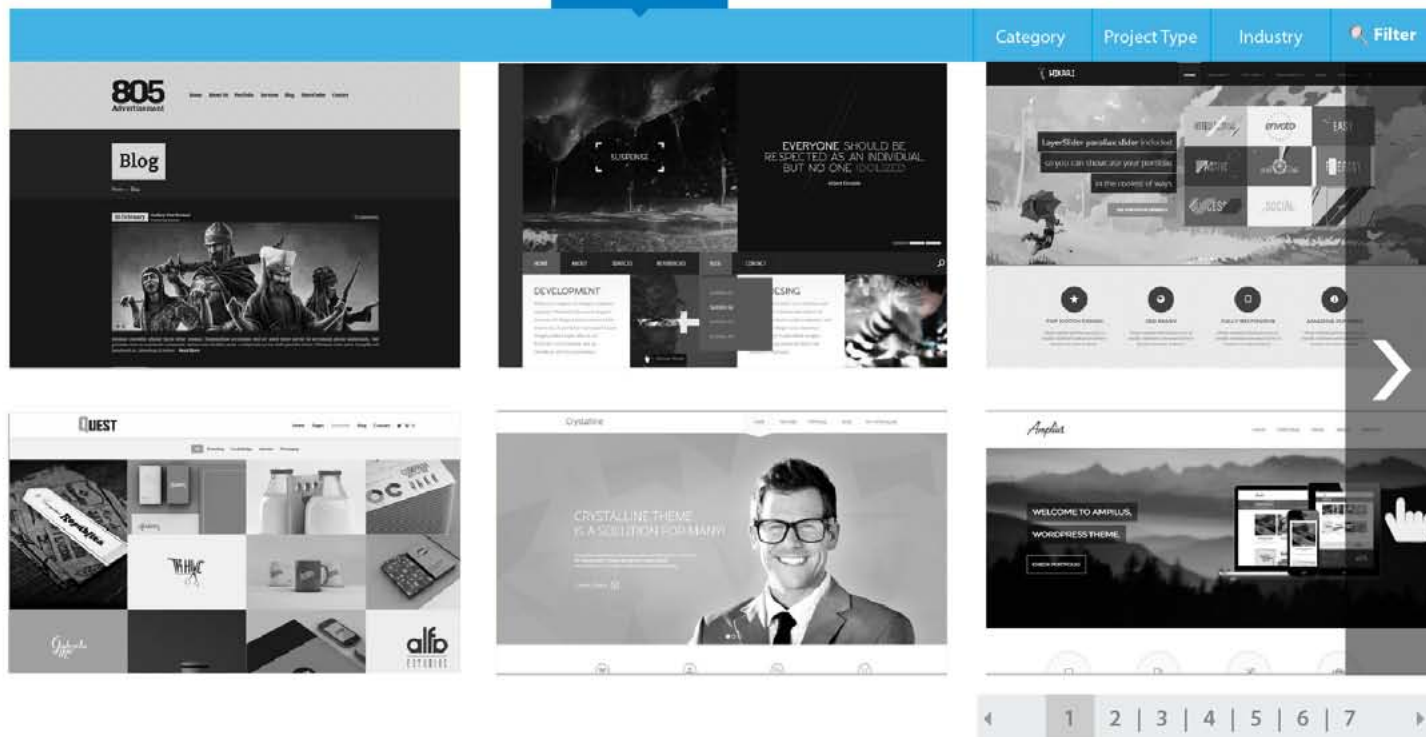




Category Project Type Industry Filter

- Finance
- Television
- Entertainment
- Food and beverages
- Clothing
- games and application
- manufacturers
- footwear





# Visual Design on different colour palette



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CUSTOMER SPEAKS



SEE OUR SERVICES



SEE OUR PROCESS



SEE OUR TEAM



NEWS &  
UPDATES



Here, we will explain our  
User-centered analysis and  
design relevant information  
Here, we will explain.

Posted on: 30<sup>th</sup> May, 2013 >>



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User-centered analysis  
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SERVICES

PROCESS

WORK

CUSTOMER SPEAKS

TEAM

OUR SERVICES

User Anylisis

Visual Design

UI Development

Testing



User Anylisis

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SERVICES

PROCESS

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SEARCH SORT BY

Category

Project type

Industry

- Finance
- Television
- Entertainment
- Food & beverages
- Clothing
- games & application
- manufacturers



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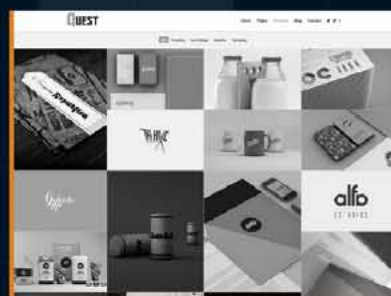
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Project type ▼

Industry ▼



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Project type ▼

Industry ▼



# Identity Design

I have used “Chain” as a symbol which reflects link and connection. I have simplified the shape where you can see CMS letters.



+



+

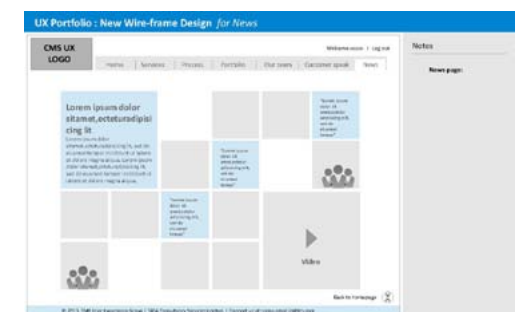
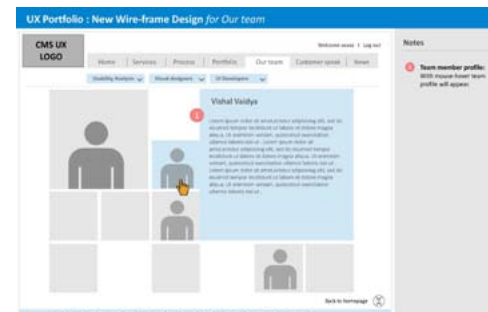
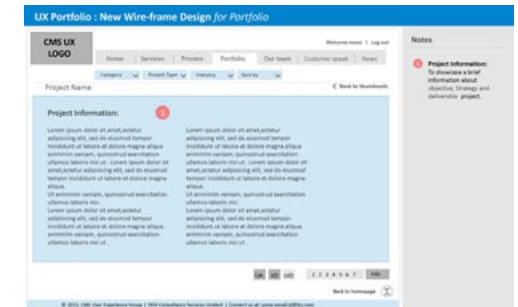
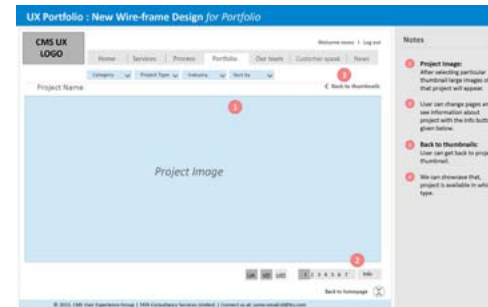
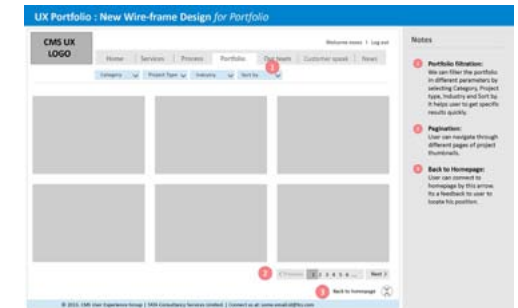
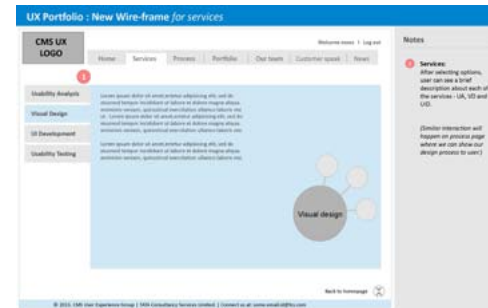
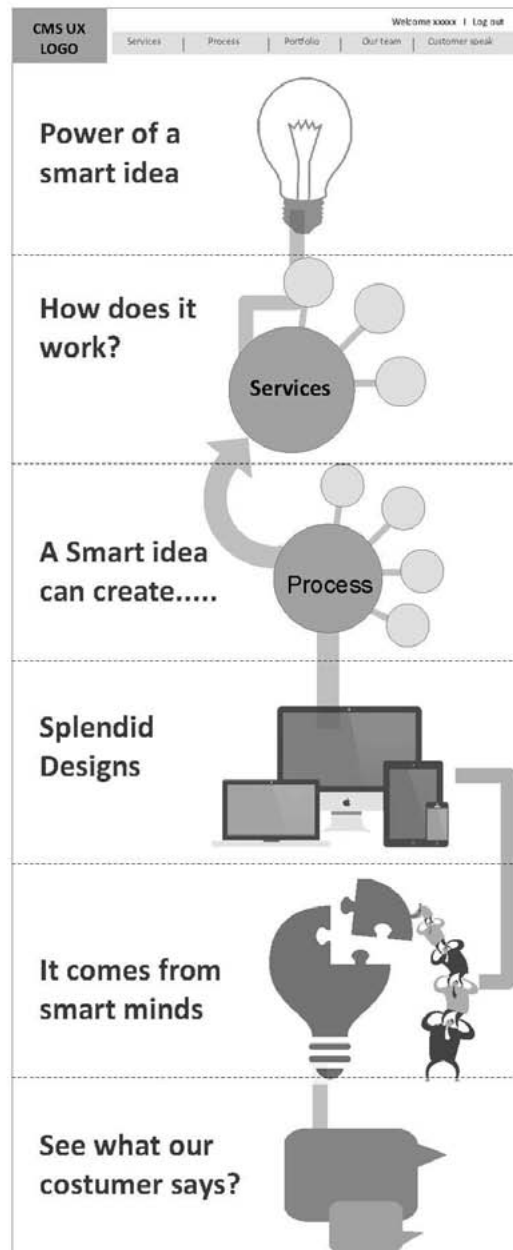


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# New Wire frames



# Design Approach

Solve the problem through interactive info-graphics.  
It should reveal the data one by one like a storytelling.  
User should not only read what we are saying but also understand through graphics what is being said.

## Strategy

Brain loves to think and memorize in visual. Telling stories with data visualization or Info - graphics.  
Design a visuals which will follow 2013 design trends.



# Why Info-graphics?

It's difficult to comprehend complex data or analyze large amounts of information, if we only use words or texts.

Info - graphics will help to understand and navigate complex figures, directions.

To achieve clarity, precision and efficiency, Reduce attention span.

# Design trends 2013

Trends is not only a prediction for 2013. It reflects a natural interest in how all aspects of web design will evolve over the next few years.

- Content first
- Responsive
- Typography
- Clear layout and Flat colors
- Parallax
- Content chunk
- No skeuomorphism
- Design simplicity
- Usability

# Design Solutions

## Right brain and Left brain

According to right and left brain theory left brain is more logical, analytical and objective, where as Right -brain is intuitive, thoughtful and creative.

Collaboration of right and left brain. Different Minds of CMS UX team who works on different types of projects, their capabilities and strengths.



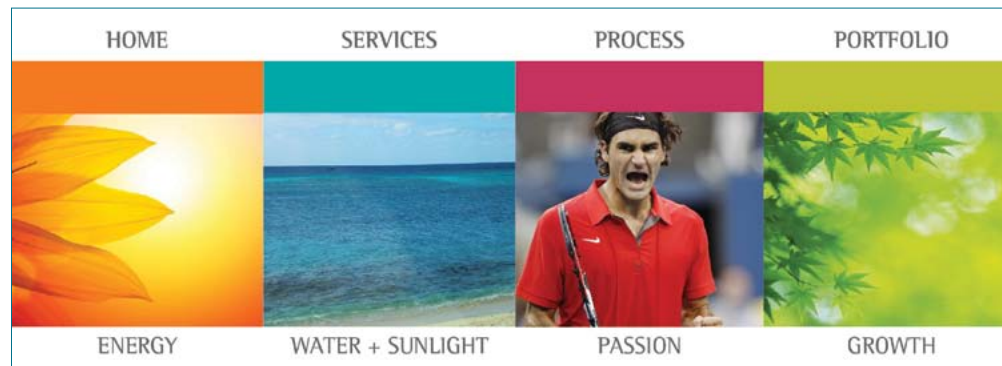
# Final Design

## Draft - 1

### Typography



### Colour Palette





Connected Marketing Solutions

HOME

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# POWER of a Smart Idea...

Can create a great Identity Experience

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled.







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# HOW does it WORK?

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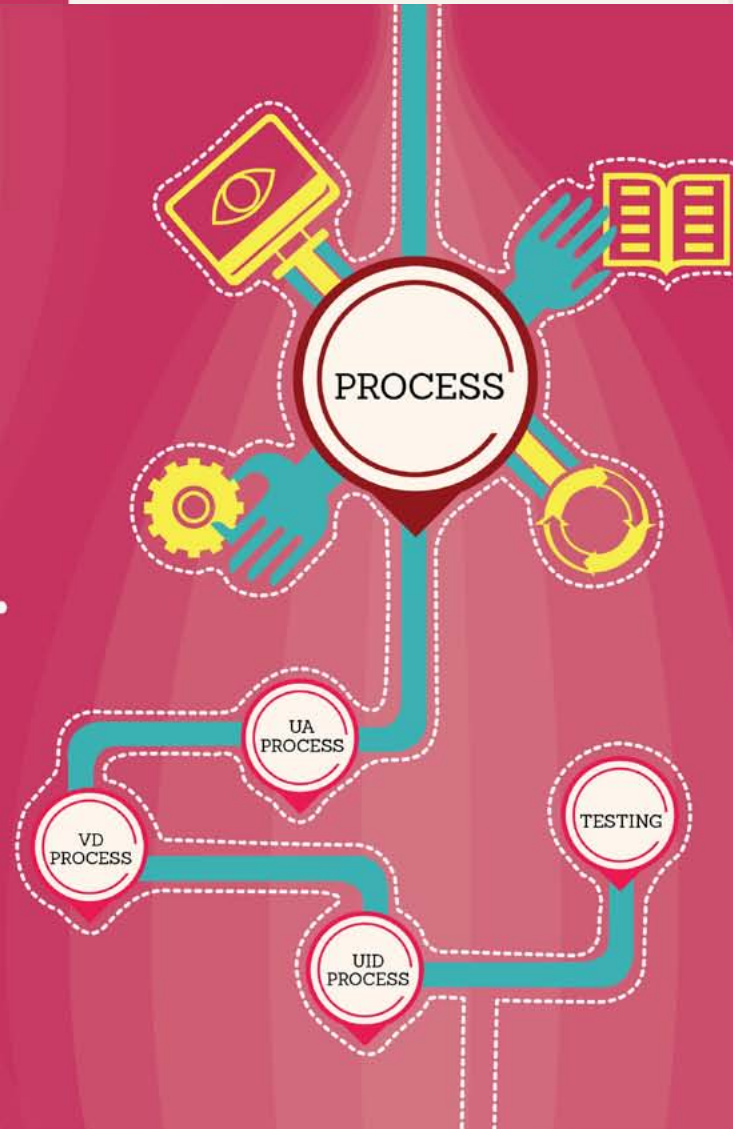
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# a SMART IDEA can CREATE..

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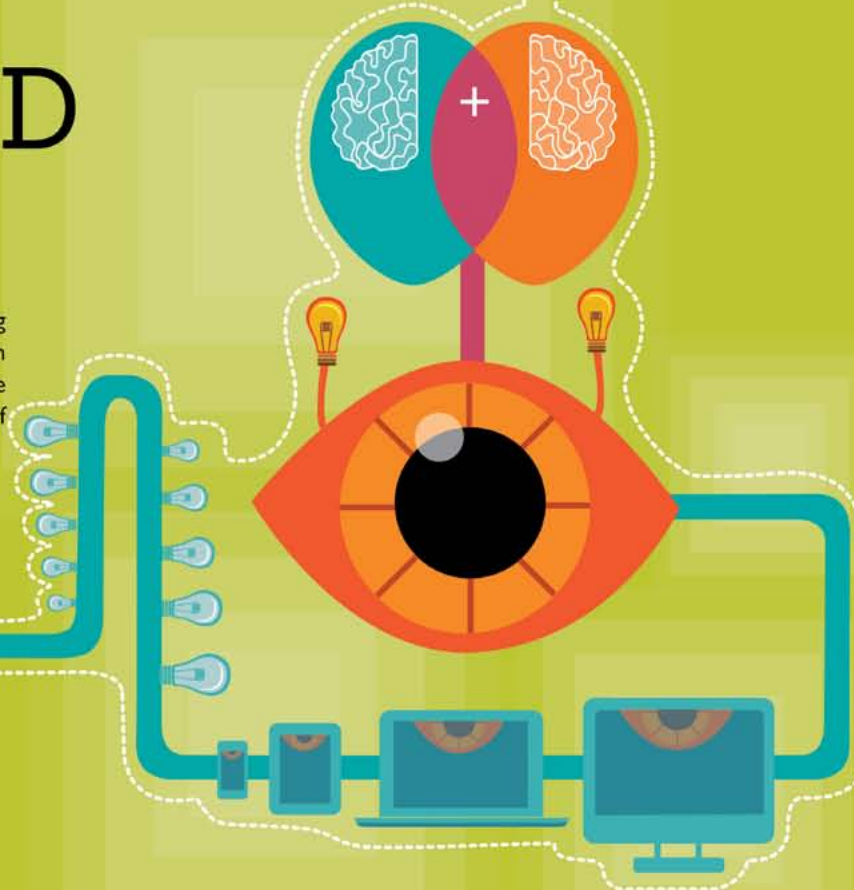


# SPLENDID Designs

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NEWS







## User Analysis

## Visual Design

## UI Development

# User Analysis & Research

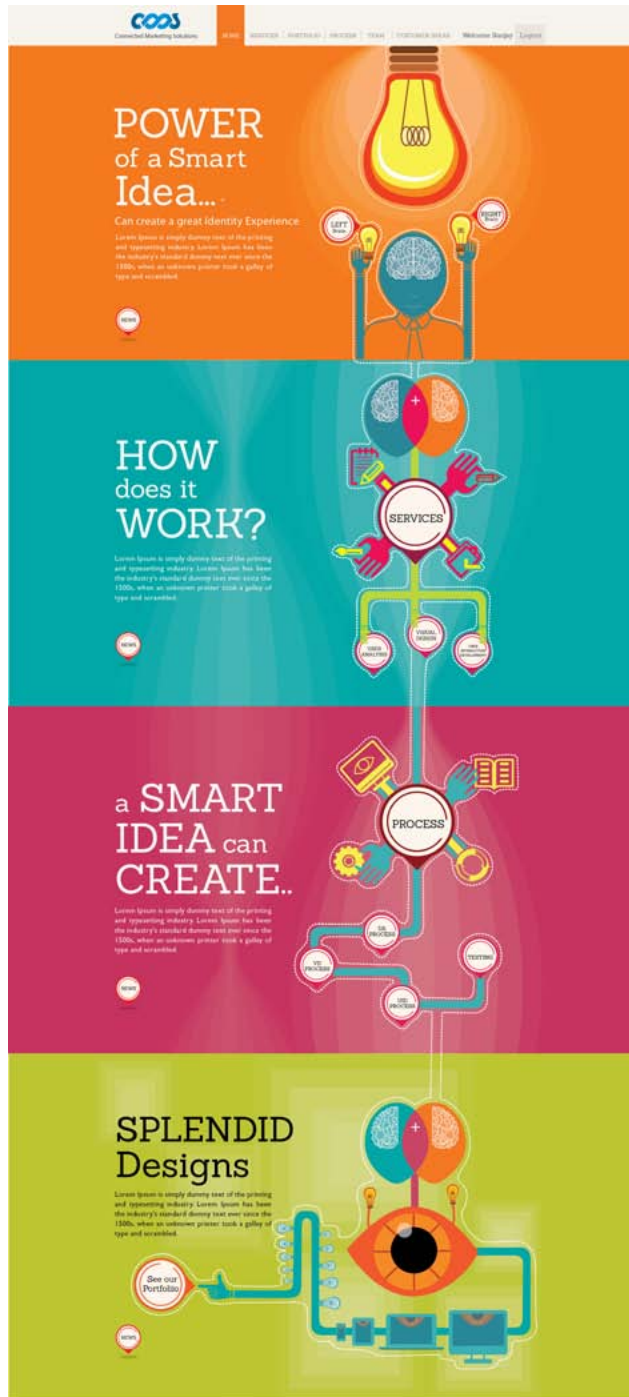
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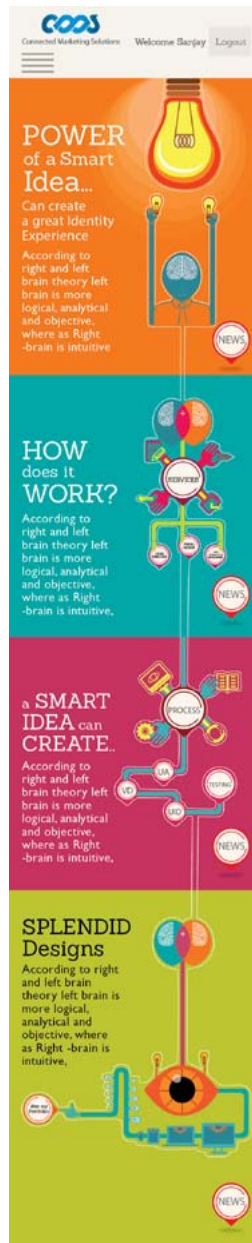


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# Responsive

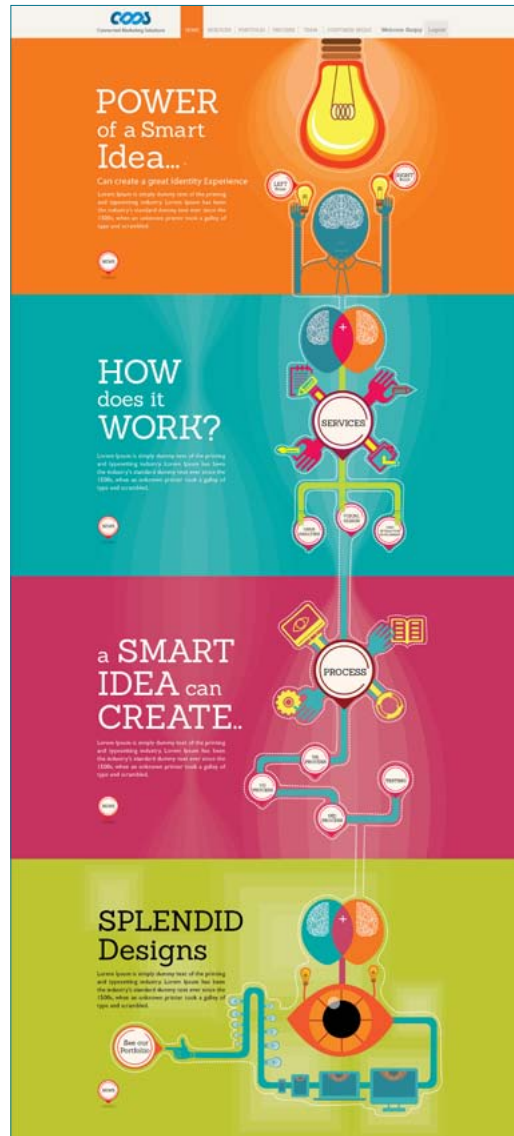


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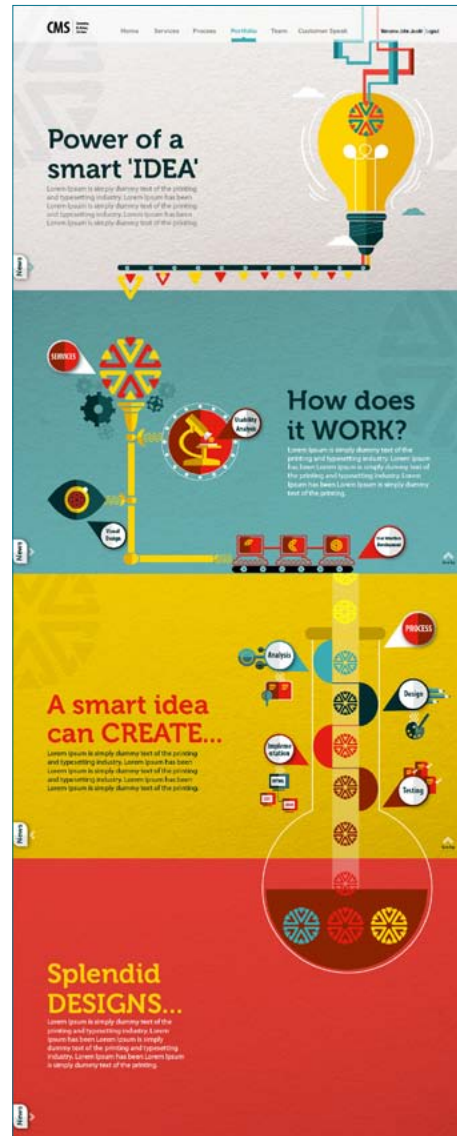
# Final Design

## Draft - 2

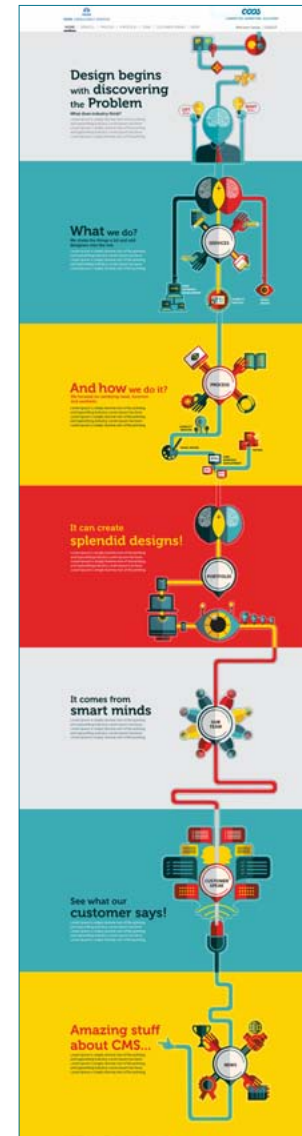
Concept 1



Concept 2



Final Design



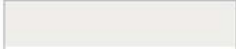



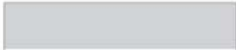








# Typography and Colour palette

Typeface: Museo

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

Greys	Yellows	Reds	Blues
 R237 G235 B232	 R252 G212 B4	 R227 G37 B38	 R60 G172 B180
 R209 G211 B212	 R231 G171 B34	 R138 G38 B27	 R58 G106 B118
	 R216 G141 B42		 R72 G140 B156
	 R205 G153 B43		 R17 G75 B75
			 R3 G43 B45



# Content for Homepage

A design begins with discovering the problem!  
what does industry think? Customer insights  
(data gathering, understanding our customer need.

What we do ?  
We shake the things a bit and add designers into the mix.  
(our services)

And How we do it?  
We focused on satisfying need, function and aesthetic.  
(Our process)

It can create splendid designs!  
A unique profile for each customer (Our portfolio)

It comes from smart minds (Our team)

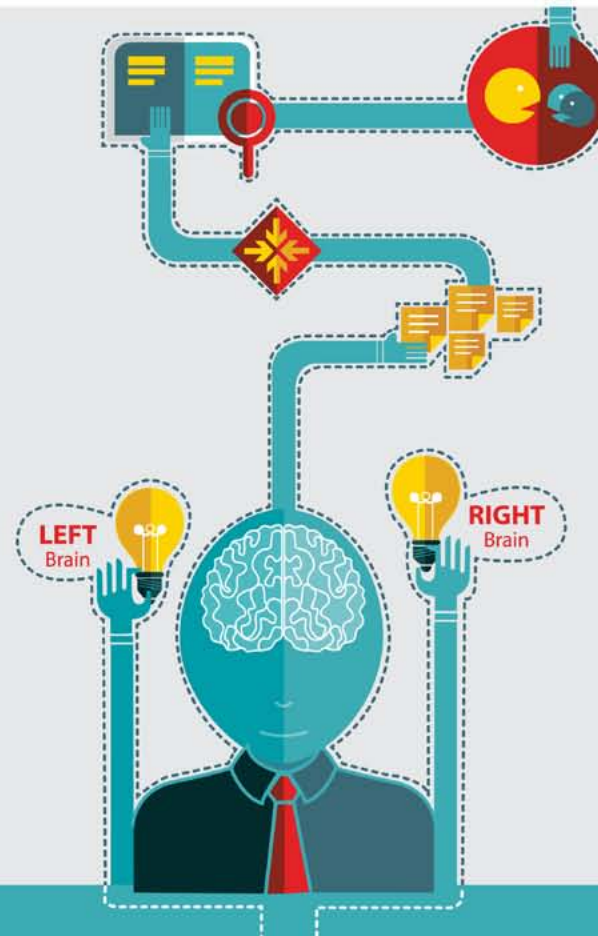
See what our customer says! (Customer speak)

Amazing stuff about CMS.... (News)

# Design begins with discovering the Problem

## What does industry think?

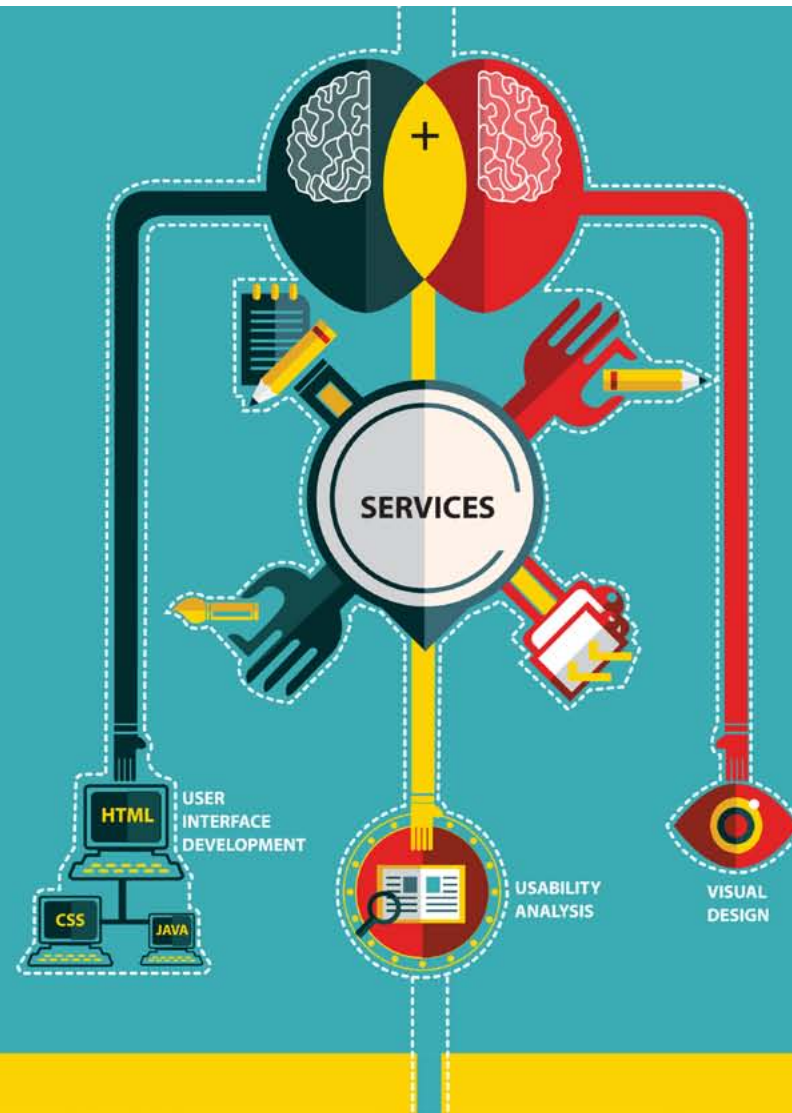
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of Garamond type and composed a sample text.



# What we do?

We shake the things a bit and add designers into the mix.

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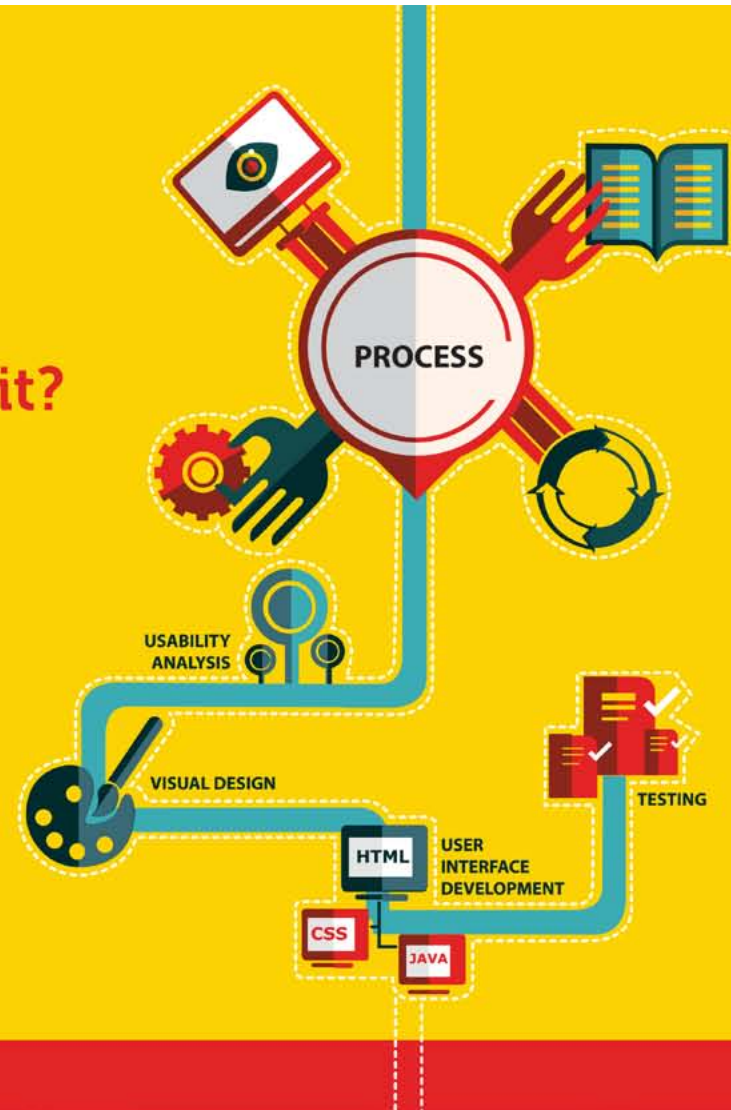




# And how we do it?

We focused on satisfying need, function and aesthetic.

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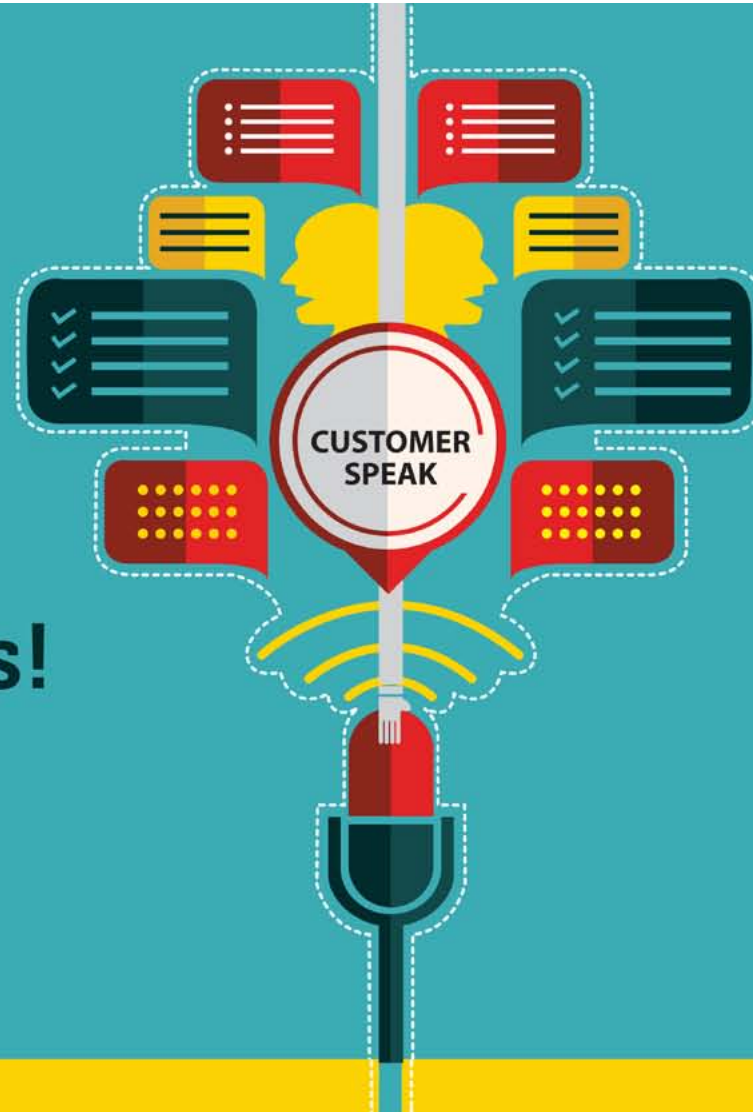
# It can create splendid designs!

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## See what our customer says!

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Lorem Ipsum is simply dummy text of the printing.



## It comes from smart minds

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker which included versions of Lorem Ipsum.



# Amazing stuff about CMS...

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Usability Analysis



Visual Design



UI Development

## UX Services: Usability Analysis & Design

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Analysis Process



Design Process



Development Process



Testing

## UX Process: Usability Analysis Process

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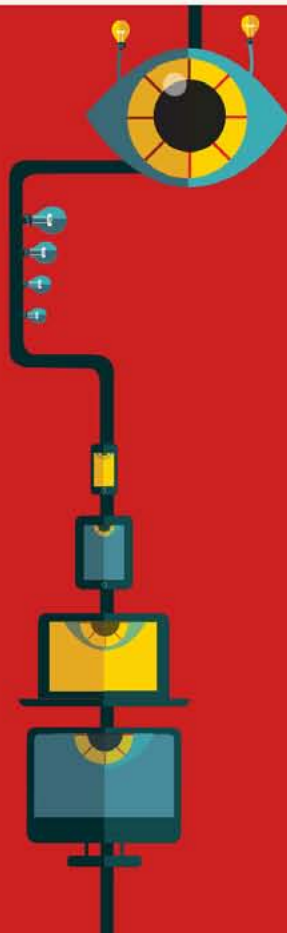
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Category

Project Type

Industry

Sort by

805

Blog

EVERYONE IS RESPECTED AS / BUT NO ONE

DEVELOPMENT

APPLICATION

LayerSlider galleries slider including

YOUR SERVICE SERVICES

OUR PRICES

PRICED EQUIPMENT

QUEST

THINK

CRYSTALINE

CRYSTALINE THEME IS A SOLUTION FOR MANY!

THINK DESIGN

WEBSITE SUPPORT

Support Availability

Amplius

WELCOME TO AMPLIUS, WORDPRESS THEME.

WELCOME TO AMPLIUS, WORDPRESS THEME.

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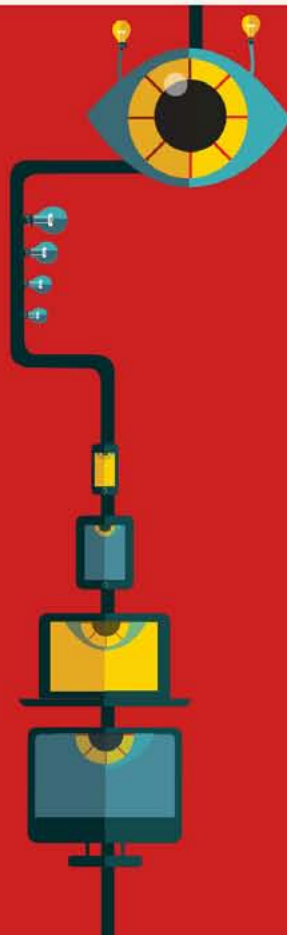
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Advertisement  
Blog

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RESPECTED AS  
BUT NO ONE

Responsive Web Design  
UA | VD | UID

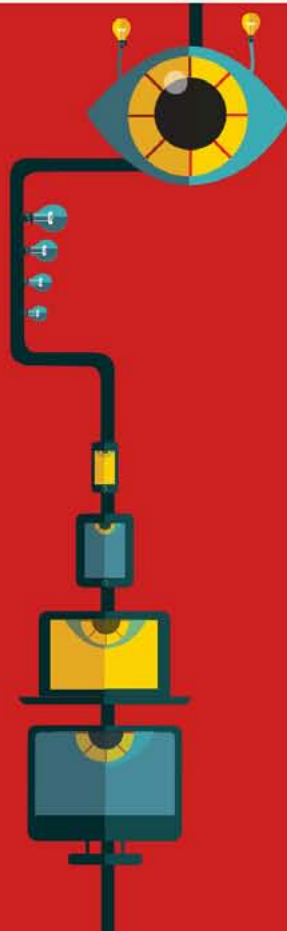
QUEST

CRYSTALLINE

Amplius

< 1 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | ... >

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Category	Project Type	Industry	Sort by
	(All) Usability Analysis Visual Design UI Development		

< 1 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | ... >

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Category

Project Type

Industry

Sort by

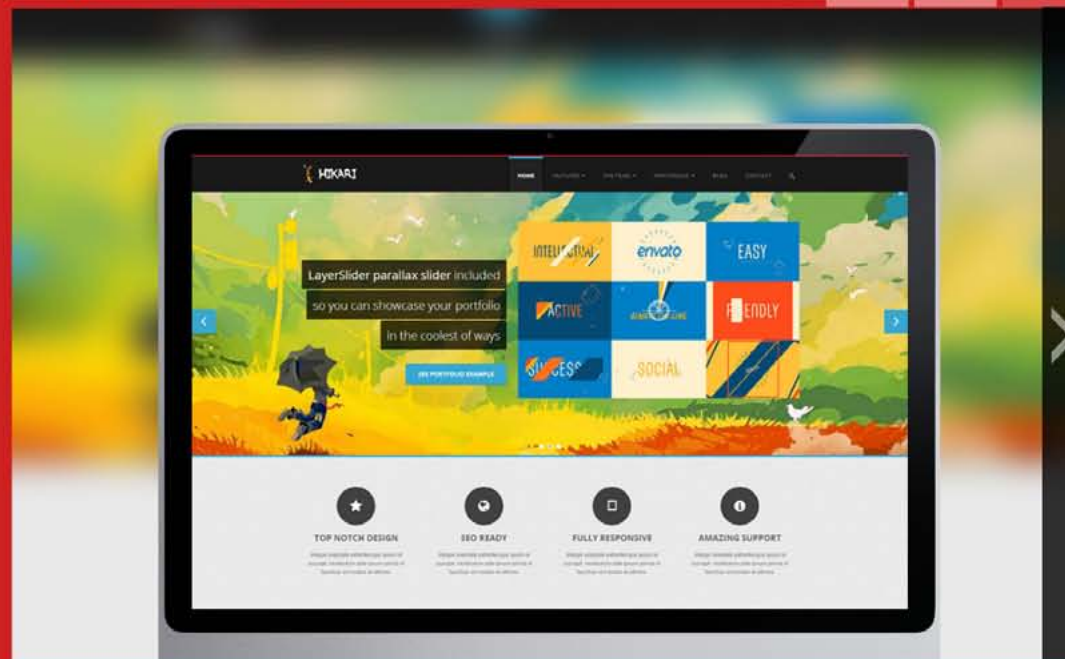
Back to thumbnail

## Responsive website

UA

VD

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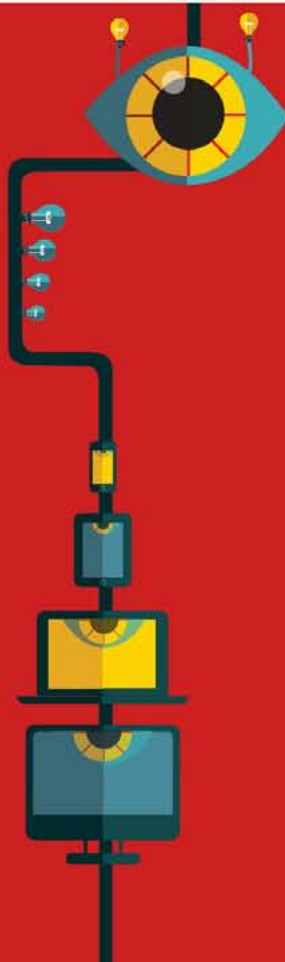




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## Responsive website

[UA](#) [VD](#) [UID](#)

### Project Information & details

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been Lorem Ipsum is simply dummy text of the printing.

Information about the customer : Some info about the customer

Project type : Mobile or web application development

Industry : banking and financial sevicees (BFS)

Breif details about the project : some issues they faced.

Solutions we provided : We need to specify what kind of approch we took and

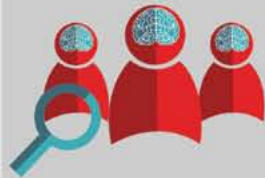
What all we delivered : UA, VD, UID

Duration for the project : 9 Months

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Usability Analysts



Visual Designers



UI Developers






Usability Analysts



Visual Designers



UI Developers



**John Jacob**  
Lead Visual Designer

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- John Jacob (CEO)

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## Lorem ipsum

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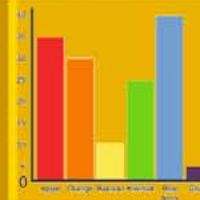
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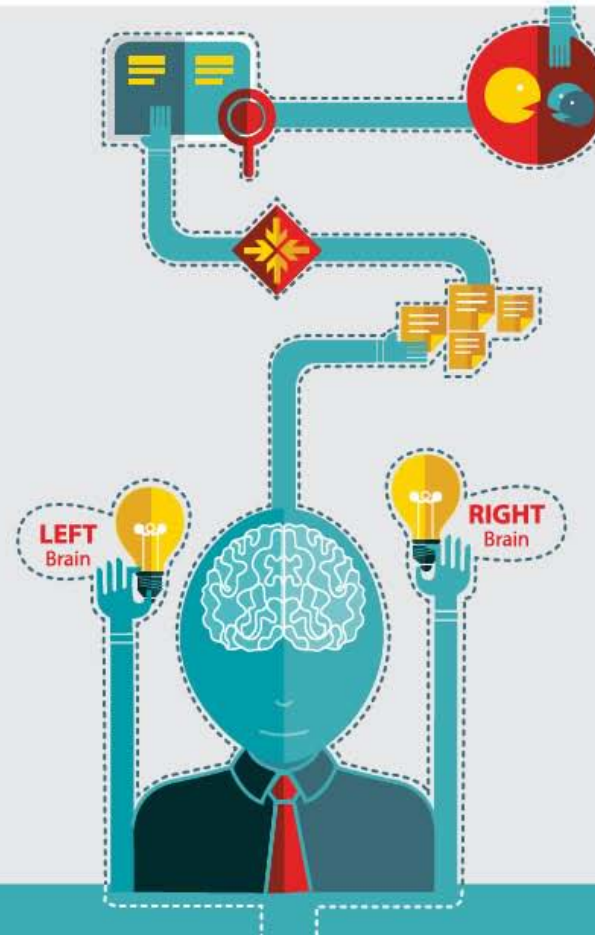
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# Design begins with **discovering** the Problem

What does industry think?

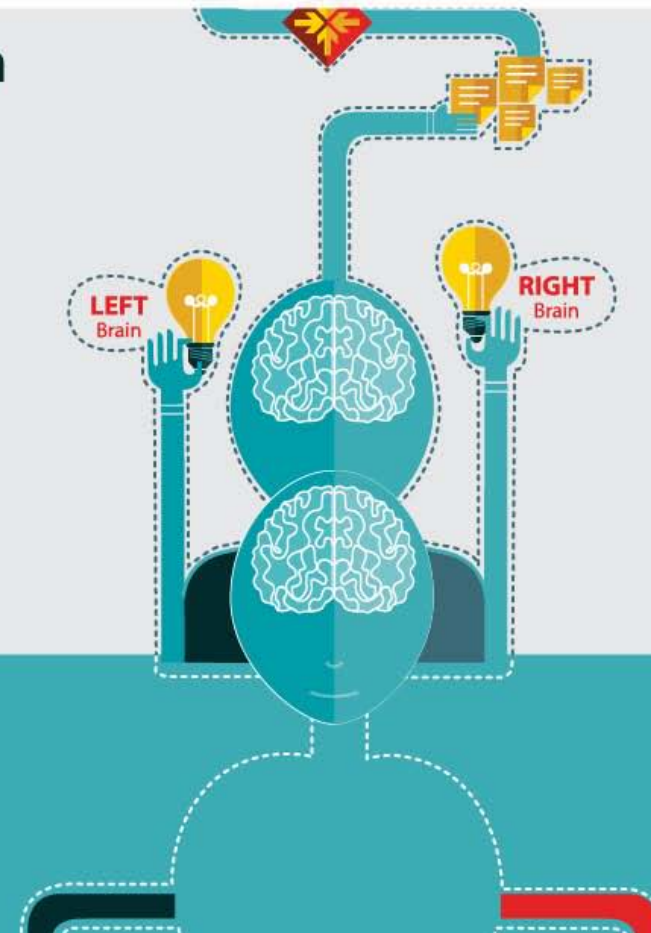
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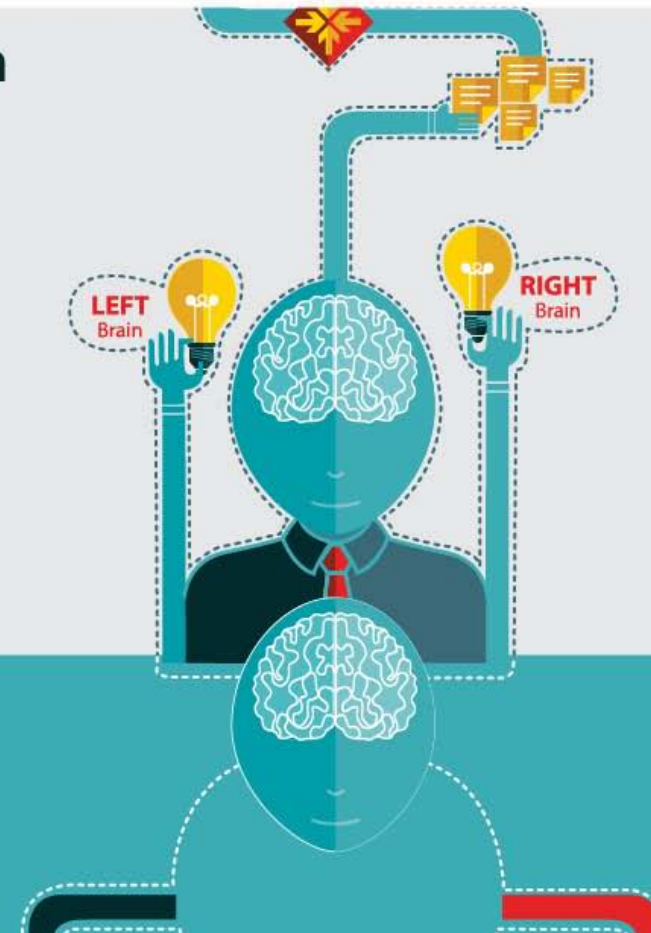




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## What we do?

We shake the things a bit and add  
designers into the mix.

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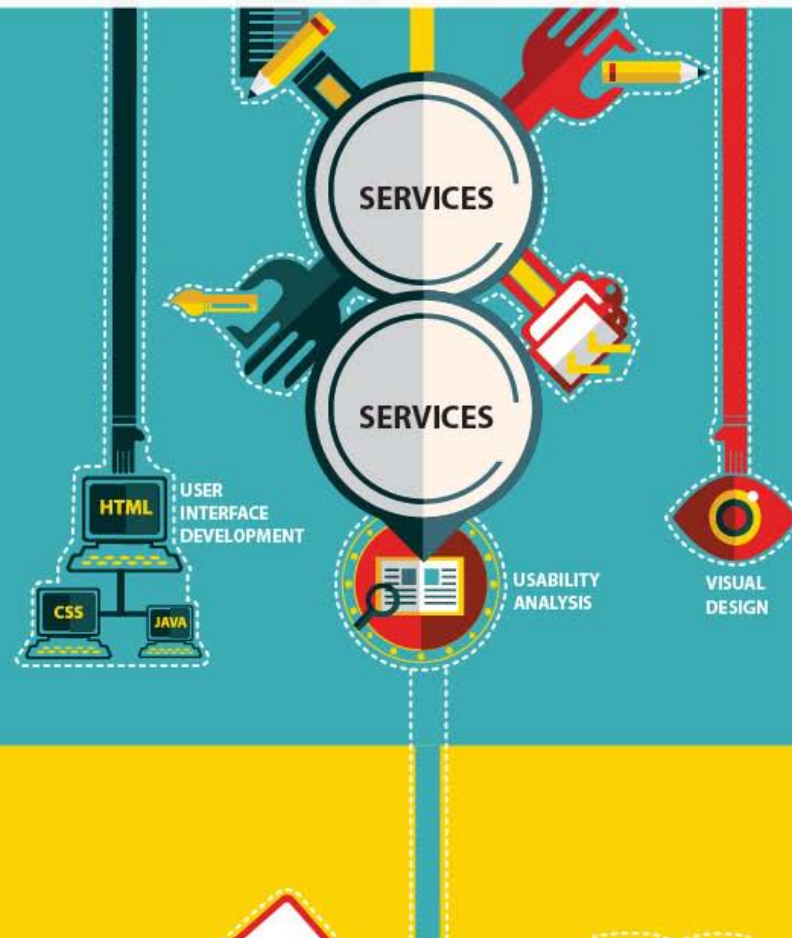
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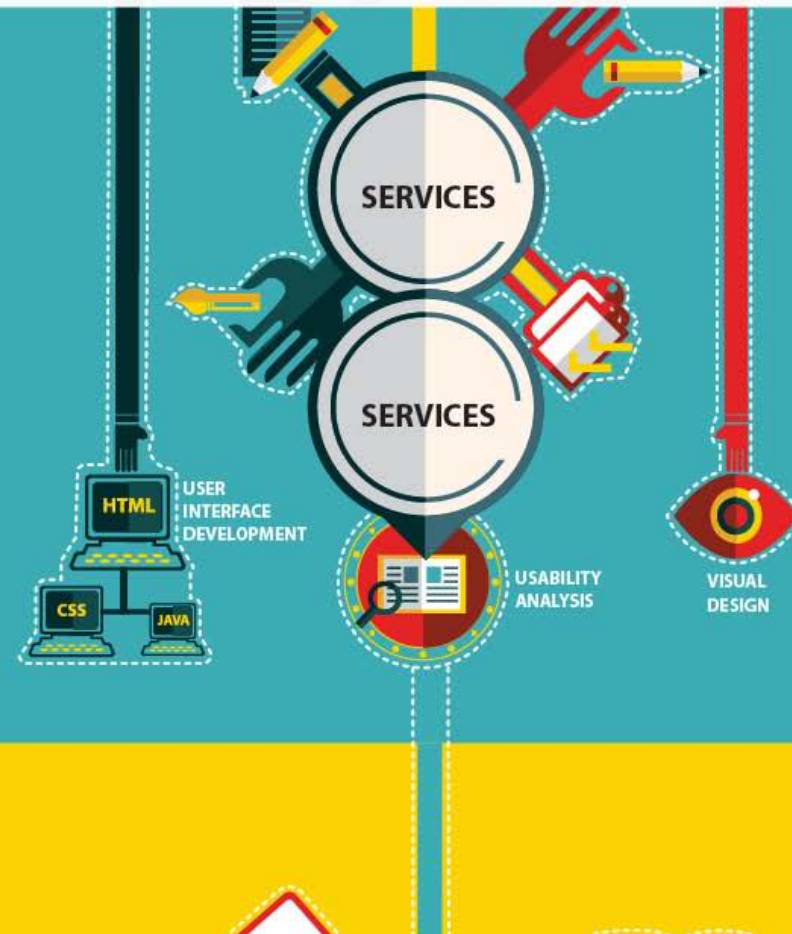
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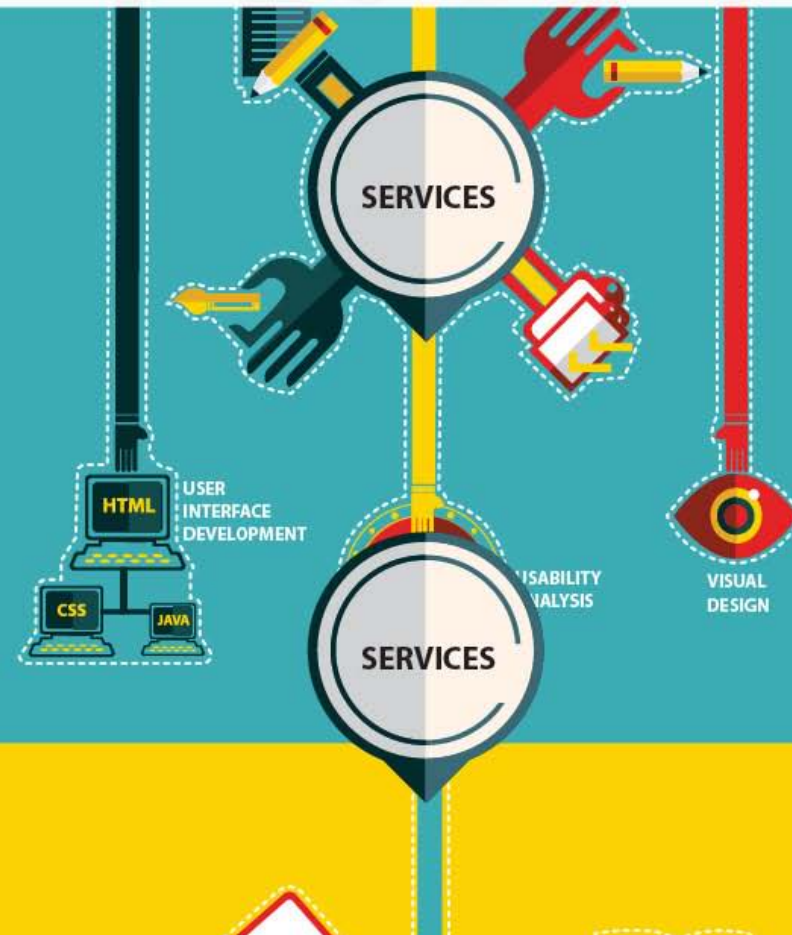
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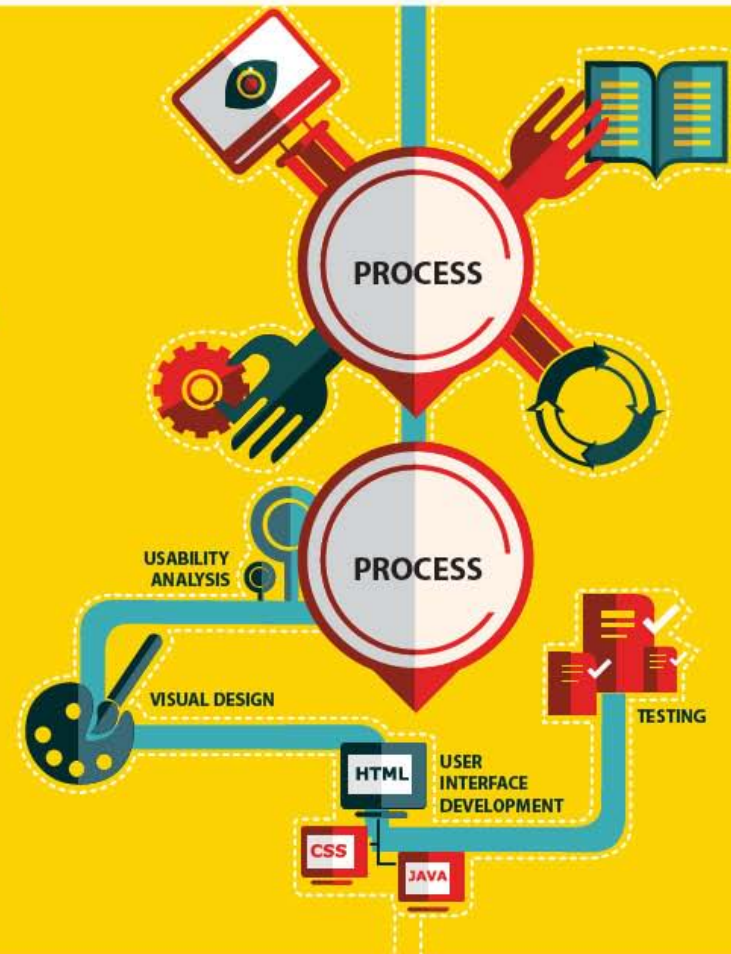




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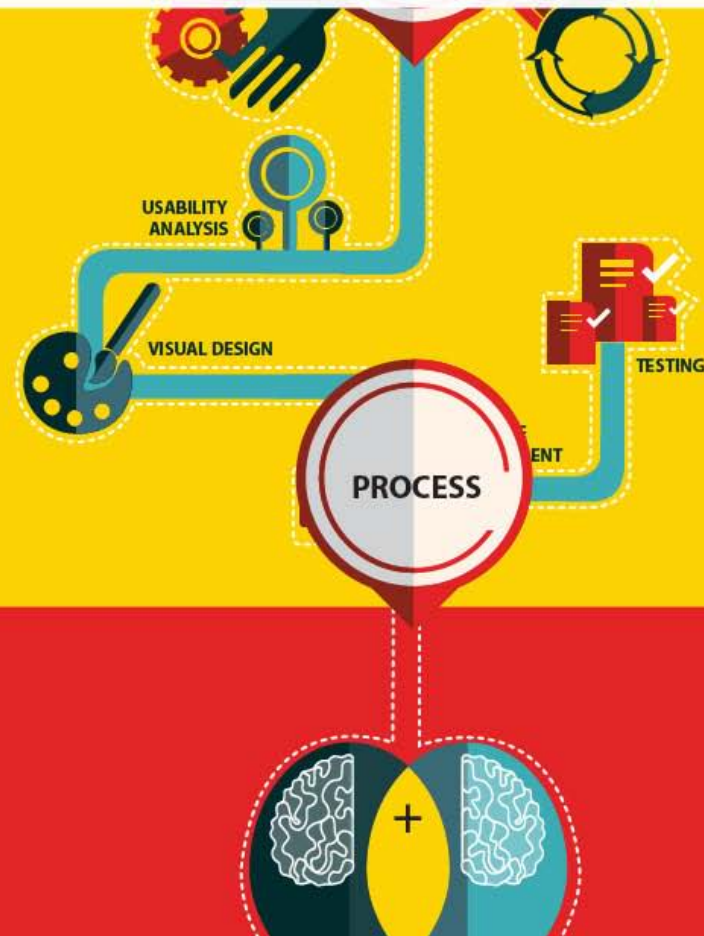
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It can create

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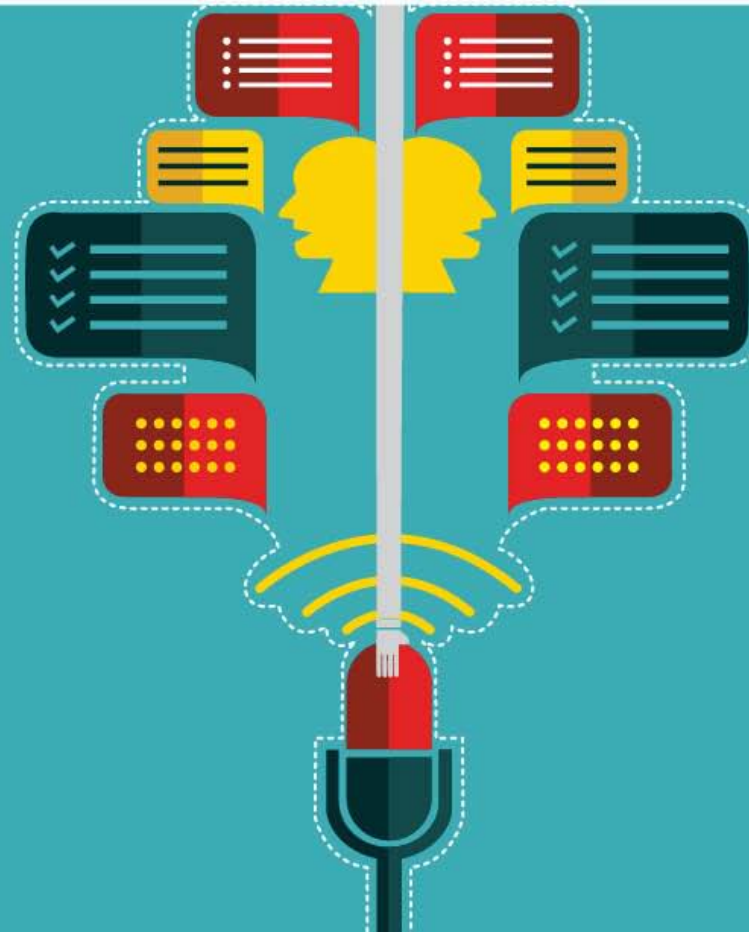
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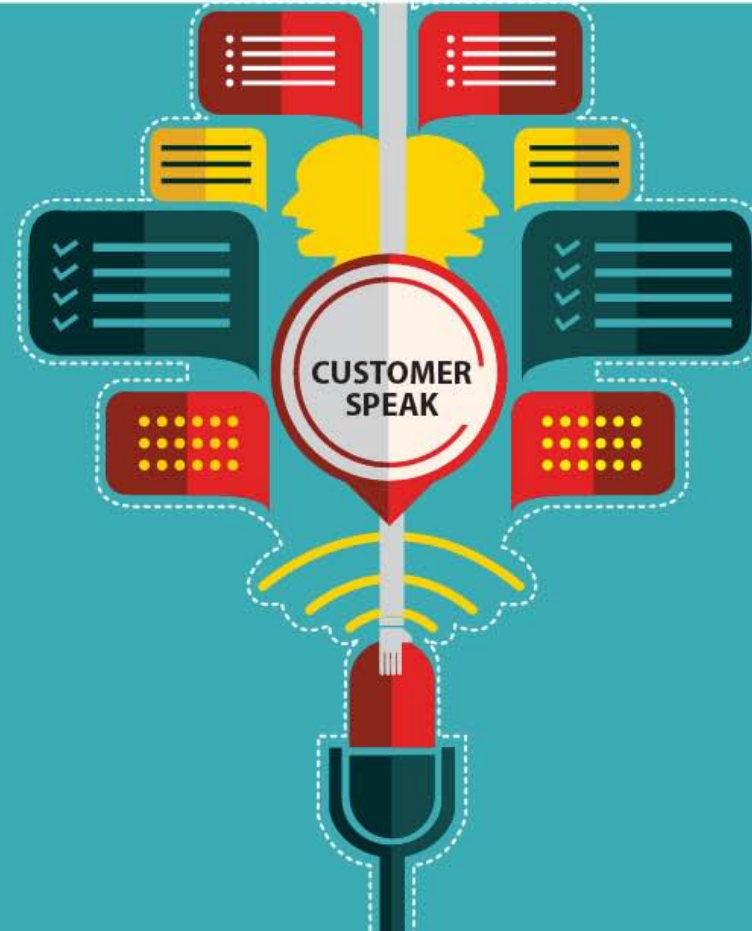
## See what our **customer** says!

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# Amazing stuff about CMS...

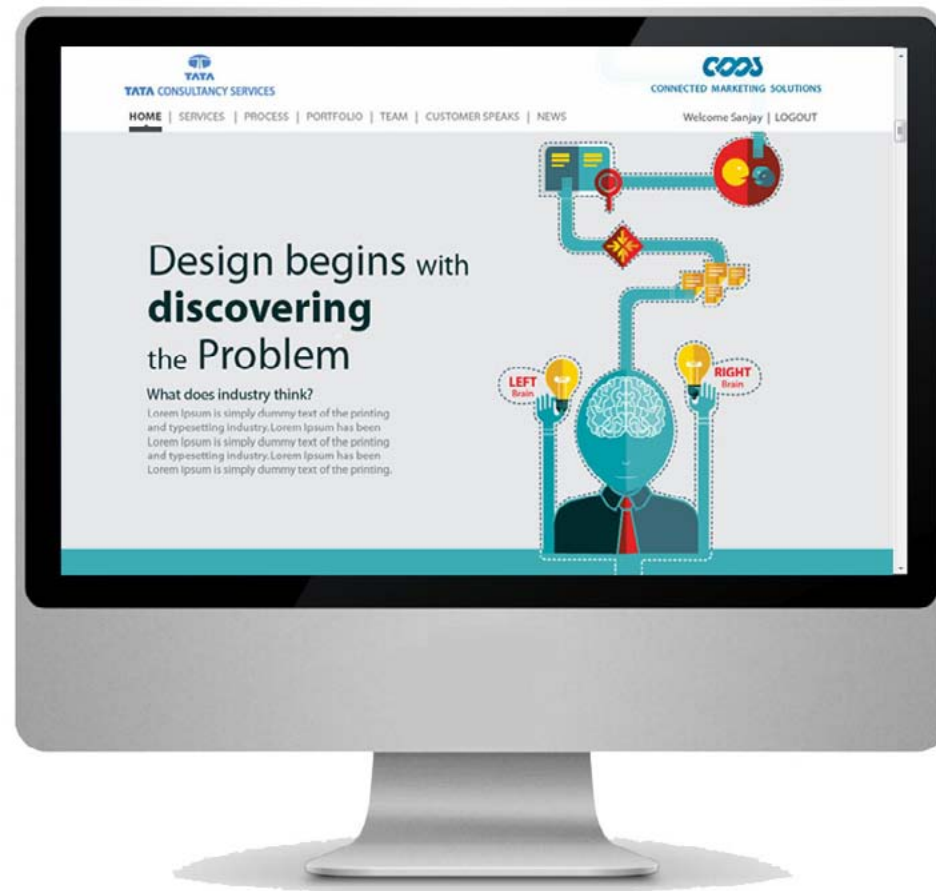
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# Conclusion

Learning from this project to understand the problem and need of client, give a problem solving solution

Work in a corporate environment to see the actual end to end project.

I would also like to mention here that my very important learning from this project is to work in a team and cooperate with them.

It was my very first experience to work with well known company like TCS and understand the real life scenario of projects and methodologies where you have to follow deadlines and keep your outcome ready before the each and every meeting.

Developed my skills and learnt a lot of things about digital media and web design trends.

# Referances

<http://www.soleilnoir.net/believein/#/entertainment>

<http://www.organicgrid.com/#/home>

<http://unfold.no/#/home>

<http://www.tcs.com>

<http://www.creativesciencelabs.com/wp-content/uploads/2013/05/responsive-design-example1.jpg>

<http://www.hellomondays.com/>

<http://www.42angels.com/#content1>

<http://columnfivemedia.com/>

<http://dribbble.com/colors/77cc33>

<http://www.adamhartwig.co.uk/#/awards>

<http://creativdesign.ucr.edu/>

<http://www.mq.edu.au/sustainability/greencampusguide/>

# Thank You!



