

TRACK 3 | UX DESIGN + SERVICE DESIGN

DISCOVER. DESIGN. DELIVER.

From Friction to Flow

User experience transformation is the ability to understand real user needs, reduce friction across services, and design digital experiences that are intuitive, efficient, and outcome-focused.



DISCOVER

Understand users, pain points, and service needs.

- Conduct user research and uncover insights that matter.
- Map user journeys and service touchpoints.
- Identify friction, gaps, and opportunities.



DESIGN

Shape intuitive, accessible, and efficient experiences.

- Design seamless workflows and interactive experiences.
- Apply service design to align people, process, and technology.
- Prototype concepts to validate ideas and refine solutions.



DELIVER

Improve adoption, usability, and continuous refinement.

- Support implementation and enable cross-functional delivery.
- Gather feedback and measure experience performance.
- Iterate and evolve experiences for lasting impact.

THE SHIFT IN THE EXPERIENCE MODEL

FROM Organization-centered services
TO User-centered experiences

FROM Fragmented touchpoints
TO Connected journeys

FROM Assumptions about needs
TO Research-informed decisions

FROM Digital complexity
TO Intuitive flow

HOW LINGATECH HELPS

LingaTech helps organizations turn user-experience goals into practical action. Our work connects user needs, service design, digital workflows, and transformation priorities so teams can deliver experiences that are intuitive, efficient, and impactful.



UX + EXPERIENCE ASSESSMENTS

- Review current-state experiences, channels, workflows, usability, and pain points.
- Translate findings into a prioritized roadmap that drives meaningful improvement.



USER RESEARCH + JOURNEY MAPPING

- Gather qualitative and quantitative user insight to understand needs and expectations.
- Map end-to-end journeys and touchpoints to reveal opportunities and friction.



SERVICE DESIGN + PROCESS IMPROVEMENT

- Align front-stage and back-stage processes with user needs and business goals.
- Reduce friction, eliminate gaps, and improve consistency across services.



DIGITAL TRANSFORMATION READINESS

- Help organizations modernize digital experiences and service delivery.
- Design for adoption by connecting people, process, and technology.

USER EXPERIENCE PRIORITIES

LingaTech can help organizations align people, process, and technology to deliver intuitive experiences that improve usability, drive adoption, and strengthen service outcomes.

UX DESIGN

USER RESEARCH

SERVICE DESIGN

DIGITAL TRANSFORMATION

JOURNEY MAPPING

A PRACTICAL ENGAGEMENT MODEL



START WITH A UX, SERVICE DESIGN, OR DIGITAL EXPERIENCE ASSESSMENT.

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