

Dotweb: Applying Futuristic Approach to Offer Effective Business Solutions



(Standing[L-R] Vinod Achanta, Vikram Chindam, Saurav Gupta
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“Good design is good business!” - Thomas J. Watson. Today, while the concept of User Experience (UX) might seem new, the term user-friendly design has been buzzing around the industry for ages now. Together, UX/UI is no more a support function; instead it is the driving factor amongst the new internet economy. One may have the most powerful product or service online, but if the usability doesn't cater to the needs of varied target segments towards the logical closure of transactions, then all labor is lost. And hence, UX/UI without doubt plays the most crucial role in maintaining high ROI of any product or service. Established in 2006, Dotweb is a well-versed Design, Development and Branding agency which was set up to build solutions for the digital economy.

Headquartered in Hyderabad, Dotweb approaches each aspect of a product's lifecycle with Human Centered Design framework and gives an end-to-end solution to its clients under a single roof. The firm is amongst the few companies in India that has been implementing Experience Strategies (UX/ CX) into different aspects of a brand; right from ideation to product's desirability, functionality, usability and design, to CX in digital marketing. Whether it is designing and development of a product, its online presence or its digital marketing strategy, Dotweb has worked hand in hand with all its customers including Government of Telangana, Cambridge University Press, Value Momentum, Vodafone, Basix Microfinance, just to name a few.

Focused on providing highest quality services and support to all its clients Vikram, Co-Founder of Dotweb says, “We love working with startups, given the fresh energy they offer. Dotweb holds a unique “STARTUP SERVICE MODEL” which extends end-to-end; from enhancing the efficiency and productivity of their product to taking over



Designing meaningful experiences for the digital ecosystem... Dot by Dot!

the complete marketing processes, thereby letting the startups focus on their core proposition rather than worry about 'Go-To-Market' problems. We believe that Go-To-Market problems of startups are similar and with our best solution driven models, we make sure that all clients, whether big or small get the best out of us. 25plots.com, is one such successful rollout from the house of DotWeb Ideas

Saurav Gupta, Co-Founding member of Dotweb's UX/CX solutions division, spearheads their Experience Management services. Being a HFI (Human Factors International) certified professional himself and also having studied Psychology and Design, says “There is a lot of misunderstanding and misuse of the term UX these days. Coming across professionals calling themselves Uxers without really understanding what UX is all about, is not uncommon. You need to have the right combination of expertise to deliver proper UX solutions. Our highly competent team at Dotweb ensures that only the most productive and effective solution is delivered to our customers”.

Riding the Tide of Success

What started in a garage in 2006, today it dwells a skilled team of 25 talented professionals, based across 3 branches in India as well as around the globe. Steering its way ahead, DotWeb plans to expand its already existing services across the emerging international markets of Europe and America. Vinod Achanta, Co-Founding member at DotWeb who heads the business development says “Most of the new product owners are ignorant about the importance of UX in the product success, we will make a concerted effort to educate these people about UX and the way it influences a product's success.

Addressing the evolving technological trends, DotWeb is all set to place its emphasis on UX and CX for the emerging technologies like Conversational Systems, Predictive Analysis/Machine Learning and Digital Platforms. 