ASCENDION

Experience Engineering UI/UX

Put humans at the center of business with Experience Engineering

A great experience. You know it when you have it. A bad digital experience? The results are abandoned shopping carts, deleted apps, low productivity, constant churn. Users—all of us—want to run off, never to make contact again.
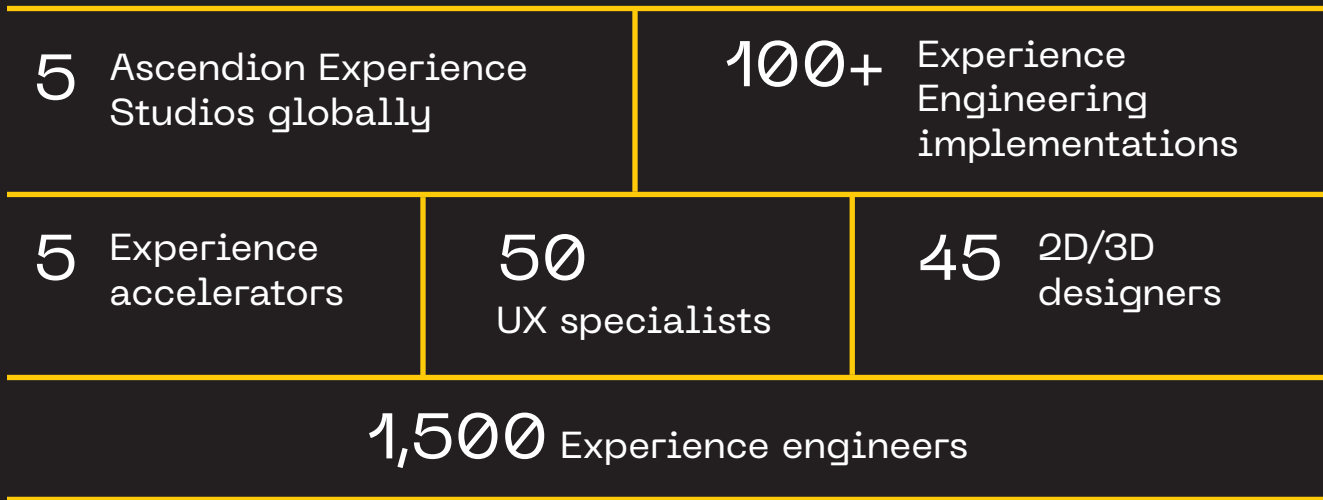
Rich experience is the new currency for customer loyalty. It's no secret that customers take the path of least resistance: sticking with brand experiences that satisfy without friction. The app development market is a $366 billion opportunity and growing1. How to get a big piece of the app pie? Creating experiences that move users from acquisition and activation along to revenue and referral.

But too many organizations put systems and processes ahead of people. In today's digital economy, getting this backward inhibits growth, but it doesn't have to be that way.

Ascendion's experience engineering services makes software-enhanced customer experience personalized, intuitive, frictionless, simple, and even beautiful. We close the gap between technology and design to make captivating interfaces and experiences for customers and employees. Ascendion's approach to experience engineering brings together people, business, and technology.

Creating beautiful experiences

5 Ascendion Experience Studios globally

100+ Experience Engineering implementations

5 Experience accelerators

50 UX specialists

45 2D/3D designers

1,500 Experience engineers

Creating Seamless Experiences

User Experience and Design

UX/UI is not based on design alone. The human perspective is central to every step of the experience-led design process. Ascendion's UX/UI architecture ties together the business need, ideal experience, and technology requirements—all validated through the eyes of the user—along each phase of the product lifecycle.

We use a design thinking approach to gain insights, experiment, and ensure that the technology serves users and the business.

We bring UX design experts and software developers together at the start to align design concepts with technical reality and user expectations. UI/UX design is essential to truly transforming business to be fit-for-purpose in our digital—software-based—economy.

User Expectation

We design to capture the user's attention, make them a brand enthusiast, and deliver good returns for your business. Every design element choice—colors, buttons, content placement, animations—comes together to deliver an enhanced user experience.

Interactive Design

Robust design is crucial to catch the user's 8-second average attention span. We apply user behavior insights and the latest interactive design advancements to supply optimal experiences.

Brand Prestige

We ensure your brand is infused throughout the experience design building process, following brand guidelines and compliance. We know that great UX/UI boosts brand identity, loyalty, and value.

Web/Mobile & Omni–channel Services

We build the next generation of B2B, B2C, and B2E web and mobile applications to capture the attention and loyalty of users within the massive choices of channels, platforms, and providers.

As a strategic differentiator for clients, we specialize in crafting immersive and seamless experiences that empower users and result in deeper engagement, increased conversions, and customer loyalty.

From user research to wireframing, prototyping, interaction design, and usability testing, our comprehensive range of experience services is tailored for your specific business objectives and needs, whether for mobile apps, websites, e-commerce platforms.

Our experience engineering framework, Ascendion PLAY, converges art and engineering in building omnichannel enterprise applications fast. Ascendion PLAY is a super charged engineering platform for developing robust, modular, and secure applications.

Standardization

Code fast to hit the ground running and keep sprinting

Optimization

Code clean and run fast while writing beautiful code

Innovation

Code new and never stop innovating

Immersive Gaming

Ascendion's experience engineering for gaming is obsessed with connecting and serving the 3 billion people worldwide who play video games2.

With immersive UI/UX design, set the tone and aesthetic for your game and bring the vision to life with captivating concept art and design. The Ascendion Gaming Studio is a specialized crew passionate about game storyboarding, game design, level design, game mechanics design, 3D design, game engineering, character modelling, animation, and quality testing.

Question	Funnel Stage
How do customers find you?	ACQUISITION
What do customers first experience?	ACTIVATION
How do you keep customers happy?	RETENTION
How do you make money?	REVENUE
Do customers tell others about you?	REFERRAL

We don't just build games. We build gaming ecosystems. We see Games Backend as a Service as an optimized and efficient approach to using cloud technologies while orchestrating and automating game and player operations. Working with industry solution providers like AWS, and Microsoft, Ascendion creates accelerators that are cross platform, device agnostic—automating development lifecycles and shifting from game operations management to player experiences.

The Ascendion Advantage

Experience engineering allows us to create exceptional user experience by crossing the chasm between technology, user expectations and design. Ascendion is an ally for digital transformation in ways that are different:

We create masters of craft in experience.
Other companies have "experts," but we have Circles—our communities of practice for peer-based learning—along with training, working partnerships with platform companies, and applied project mentorship. Each element helps ensure our engineers are experts who show up with applied skills in UX/UI modernization, personalization, API-based experience orchestration, and metaverse and immersive experience.

Our engineering practices are built with radical transparency in mind.
Seasoned technology leaders have all had program experiences with "black boxes," and that's where trouble happens. Our governance processes, enabling engineering platforms, and even our mindset is to minimize surprises by maximizing transparency. Imagine the radical transparency of an Uber Eats or Door Dash experience for your approach to creating engaging experiences.

We use software to help us engineer … software.
Our core engineering platform is Ascendion AVA (A.AVA). This system enables each step of the experience engineering journey, resulting in 50% to 60% higher program efficiency and dramatically improved transparency along the journey. For experience engineering, A.AVA modules provide insights into system engineering activities; automated user accessibility identification and remediation; operational root cause solutioning.

Cost-effective, industrialized model for experience engineering and UI development leveraging offshore resources.

Designed for impactful experience

European CAR-MAKER

Digitized cloud-platform to improve car-window sticker printing

100K+

cars every year, delivered in the US from 2024 will run on Ascendion's modernized platform

125% to 150%
data entry error reduction with improved automation

100%
time saved with template creation process

Global PHARMACEUTICAL FIRM

Modernized portal for customer service representatives (CSRs)

6%
reduction in overall healthcare costs for members

20%
reduction of targeted member healthcare costs

13%
increase in CSR campaign output with more effective outreach

U.S. INSURANCE FIRM

Modernized auto-insurance platform

$1 million
in annual savings with reduced manual efforts

Quote generation time reduced by **50%**

Unified system eliminating data consistency issues

Digital application enhancing platform reach and attractiveness

Improved customer satisfaction and Voice of Customer (VOC)

How can we help?

Ascendion's experience engineering services are a trusted and successful collection of methods, enabling technology, and, most importantly, engineers with impressive experience to help enterprises develop innovative digital user experiences to transform how people connect, work, shop, and play.

We're doing this for some of the top companies in the world, and we'd love to help you also.

This introductory overview is—we hope—the beginning of the conversation, and we look forward to sharing more soon!

Sources

1 https://www.globenewswire.com/en/news-release/2022/09/27/2523539/0/en/Mobile-App-Development-Market-Worth-USD-366-34-Billion-by-2030-Growing-at-a-23-80-CAGR-Report-by-Market-Research-Future-MRFR.html

2 https://www.imarcgroup.com/gaming-market

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ABOUT ASCENDION

Ascendion is an ally for clients seeking enterprise digital innovation. We make and manage software platforms and products that power growth and deliver captivating experiences. By embracing the future of work, we bring creativity and execution excellence together to make digital innovation valuable (and even fun). Our engineering, cloud, data, experience design, and talent orchestration capabilities accelerate transformation for Global 2000 clients. Ascendion is headquartered in New Jersey. In addition to our remote/hybrid workforce, we have 20 offices across the U.S., India, and Mexico. We are committed to building technology that elevates life with an inclusive workforce, service to our communities, and a vibrant culture. For more information, please go to **www.ascendion.com.**