

“Axure RP has made me a better designer, communicator and strategist.”
 - Ravi Singh, Manager of Information Architecture



Profile

Ravi Singh is the Manager of Information Architecture at Reliant Energy, the largest electricity provider in Houston, Texas. He manages a team of Information Architects in the Online Marketing department responsible for overseeing Reliant.com and other related microsites.

Challenge

When Ravi joined Reliant, the IA team was using a broad toolset consisting of Photoshop, Visio, Dreamweaver and Microsoft Word to create wireframes and specifications. The use of multiple tools was inefficient. Creating interactive prototypes require coding and the static wireframes were not sufficient to clearly communicate the designs to stakeholders and business clients. The IA team needed a way to create interactive prototypes without programming.

In addition, the documentation was inconsistent from project to project. This created problems communicating with a largely outsourced development team and often led to significant code rework.

Solution

Ravi had seen the positive impact of using Axure RP at his prior company so he proposed that the IA team at Reliant adopt it as their primary design tool. Five months later the benefits of using Axure RP have been felt across the company. The IA team is now able to quickly produce interactive prototypes without programming. Ravi and his team frequently hold prototype reviews with stakeholders where they present their ideas and make changes on the fly in Axure RP.

Also, the specification generation feature in Axure RP has facilitated the standardization of documentation. The developers know exactly what to expect no matter which IA they are working with on a project. The combination of an interactive prototype and specification document has helped dramatically minimize code rework.

Sample Projects

Data Entry Application

Ravi managed a project to develop an online data entry application for registered Reliant customers to manage their accounts. He was provided with a business requirements document which detailed the high level business goals. Ravi began by producing several low fidelity concepts based on those requirements to present to the team. During the prototype review it became apparent that the application would require an administrator role which was overlooked during requirements gathering. If missed, this would have led to significant code rework. The use of Axure RP prototypes helped the team flush out the details of the missed requirement prior to beginning development. In addition to saving time on potential code rework the interactive prototype helped the team collaborate to define standards for security and encryption for this and future administrator systems.

“Axure RP has really helped us save time and money. It is more than just a design tool, it facilitates communication. Now we can engage our business clients, developers and customers and it has made all the difference in the outcome of our projects.”

Axure RP Prototype



Production Data Entry Screen

