

Building realistic prototypes quickly

A global experience company uses Axure to create transformational experiences.

Transforming a Sales Process



The Challenge

One of Rightpoint's clients, a major wholesale industrial supplier, wanted to introduce self-service ordering — freeing its sales force from time-consuming manual chores such as inventory management and order tracking. Designing the transformation was a complex challenge that involved consolidation and simplification of numerous exception-based processes and data flows. Axure enabled the UX team to design a first-in-the-industry solution for this complexity in ways that other UX tools could not.



The Solution

With Axure RP, the UX team was able to explore, simulate and validate concepts, features and workflows that were completely new to the client's industry. Axure RP enabled Rightpoint to iterate rapidly and in high-fidelity in response to new requirements and feedback, giving stakeholders a high degree of confidence in the approach.

The prototype and its built-in annotation helped the engineering team estimate, plan, and code the product, while other client teams used it to prepare for and manage the change. Throughout, Axure's sophisticated prototyping capabilities saved inestimable real-world time and costs.



Ezra Schwartz
Experience Group
Director Rightpoint
A Genpact Company

At Rightpoint Digital Agency, Ezra Schwartz, experience group design director in Rightpoint's Chicago office, leads engagements for some of the world's biggest brands. His team is focused on [business transformation through digital experiences](#), which they bring to life with Axure RP, one of their UX design and prototyping tools.



In Ezra's words...

"No other tool can build experiences like Axure."



Using Axure regularly to transform experiences

From design and prototype, to testing and development

Rightpoint is a global experience company that connects people and drives meaningful outcomes for organizations. For Ezra Schwartz, Axure plays a key role in meeting this mission.



Speed to concept plus speed of design

When applicable, Ezra's team uses Axure's powerful tools and widgets to create a wide range of artifacts, from personas and detailed journey maps to highly dynamic interactive prototypes – all easily accessible for review and collaboration – in less time and higher fidelity than any other tool on the market.



Enhanced team collaboration

Axure facilitates seamless collaboration among Rightpoint designers and with client stakeholders, by providing change and version controls in a one-stop-shop repository for all project resources. Reusable objects and custom libraries enable effective design evolution, governance, and management for Rightpoint and client teams.



The ability to build and rapidly evolve sophisticated prototypes for user validation and stakeholder alignment gives us a significant advantage as experience designers.



Realistic prototypes

Rightpoint teams also use Axure RP when high-fidelity prototypes are needed to simulate dynamic persona-driven interaction scenarios end-to-end. Easily personalized for each user testing session, the prototypes are contextualized on-the-fly with relevant data, for an exceptional realistic effect. Axure enables the team to validate design decisions at speed and with confidence to clearly demonstrate solution value to business stakeholders and developers.



Testing and production

The quality of prototypes created by Ezra and his team leads to better testing and more enthusiastic client buy-in to their business transformation solutions. The accuracy and fidelity of Axure prototypes give development teams clear estimates for their development efforts.



Infinite interactions, unlimited power

Axure RP is the only UX tool that gives UX professionals the power to build realistic, functional prototypes and deliver transformational digital experiences. For Ezra Schwartz at Rightpoint, Axure RP is the UX design tool of choice.

If you work with complex, data driven inputs, Axure helps you thrive. We tell stories through multi-persona interfaces, simulating real-time changes to the interface based on the user's interactions with the prototype.

