Transforming experience with human-centered design
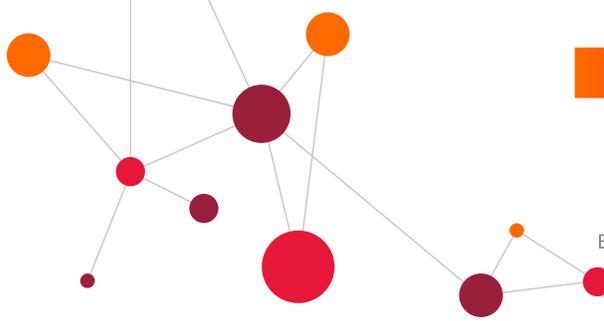
Changing expectations and the pace of innovation are impacting our clients' business and, as such, require transformative solutions to meet customer expectations. Human-centered design approaches are an integral part of the digital transformation journey.

When it comes to digital transformation, technology is only part of the answer. Human-centered design draws inspiration from users to create engaging experiences that address critical business needs.

CGI's human-centered design approach transforms the way we create digital products and experiences, providing tangible insight into the art of the possible. We harness technology and market innovations to define the path to digital transformation and make our clients stand out in their industries. We bring specialized design expertise backed by CGI's global insights to deliver intuitive and innovative solutions. Our interdisciplinary teams work together to envision and define product outcomes, merging business and IT priorities for a holistic and effective customer experience.

OUR DESIGN APPROACH PUT HUMANS AT THE CENTER

- **Strategy engagements** - Our experts consult with clients to design human-centered approaches to enterprise digital transformation and technology modernization. Our design-led approach puts your customers first, whether internal or external to the organization. We call this our Customer to Business Approach, or the C2B Approach.

- **Product design and development** – Our designers and technologists use agile practices to create user experience, interface, and customer experience prototypes. We work closely with clients to define and build on product requirements to create minimum viable products (MVPs) that springboard to transformation at scale.

- **Design workshops and training** - Our design workshops and human-centered design training bring diverse teams together in a focused way for efficient sharing, knowledge transfer, and ideation. These engagements help our clients to better understand their customers, analyze problems, generate solutions, make decisions, and create actionable plans.

BENEFITS OF CGI HUMAN-CENTERED DESIGN

- **Build the right thing right.** Success across industries is still about people. With human-centered design, we help our clients build the right

CASE IN POINT

**Transforming the employee and contributor experience at SAE**

SAE International is a global association of more than 128,000 engineers and related technical experts. With a mission to advance mobility knowledge and solutions, SAE needed a modern web platform that made it straight-forward for experts and the public to access content.

CGI applied human-centered design thinking to visualize a more cohesive and intuitive experience for SAE employees and the broader community of industry experts, contributors, customers and students. By designing a framework centered on context- and role-based content, CGI delivered a modern experience that addressed key usability issues.

The SAE.org redesign focused on personalization and streamlining contributor workflows reusable, modular UI components and optimized UX patterns. This allowed users to find content easier, whether just learning about the organization, buying digital products or contributing as an industry expert.

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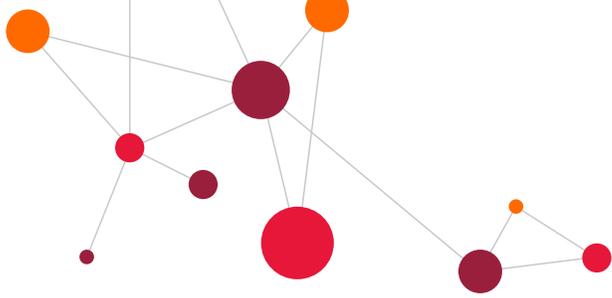
thing - products that can be used intuitively and effectively by our clients' internal or external customers.

- **Break down silos.** Our human-centered workshops and engagements bridge the gap between the business and technology to define strategies that drive digital transformation for our clients.

- **Get a fresh perspective on your business.** Leverage our expertise to solve your customer engagement challenges. Our interactive approach brings stakeholders together in new ways to solve business challenges with fresh and creative solutions.

- **Execute and improve on your ideas.** Leveraging rapid solution prototyping, MVPs, and an experimental approach allows teams to test and adjust business concepts and technical solutions, leveraging our vast subject matter expertise across industries and technologies.

HOW WE WORK

We partner with our clients to build human-centric products that bring analysis and vision to life. Our workshop approach brings stakeholders through a design-thinking journey to learn, dream, and realize solutions that successfully engage customers and end users. Our interdisciplinary teams work visually and visibly with our clients to understand problems by deeply understanding stakeholders and business processes, uncovering opportunities, and strategically envisioning the future state. We deliver rapid prototypes, wireframes, and final digital products.
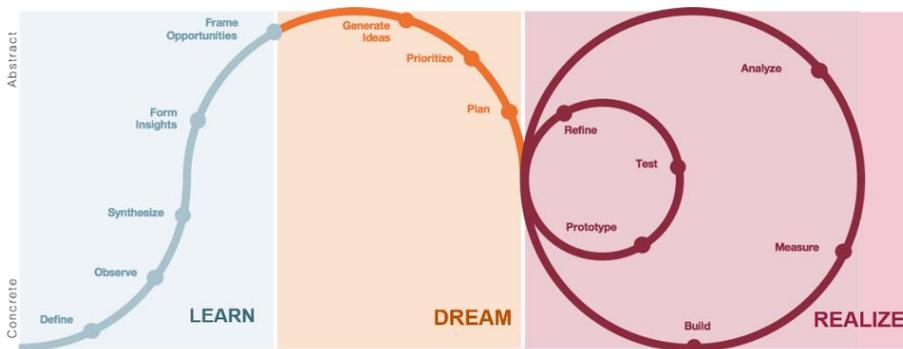
WHY PARTNER WITH CGI FOR HUMAN-CENTERED DESIGN SOLUTIONS?

- **Demonstrated results** around positive organizational change
- **Specialized** design expertise with global SI backing
- **Delivery** of true digital products, not "pretty" mockups
- **Technology-agnostic** approach
- **Fast** time to value with low risk
- **Collaborative** approach and enablement for your organization

ABOUT CGI

Founded in 1976, CGI is one of the largest IT and business consulting services firms in the world. Operating in hundreds of locations across the globe, CGI professionals help clients to achieve their goals, including becoming customer-centric digital organizations. We deliver an end-to-end portfolio of capabilities, from high-end IT and business consulting to systems integration, outsourcing services and intellectual property solutions that help accelerate clients' results. CGI works with clients around the world through a unique client proximity model complemented by a global delivery center of excellence network to help clients accelerate results, transform their organizations and drive competitive advantage.

For more information about CGI, visit cgi.com, or email us at info@cgi.com.