

User interface design

Workflow, design principles and methodologies

MAIN QUESTION

**Why spend money
on interface design?**

01

Easy

Reduces the risk of project failure. Helps to overcome user resistance in implementing of complex system

02

Efficiently

Increases user productivity and quality of work

03

Enjoyable

Establishes a positive brand image of the software product

Indirect Benefit of Interface Design

Fast implementation of frontend and backend part thanks to a consistent approach and system thinking

GOAL OF USER INTERFACE

Operator needs to provide minimal input to achieve the desired output, and also machine minimizes undesired outputs to the human.

https://en.wikipedia.org/wiki/User_interface

FRAMEWORKS

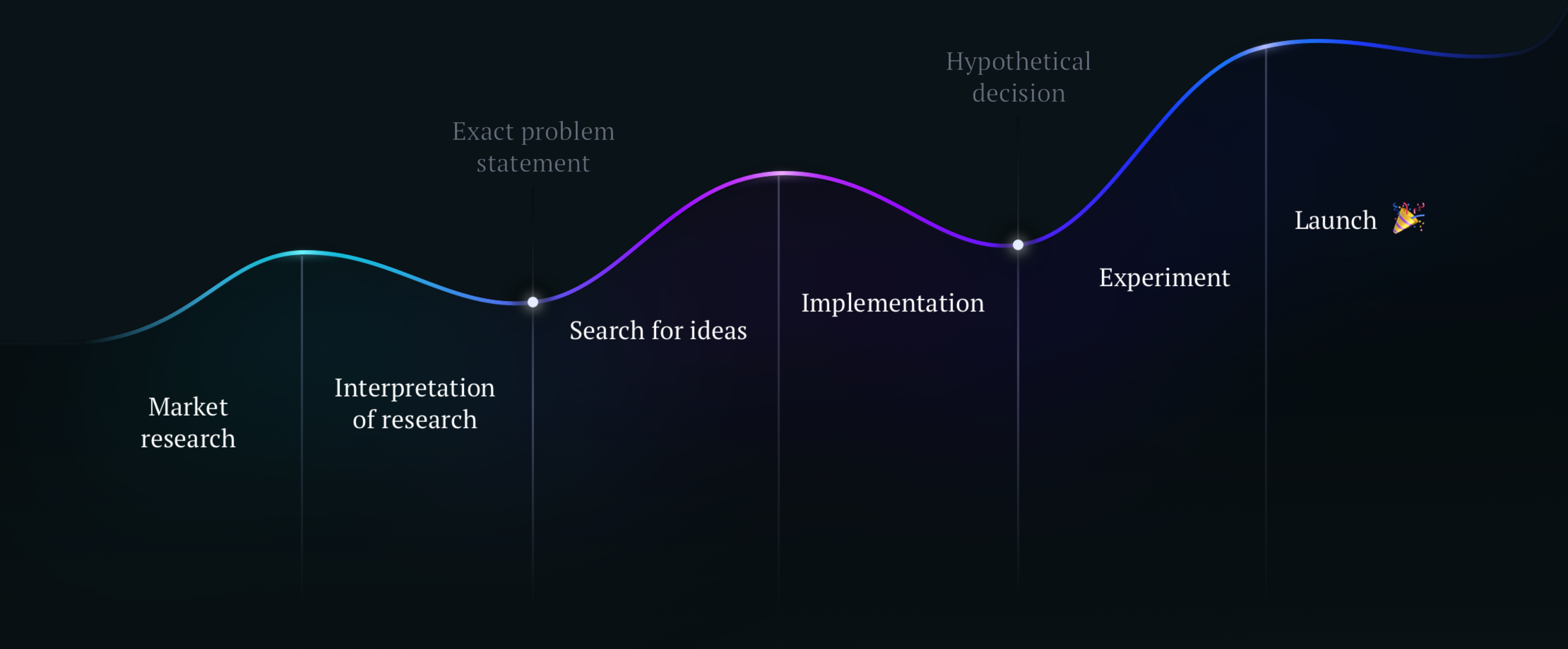
Jobs-To-Be-Done

People buy products and services to get a “job” done. The key to success is understanding the real job customers are using your product for.



FRAMEWORKS

Design process



01

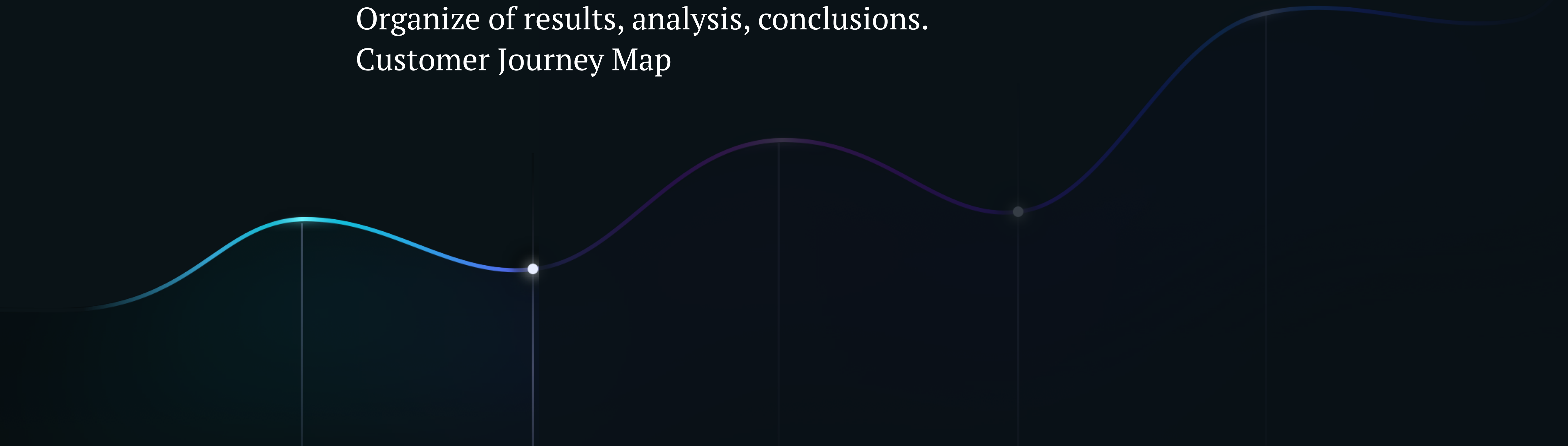
Market research

Analysis of provided information, competitors and open sources.
Business interview and in-depth interview.



Interpretation of research

Organize of results, analysis, conclusions.
Customer Journey Map



02

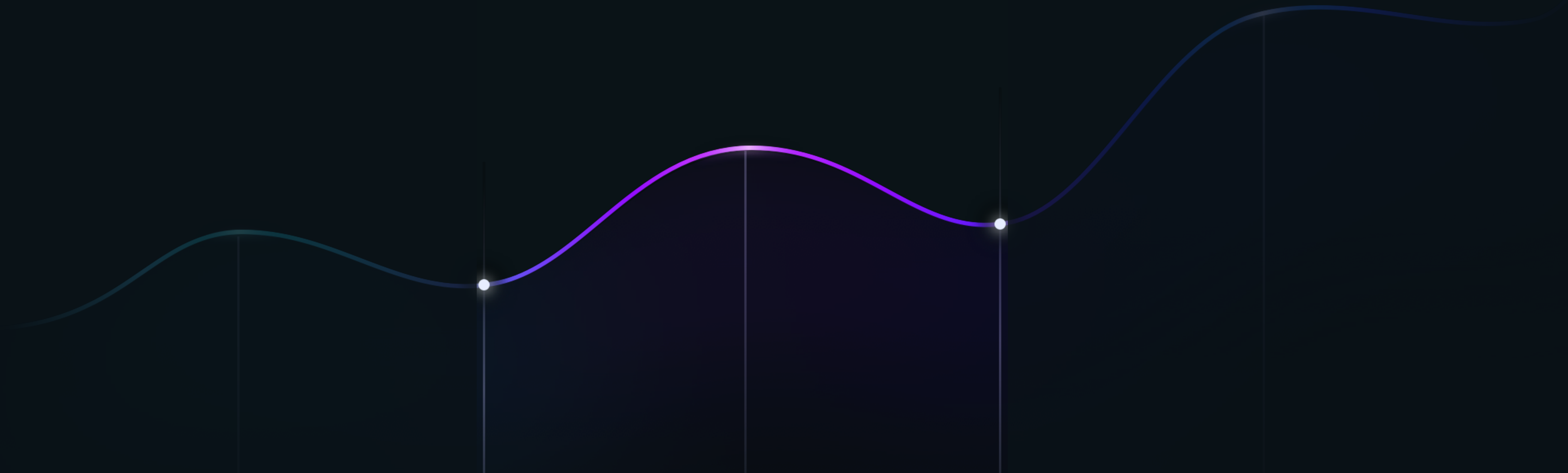
Search for ideas

Brainstorming, elaboration of metaphor



Implementation

Detailing the idea, prototyping, mockups





Experiment

Expert's review, usability testing



Launch

Development, research, improvements

