

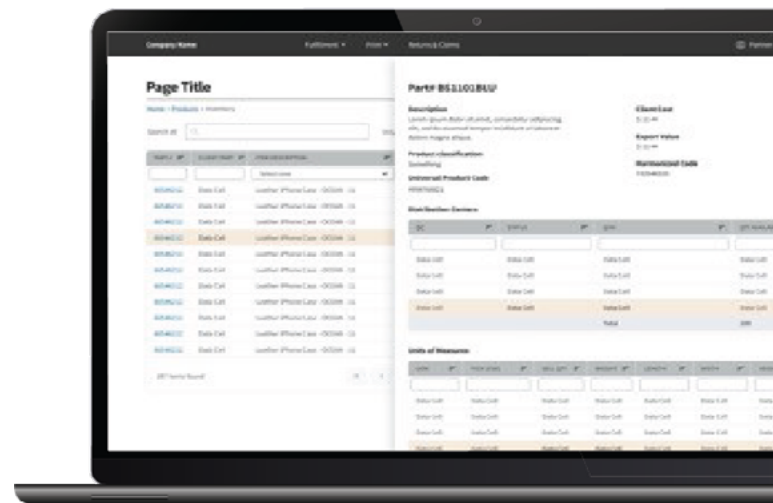
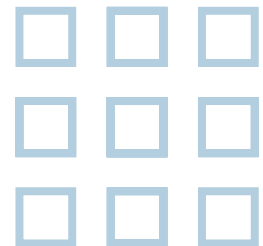
# APP EXPERIENCE

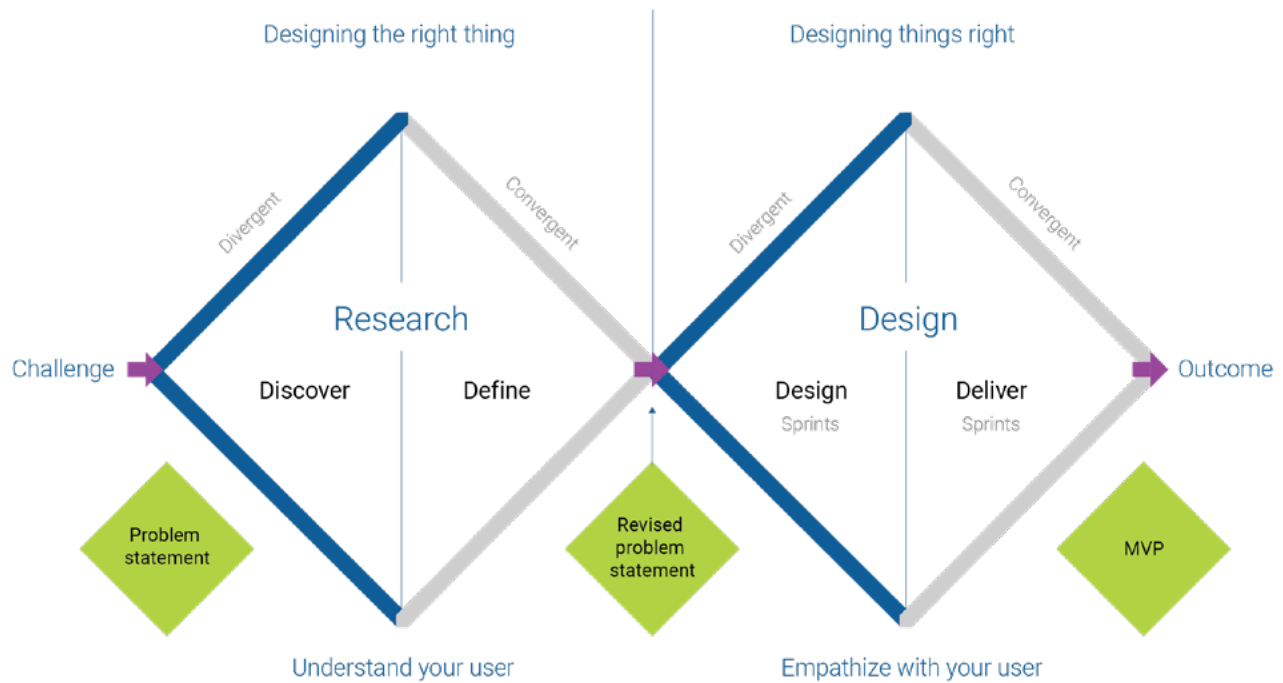
## Designing the right thing and designing them right.

App Experience is the sum of interactions and feelings an end user has while using the app. User experience is a critical feature when it comes to the digital landscape, therefore creating a favorable app experience is critical for end user adoption and retention. A positive app experience will educate users about the benefits of the app and make them feel valued depending on the app's purpose.

## Creating powerful app experiences.

- ✓ Reach a higher engagement level while providing more value to your customers.
- ✓ Leverage built-in integrations and strong data protection.
- ✓ Build a stronger brand and credibility with a secure, reliable app end users can trust.
- ✓ Thoughtful design and a series of interactions to help the end user achieve their desired outcomes.





*The Double Diamond Model is a comprehensive and visual creative process used for innovative projects. Each one of these sequences is important and must be carefully carried out.*

## Experience Design

Experience Design (UX) is not an end-goal. It's a long-term process, involving stakeholders, researchers, designers, developers, and other team members. Experience Design is about solving problems. We must first understand the problems before we start creating the design solutions. When we engage in projects, whether it's building a brand-new project or redesigning an existing one, we need a high-level value structure to refer to throughout the process. We must clearly define the points along the time continuum of a UX project.

## Agile & DevSecOps

By adopting an Agile and DevSecOps mindset, organizations can take advantage of the technology advances without putting themselves at risk. Agile projects cost less, have higher quality, are more predictable and driver higher employee engagement. The fail-fast mindset of agile transformations centers around adaptability and keeping pace with customer needs and expectations, placing the focus on the individual user, what he or she needs, and why. DevSecOps integrates security initiatives at every stage of software development lifecycle to deliver robust and secure applications.

## Quality Engineering

When building the apps, you need the discipline of engineering along with the principles and practice of app quality process, assurance, and control. 3Cloud focuses on quality right from ideation. Our approach aims to incorporate future-proof quality through the app development lifecycle. Our quality engineering includes automation-first mindset so expended effort can result in value that can be realized during build, and during your future evolution of the apps.

### About 3Cloud

Leading at the intersection of Azure and the digital imperative, 3Cloud helps companies migrate and modernize their infrastructure, data, and applications. With our unequaled expertise in Azure, we have implemented Microsoft's most advanced technology for hundreds of enterprise clients enabling them to master resilience in the new digital world.

