RDV - Rapid Design and Visualization

Requirement gathering and
experience design methodology

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Business stakeholder needs are increasing, and the turnaround time for designers to create intuitive solutions aligned with technology for better user experience has decreased enormously, putting consistency and standardization at risk.

These growing challenges have inspired us to create an effective solution that saves time and promotes faster output, while meeting the specific user requirements. Leveraging the scientific framework of user-centered design principles, Capgemini has developed a proprietary requirement gathering and experience design methodology called Rapid Design and Visualization (RDV).
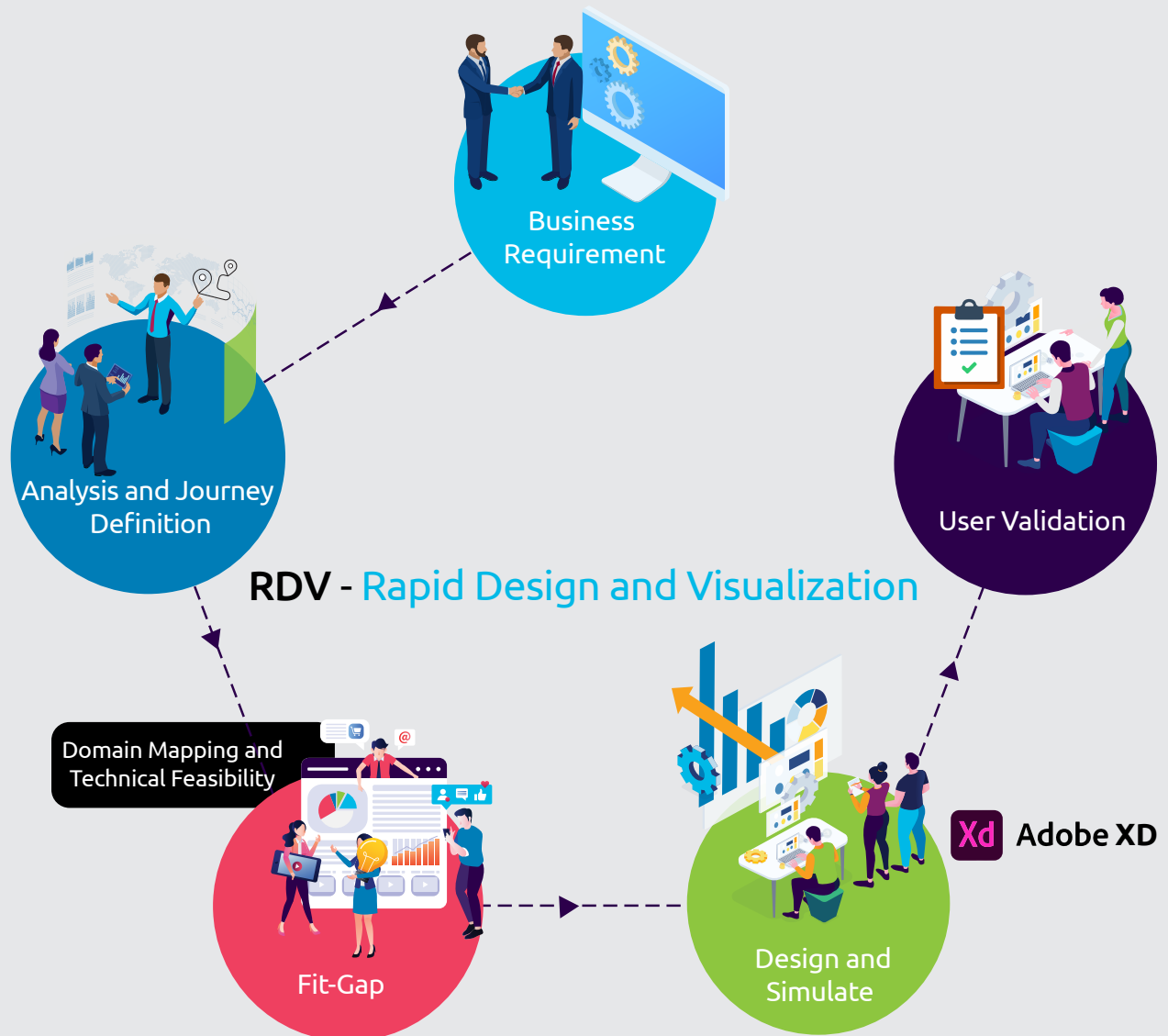
With RDV, we can better understand product behavior and redefine customer journeys to make intense and emotional connections with users by simply employing a set of design methodologies. This works in collaboration with domain and technical experts to create simulations rapidly.

To make the solution more robust, we leveraged **Adobe XD**, a part of **Adobe Creative Cloud**. Adobe XD made it possible for us to quickly build an ecosystem of reusable components and cohesive, robust, and customizable interfaces. We call this a **design system** which creates rapid simulations for financial solutions, such as:

- Responsive websites
- Wealth management dashboards
- Mortgage system
- Underwriting application
- Partner and distributor portals
- Fraud prevention
- Retail and commercial banking applications
- Online policy servicing application
- Digital FNOL
- Multiple Omni-channel banking solutions and mobile apps

This advanced methodology based on user-centric design, developed by Capgemini, enhances Requirement gathering and Experience Design.

RDV - Rapid Design and Visualization

- Business Requirement
- Analysis and Journey Definition
- Domain Mapping and Technical Feasibility
- Fit-Gap
- Design and Simulate
- User Validation

Adobe XD

Benefits of using RDV with the Adobe XD design system

√ **Save time and cost:** We help business users and technical teams capture requirements by creating visual simulations.

√ **Re-define experiences:** Our RDV experts help customers boost the user experience by improving journeys and usability.

√ **Understand users:** We conduct usability and A/B testing with RDV simulations to validate the requirements and journeys without a single line of code.

√ **Facilitate consistency and iterate faster:** We use a large and structured repository built to banking- and insurance-industry standards.

About
Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms.

Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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