

# UI/UX DESIGN SYSTEM

CREATE A BETTER CUSTOMER JOURNEY  
IN ALL DIGITAL CHANNELS

**DQ DESIGN SYSTEM**



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**SOLUTION  
OVERVIEW**

# SOLUTION TASKS

THE MICROSERVICE-BASED LOW-CODE PLATFORM  
FOR SIMPLE DESIGN AND DEVELOPMENT  
OF MODERN USER INTERFACES  
TO CREATE A BETTER CUSTOMER JOURNEY  
IN ALL DIGITAL CHANNELS



Designing impressive and ergonomic UI / UX regardless of specific customer service channels (mobile or online)



Creating the digital channel UI based on strict UX rules and templates with the help of ready-to-use UI components and proven web and mobile technologies

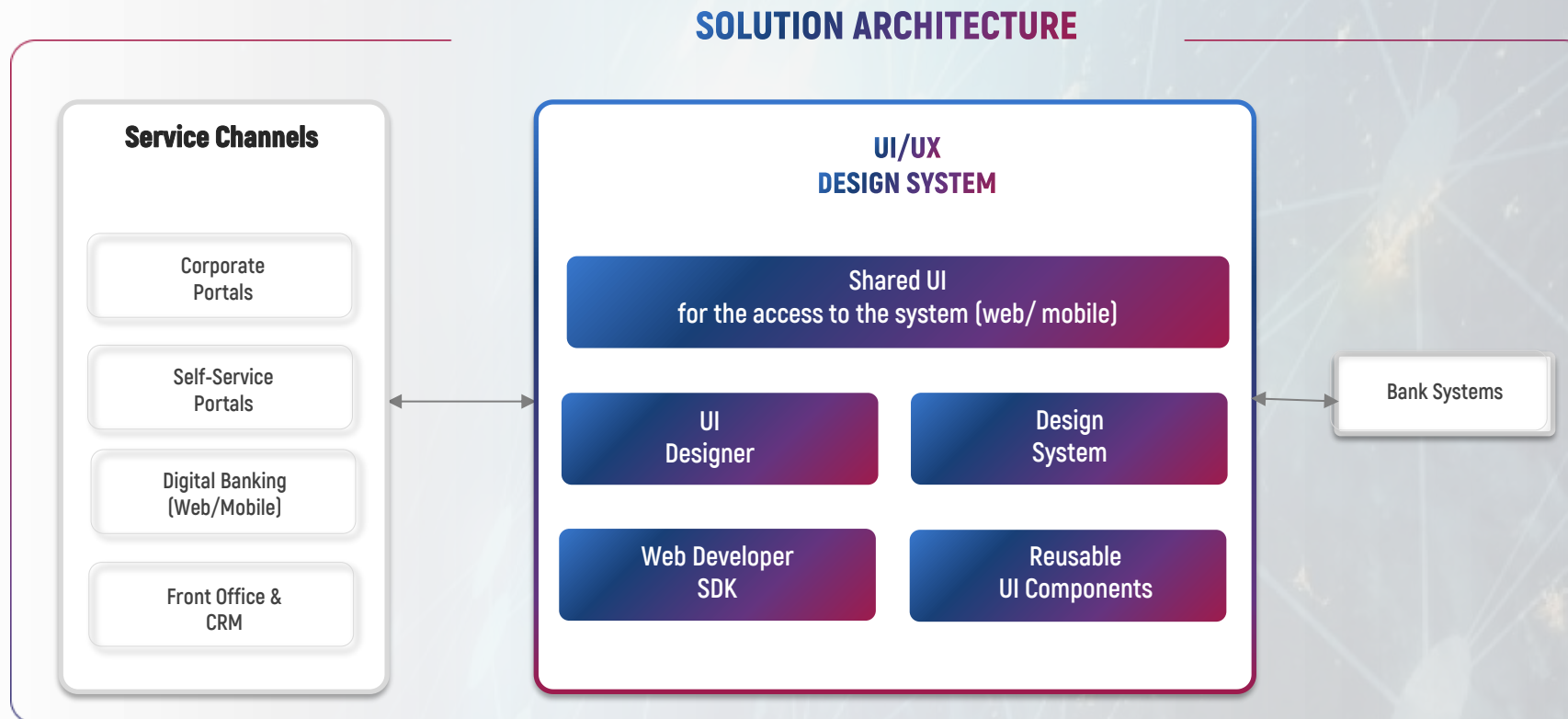


Easy generation of native iOS/Android mobile apps with the use of Low/No-Code tools



Making applications visually attractive and ensuring UX consistency in all channels

# SOLUTION ARCHITECTURE



# CONSISTENT DESIGN AND QUICK LAUNCH OF APPS

01

## QUICK TTM

Quick creation of app pages based on customizable templates (data entry and table forms) and UI components

02

## COMMON STANDARDS

Use of clear UX/UI design standards, patterns and style guides to ensure compliance with the company brand book

03

## CONSISTENT CUSTOMER EXPERIENCE

Consistent design of all corporate apps, digital channels and front-office customer service solutions

04

## INDUSTRY STANDARDS

Easy development of native iOS and Android mobile apps

**100+** UI design components, including complex search tools, widgets, etc.

**20+** ready-to-use customizable templates of web interfaces

**< 20** **minute** creation of app pages based on customizable templates <sub>5</sub>



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**DIGITAL  
CORPORATE & CUSTOMER  
ENVIRONMENT**

# DIGITAL ENVIRONMENT: EMPLOYEE'S / CUSTOMER'S PERSONAL (DIGITAL) AREA



Unified digital environment for employees and customers



Convenience and availability from any device



Native mobile apps for employees, customers, counterparties

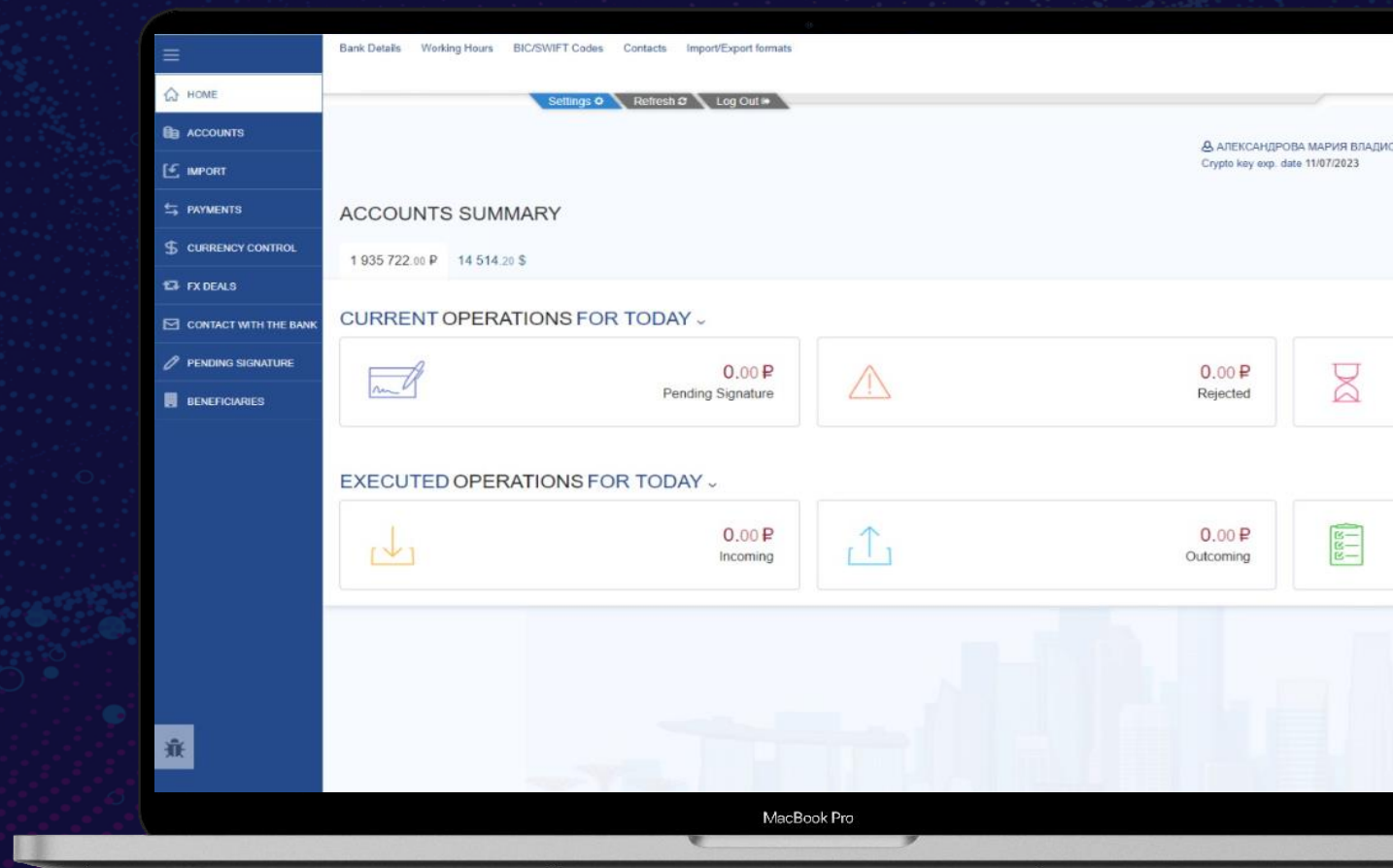


No-Code tools for setup of the digital workbench for different user roles

# DIGITAL SERVICE CHANNELS

## BASED ON THE COMPOSABLE ARCHITECTURE AS THE KEY PRINCIPLE

- Implementation of specific functional blocks based on individual company requirements
- Independence and fault tolerance of all blocks
- Customizable design and adaptive interface
- Invocation of omnichannel business processes



# CHANNELS COMPOSITION TOOLKIT



Special **low / no-code UI/UX designer** for creation of any number of digital channels / personal areas in the drag-and-drop mode



A rich **palette of functional widgets** for setup of digital channels for different user roles and groups



Off-the-shelf **reusable UI components** (the canvas, menu, control panels, navigation blocks, etc.) for design of the engaging and effective UI / UX based on the company's brand book



Clear **UX/UI design standards**, patterns and style guides to ensure compliance with the company brand book.









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**SOLUTION  
COMPONENTS**

# UI/UX DESIGNER

CREATE ANY NUMBER  
OF DIGITAL CHANNELS / PERSONAL AREAS  
IN THE DRAG-AND-DROP MODE

-  Visual tools for design and generation of web apps based on Angular or React.
-  Quick creation of app pages based on customizable templates (data entry and table forms) and UI components.
-  Setup of the user menu based on access rights, configuration of authorization methods and visual themes.
-  All newly created interfaces can be added to the library and reused in other apps.

# SOFTWARE DEVELOPMENT TOOLKIT (SDK) FOR THE WEB DEVELOPER

## REUSABLE UI COMPONENTS

The collection of interactive developer tools, system libraries and reusable UI components that define the UX standards and the visual representation of web interfaces (UI)

## MICRO-FRONTENDS

Micro-frontends for creation of user interfaces that ensure independent development of products and speed up the TTM of digital services

## MANAGEMENT TOOLS

Tools for centralized management of app interfaces. A special microservice designed to deploy apps in the microservice environment.

# DESIGN SYSTEM

ENSURE COMPLIANCE WITH THE BRAND BOOK  
ESTABLISHING COMMON UX/UI DESIGN STANDARDS,  
PATTERNS AND STYLE GUIDES



## **COMMON STANDARDS**

Set of UX/UI design standards, patterns and style guides



## **CONSISTENT UX**

Design standards for corporate apps, digital channels and front-office customer service solutions to ensure consistent customer experience

# REUSABLE UI COMPONENTS

## 100+ COMPONENTS

Ready-to-use components for UI design, including complex search tools, widgets, etc. for consistency and visual integrity of the UX

## EXTENDABLE LIBRARIES

Pre-integrated libraries for all standard web design tasks, such as authorization, routing, user rights, etc.

## STREAMLINED DESIGN PROCESS

UI design from the scratch and customization of ready templates.

# OUR EXPERTISE

SYSTEM INTEGRATION & DELIVERY OF THE LEADING GLOBAL SOLUTIONS IN ASIA PACIFIC

GLOBAL BEST PRACTICES, SOLUTIONS & TECHNOLOGY FOR THE FINANCIAL SERVICES INDUSTRY

VAST EXPERIENCE IN RETAIL, CORPORATE AND BUSINESS BANKING

COMPLEX DIGITAL TRANSFORMATION PROJECTS

CUTTING-EDGE FINANCIAL TECHNOLOGY

# THANK YOU

[digital@dq-solutions.com](mailto:digital@dq-solutions.com)  
[www.dq-solutions.com](http://www.dq-solutions.com)



Learn more about our  
UI/UX Design System