GUI DESIGN

The graphical user interface (GUI) is a user's portal into the heart of your product or service.

A GUI that is based on user-centered design (UCD) can ensure that your software product delivers a positive experience by helping users successfully and efficiently complete tasks with the software.

OUR SERVICE

Akendi's UCD experts will work with your development team to plan and design an effective user interface. Our established GUI design process complements Agile or Waterfall development processes. Whether your product is a desktop application, an embedded system, mobile computing, part of a software oriented architecture (SOA) or software as a service (SaaS), we will ensure that the GUI meets the needs of the business and of users.

Support

After the design is complete, Akendi will support your development team throughout the implementation phase and launch. We can also offer Usability Testing services as a complement to GUI Design.

Duration

On average, GUI Design projects range from two to six weeks in duration or longer, depending on the length of the implementation phase.

ABOUT AKENDI

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer and user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

BENEFITS

- Enables users to access the full range of your software's functionality
- De-risks product design
- Increases users' efficiency
- Reduces support costs and end-user frustration
- Reduces training costs
- Helps turn end users into evangelists who adore your product and create excitement within your user community
- Results in GUI design that is both visually appealing and effective for users

CALL FOR A CONSULTATION

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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OUR GUI PROCESS

User Research
- Define business requirements
- Determine customers and users

Information Architecture
- Create User Models
- Develop Task Function Maps

Interaction Design
- Determine navigation and UI patterns
- Design wireframes

Visual Design
- Define graphics and branding
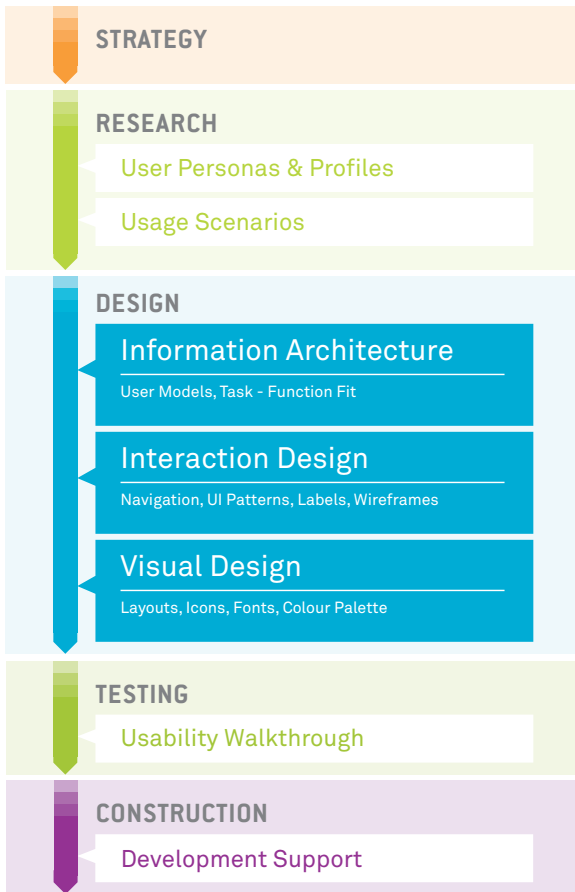- Determine colours, fonts and icons

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Akendi

GUI UX DESIGN

OUR APPROACH

Information Architecture

This design stage ensures that the GUI will achieve a good fit between the tasks that users must complete and the functionality that is available.

Interaction Design

Interaction design captures how users will navigate the interface to complete their tasks. Wireframe layouts are used to capture the navigation, controls and labels for each function – the wireframes can also be used for early Usability Testing.

Visual Design

Our creative design team will work with your product team to create an appropriate visual design for the approved interaction design. This includes designing the layout, icons, fonts and colour scheme – everything that end users will see.

Development UX Support

During development, the previous three design stages are executed into the actual product. We support this phase with detailed documentation and specifications. Agile development environments benefit from our rapid user experience review and test cycles.

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UX UI Design example

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