CGI Human Centred Design

CGI

Driving transformation in emerging technologies through Human Centred Design (HCD) – providing innovation and serving users.

Putting our clients first

In the ever-changing landscape of emerging technology, we are witnessing a more dynamic marketplace where clients demand more, with innovation and collaboration becoming critical business capabilities. HCD is a practice, which places people in the centre of all steps of the innovation process. Our HCD services encompass world-class skill sets to uncover end-customers needs and try to accommodate those needs within the client's business constraints. We incorporate our findings into each aspect of a client's individual digital transformation journey.

Principles of HCD

Key to the success of the HCD is understanding our client's needs, constraints, contexts, behaviours and wants ensuring they can be confident in our solutions. Our HCD process encompasses six principles:

- Application of HCD methods and process to solve the client's business challenges
- Balancing creativity with compliance and complexity with ease of use
- Maintaining a shared purpose and vision
- Focusing on delivering quality outcomes
- Using the latest research, technology and HCD thinking to demonstrate our thought leadership
- Conducting research for successful outcomes rather than assuming we understand the client's and end-customer needs

Key benefits

- Identify and solve usability issues to reduce support costs

- Improved customer acquisition and retention through enhanced user experience

- Leverage rapid solution prototyping and Minimal Viable Products (MVPs)

- We deliver significant increases in productivity and profit by putting the end user first

Our HCD Pods

Who we are

Each of our HCD Pods are resourced with a UX Strategist, UX Analyst (User Researcher), UI Designer and Front End Developer. We work together as a team to deliver the client's challenges. We provide specific skill sets that enhance and complement each other.

What we do

Our HCD pods offer services that help clients understand employee and customer needs to deliver innovative solutions with human interaction centre stage. Our skills, processes and methodologies will enable you to develop ideas into viable products. These solutions and products can be designed and built to improve the efficiency of how business services are utilised – thereby increasing their success.

We can develop or redesign your product journey and create digital human centred transformation, employing emerging technologies.

Why us?

- We deliver HCD experience you can trust

- We bring global expertise, delivered locally. We work with clients through a local relationship model complemented by a global delivery network to help clients achieve their goals, including becoming customer-centric digital enterprises

- Lean and value-focused culture – we rapidly deliver measurable progress and results by focusing on what matters most, so we can deliver transformational value, quickly

- Flexible commercial models – designed so you can scale up and down as and when you need

For more information or to arrange a meeting, please contact Mark Madden on mark.madden@cgi.com.

Sustainable digital transformation using HCD, helping you suceed in industry 4.0

About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 82,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information

Visit cgi.com/uk
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