



- iRise and Offshore
- Development

Presented by:

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Design & Usability Manager
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Presented to:

iRise Fusion Conference 07

Date:

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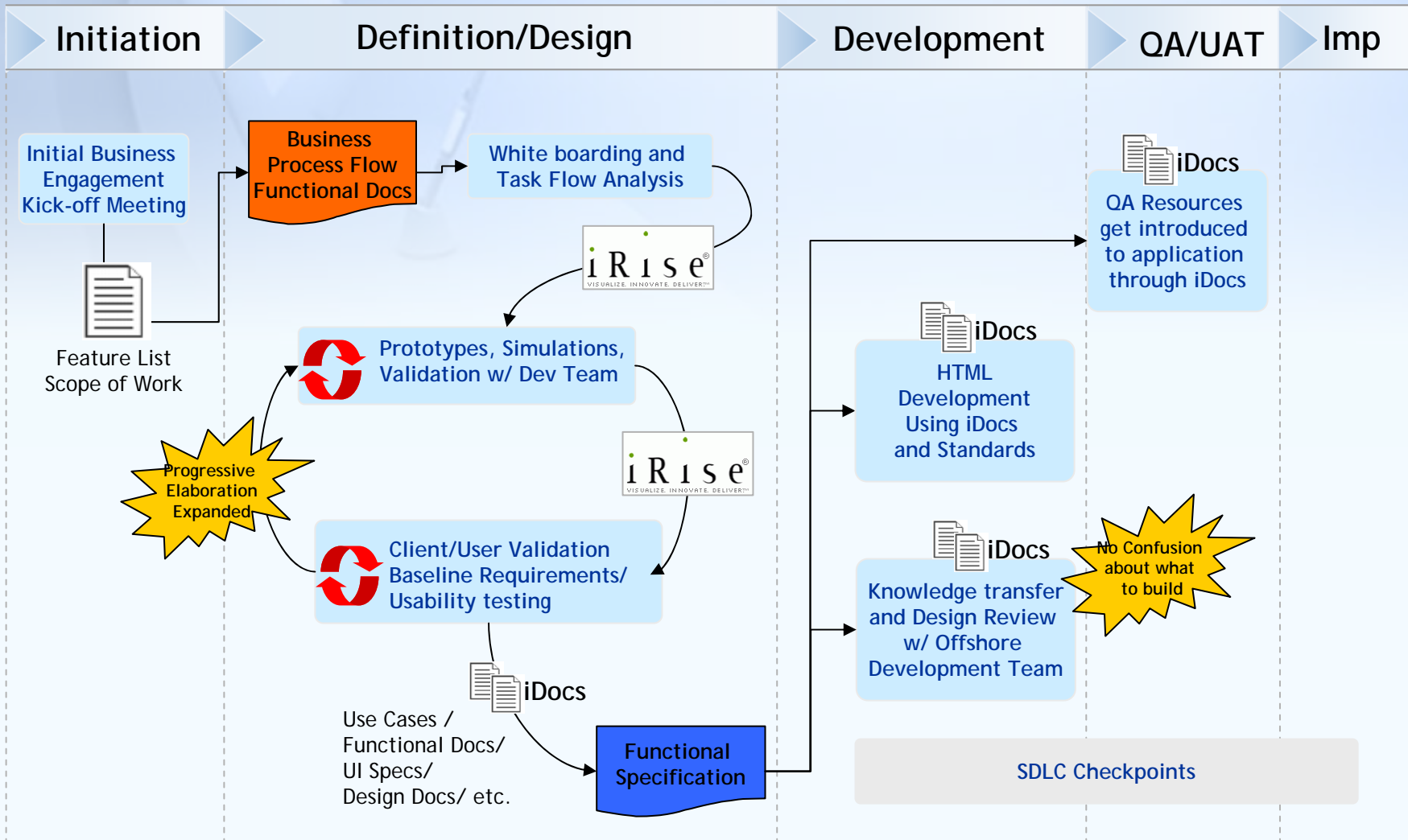
Location:

Las Vegas

- Citi is the world's pre-eminent financial institution with 200 million+ customer accounts. Citi operates in over 100 countries with nearly 300,000 employees
- Core lines of business Cards, Retail Banking, Mortgage Lending, etc.
- Cards IT- Web Solutions develop B2E applications
- Scalable Model = Base Employees +Incremental Offshore Resources
- 10++ IT application projects in a span of 2 years

- Need for a better prototyping tool
 - E.g. Illustrate different roles in application, Reduction of Uncertainty (ROU)
- Validation of Requirements
 - Rework is 20-25% of total development time
- Knowledge Transfer
 - Offshore communication of requirements
- Usability Testing
 - Observe vs. hand holding

iRise in Our Process



- Business clients' reaction is very positive
- Discovery phase is more productive also expanded
- Less meetings
- "Visual Use Case" aids communication to offshore Team
- iDocs facilitates discussions

"With the exception of **"reaching the end of the universe"** it has been an excellent tool in accomplishing our reengineering effort in a timely manner" - Carlos Gavilla, Client

"Explaining page flows to developers using flat prototypes was as painful as watching someone read a **paper map** upside-down. With iRise, page navigation is not left to interpretation and is like having an **in-car navigator**."
- Travis Steinmetz, Lead Designer



- Make iRise training a priority and part of performance goal
- Build the style and control standards library
- Low fidelity prototypes for a quicker turnaround

Focus on functionality vs. aesthetic preference

- Simulate only what you need
- Keep open communication and support
- iDocs
 - Division Monitor iDoc
 - Statements Messaging & Inserts Tool iDoc



■ ■ Q&A

■ Thanks for your time

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