



# DESIGN & USER EXPERIENCE

## Successful products and enthusiastic customers thanks to innovative visual design and user-oriented processes!

Good design guides the viewer's eye and supports the intended communication goals. In a user-focused approach the goal is a holistic, emotional experience for the user. We will help you to create products and services that people cannot just use – but products and services they need and want!

The goal is to offer your customers a holistic, positive user experience and to fascinate them via an intelligent user concept, outstanding design and sophisticated functions.

The 4-step design process by Software Quality Lab will help you with regards to target-oriented and systematic development of maximum user experience and more joy of use.

### Understanding



### Design



### Interaction



### Visual Design



„An application is user friendly when even 'Mummy' understands the use.“  
Ben Shneiderman

## Your Benefit

- **Software products designed in an outstanding way**
- **User-oriented design of the system procedures**
- **Holistic positive user experience and enthusiastic users of your software**
- **Interactive solutions that are sensible and beneficial**
- **Technology overlapping responsive design**

## Services

- **Analysis and requirement definition**
- **Our experience consulting**
  - Conception, design and creation
  - Information architecture
  - Interactive prototypes
  - Usability analyses and -engineering
- **Design**
  - User interface design
  - Graphic design (GUI-elements, icons, etc.)
  - Web design
- **Interactive solutions**
  - Klick-wireframes
  - Web prototypes
  - UI-prototypes for desktop and embedded systems
  - Prototypes for mobile apps
  - Multi-platform prototypes

