



“the ability to understand and deliver the expectations of customers”

We create Innovative designs

We bring-in wonderful experiences

We create emotions, visually

We Breathe Design!

user experience & user interface

After successfully leading organizations with our special affinity towards creative design, the team of like-minded who invested their creative minds on design, innovation & creativity have come together to offer world-class design experience. The team with 50+ man years of experience in Visual Design, User Interface, User Experience, Web & Mobile Development, Usability, SEO and Digital Marketing

Mpathy, helps Startups, Medium and Large organizations with specialized services with collaborative knowledge and experience.

UX & UI

Our primary focus is on User Centric Designs and human-screen interactions which should allow user to engage on our customers products and love to use it without any dropouts.

@Mpathy we believe that, a great User Experience with an elegant User Interface design will make any product stands out from the rest. As industry is shifting very fast with mobility and wearable computers and advanced technology, our expertise UI / UX strategy will help your business to target futuristic, stable and cost-effective solutions.

Mpathy provide services from UX Analysis to Strategy, UI Design to Development services for Web, Mobile and emerging new technology platforms.



Our UX and UI service offerings:

- ▶ UX Analysis
- ▶ UX Strategy
- ▶ Information Architecture
- ▶ Web Interfaces
- ▶ SharePoint UX Branding
- ▶ Mobile Interfaces
- ▶ IoT & Kiosks Interfaces
- ▶ Interfaces for Wearable Devices
- ▶ Interfaces for VR & AR
- ▶ Click Through Prototypes
- ▶ Usability Audit
- ▶ UI Testing

Frontend Technologies



We create and deliver the futuristic, intelligent and smart designs to our customers around the world. We leave a satisfaction layer and brand essence in any designs that we do for our customers.

The word user experience is a very old in fact, now it become more popular with increasing in digital transformation, digital users count, designing a good interface is not enough at all as there are many aspects of usability and user experiences associated with it for any online interface. So UX is a phenomenon where a UX designers do lot of research, paperwork, detailed analysis and put complete story to bring that into a easy and usable element across the platform.

UI will encounter only where UX process is completed. Once the UX is defined, UI designer group will craft it in a beautiful and appealing visual representation to convince the end users.

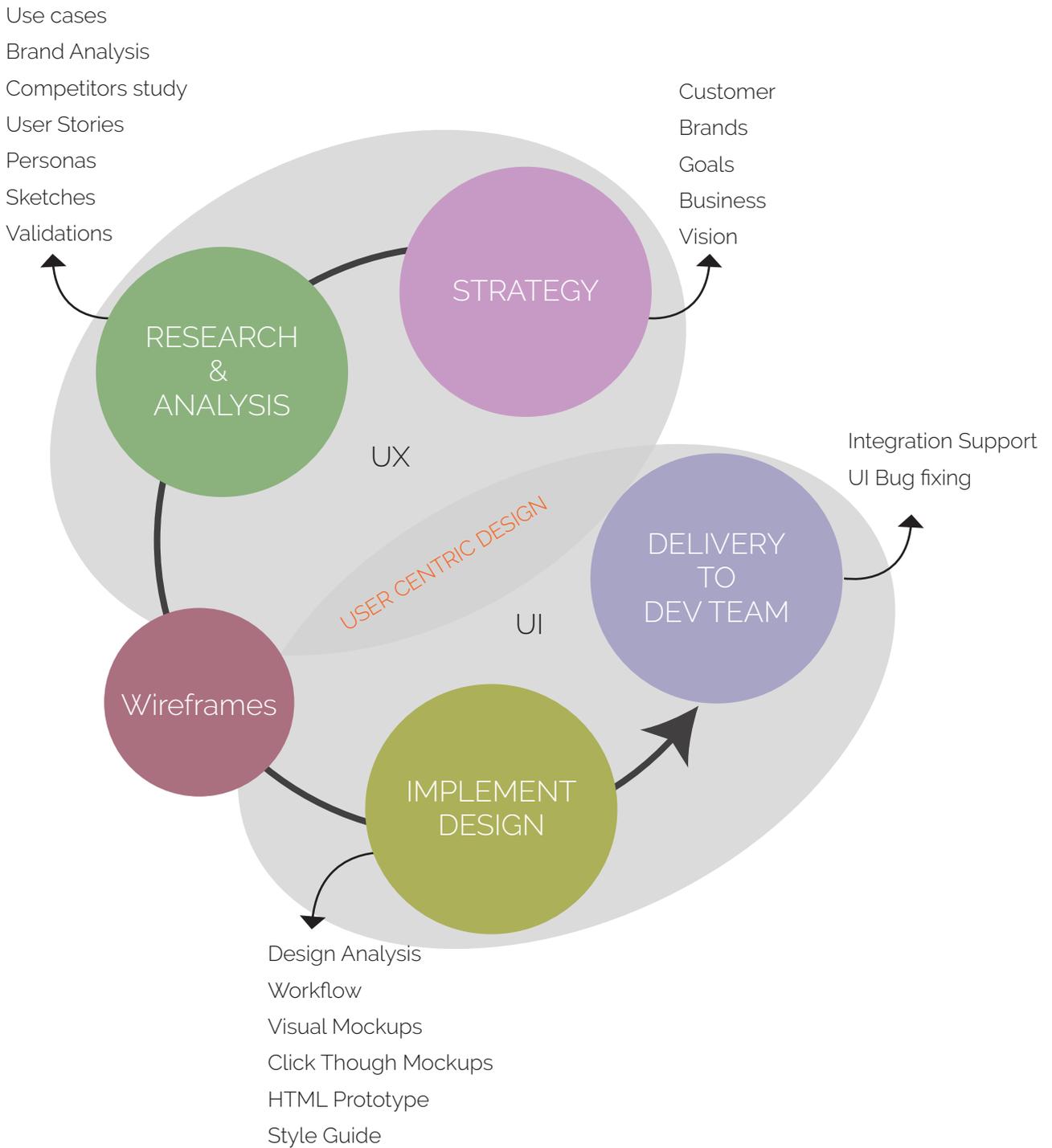
The whole UX UI process get through hand in hand and collectively produce final Digital interfaces of which end users never imagine how much effort mounted behind that screen.

- ▶ Websites
- ▶ e-Commerce applications
- ▶ SharePoint Branding
- ▶ Mobile Applications
- ▶ Wearable Devices
- ▶ AR & VR
- ▶ Web Applications

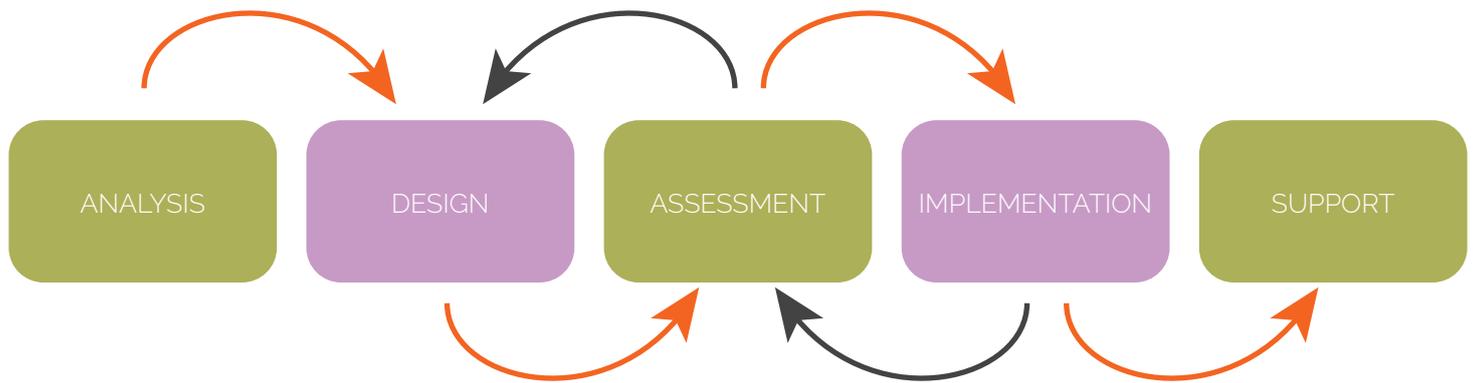
OUR PROCESS

RESEARCH	<ul style="list-style-type: none"> ▶ User Research ▶ Business Research ▶ Competitors Analysis ▶ Stakeholders Interviews ▶ Current Process and UI Analysis ▶ UX Goals ▶ Usage Cases ▶ Personas
SYNTHESIS	<ul style="list-style-type: none"> ▶ Information Architecture ▶ Detailed Task Flow ▶ Paper Drafts/Sketches ▶ Cross Platform Designs ▶ Interaction Design
DESIGN	<ul style="list-style-type: none"> ▶ Wireframe ▶ Design Concepts ▶ Visual Mock-ups ▶ Design Guidelines ▶ Design AB Testing ▶ Flow Roadmap ▶ Click Through Prototype ▶ UI Design Audit
DEV'MENT	<ul style="list-style-type: none"> ▶ Design Breakdown ▶ Responsive HTML ▶ Style Guide ▶ Usability and UI Testing

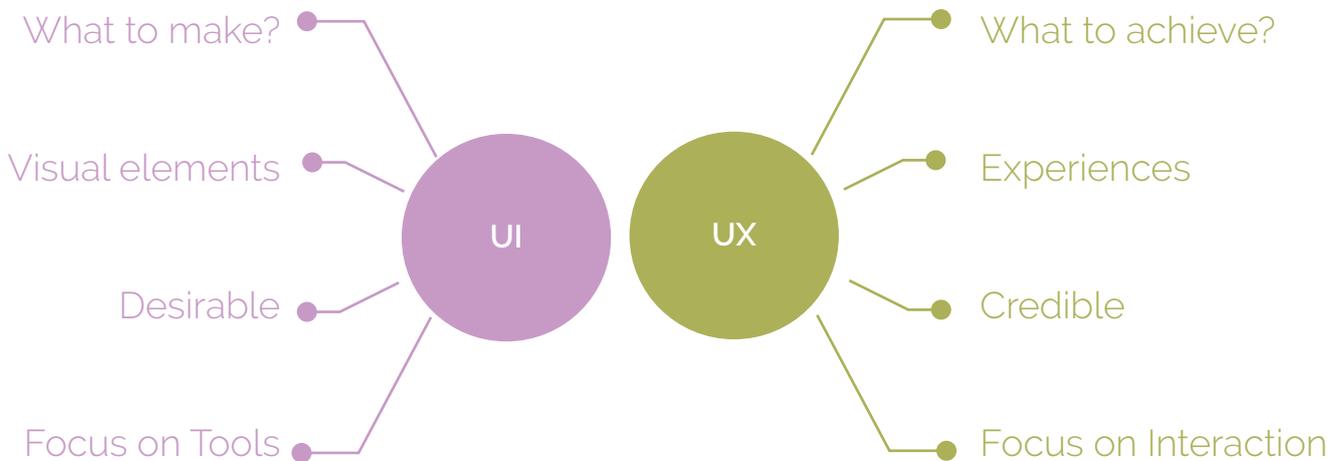
USER CENTRIC DESIGN APPROACH



USER CENTRIC DESIGN PROCESS FLOW



WHAT IS THE DIFFERENCE?



We would love to work with you!

WHY MPATHY?

Experienced Professionals

Mpathy design team is available in combination of full / part time professionals each with more than three to ten years of industry experience. Dedicated team deployment.

Customer Service

Mpathy experts are client friendly, polite, and most significantly quick responsive to your communications, and you will receive the estimated hours in very short time.

Availability

Our robust Offshore/Offsite/Onsite AMC flexible modal help our client to reach us with ease. We are available throughout AMC duration on your requests. On demand we can arrange onsite support as well.

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THANK YOU !