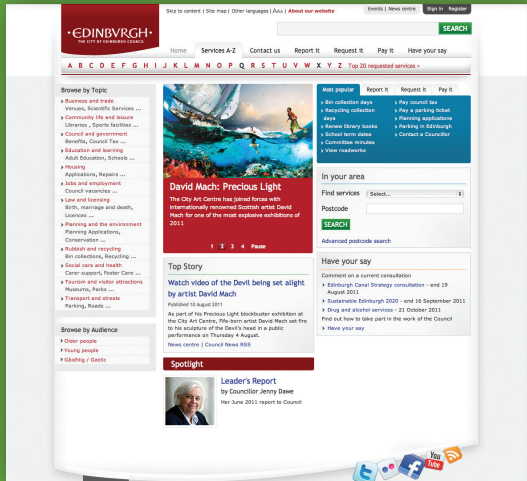


Jadu Design Services

Handcrafted design: Jadu User Experience team



Jadu®

You can leave the design and crafting of your web presence to the people who know exactly how to build for the Jadu platform and make the best of it's rich functionality.

Jadu's in-house digital design agency consists of an award-winning team of leading creative designers and web developers who will ensure delivery of the best possible online experience for your organization.

The creative Jadu UX team is a potent mix of precocious new talent and seasoned experts lead by a Creative Director with over 12 years experience working in design for some of the world's leading organizations and brands.

Our approach is governed by common sense. We ask the right questions before we start the design process to understand the specific requirements of your organization and audience. We strive to make the creative production process as simple and trouble-free as possible, underpinned by professional project and account management teams.

We attribute the success of our digital design capability to the following:

- › **Understanding**
We begin with a firm understanding of our customer's business, audience and the brief.
- › **Ideas**
Creative, innovative ideas are at the heart of our solutions - we begin with a blank sheet of paper and a brainstorm.
- › **Unique each time**
We don't have an agency 'look' or agenda - each brief commands a different approach.
- › **Innovation**
We produce conceptually and aesthetically innovative work.
- › **Love**
Attention to detail and a love for our craft delivers industry leading results every time.

We design for the customer experience through technology

Bringing together separated software and design partners can introduce risk to web technology implementations. The design partner may not hold a rich understanding of the software platform, or may be aligned to provide more traditional print design services. With Jadu this risk is removed - our in-house UX team has an intrinsic understanding of the software they are developing for.

Whilst there is a surface similarity between print design and website design, website design is much closer to product or industrial design. There are principles such as architecture, accessibility, usability, security and performance to consider.

We design and develop user-centred, accessible websites putting your visitors' needs and your objectives at the heart of the design process. It's our aim to engage you fully in the creative process, working with you each step of the way so options and choices are there for you. You see the story unfold at every stage, so there are no surprises.

We invest in the future through continuous research into technology, standards and product development. Ensuring your organization benefits with a future proof implementation.

The process

The Jadu UX team will work with you to translate your vision into an effective design that compliments the power behind your Jadu platform.

A dedicated designer will design in-line with your brief and integrate with your brand and it's requirements. Once you have an agreed design, development begins on customizing your Jadu platform, ready for test and launch.

The flexibility of the Jadu platform allows quick, easy design and development. User interfaces are based upon accepted W3C web standards, making them accessible, intuitive, easy to navigate and cross browser/platform compatible.

Accessibility and usability are foremost on our agenda, enabling you to reach the widest possible audience and ensuring your organization is digitally inclusive.

Three levels of Design Service

Objectives and requirements for a project are always unique and as organizations vary in skills, resources and experience, there are three levels of design services we offer, geared to fit a broad range of requirements and budget.

1. Foundation design

This is a package designed to quickly get you onto the Jadu Platform and realize it's benefits and allow you to invest and add further value at a later stage if you wish.

2. Classic design

This is the package we offer as standard. It is proven to work with effective professional results and can be adapted to fit your objectives. This includes two design iterations.

3. Prestige design

A highly tailored package for the more innovative solution and for organizations that value design and have the resources to fully engage in the creative process. In addition to the Classic design, this package features mood boards and design workshops.



Jadu - (Sanskrit). Magic. Pronounced: Jar-doo
Ancient Sanskrit term commonly used in Hindi:
*To effect change by magic, To appear by magic,
To control by the use of magic.*

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