



UX/UI & Front End
Multidisciplinary team



UX/UI & FRONT END

What does this mean?

There are many definitions, theories, philosophies, and working methodologies that try to capture the essential meaning of UX/UI & Front End. For us, it can be summed up by one simple idea:

‘If the user can’t use it, it doesn’t work’

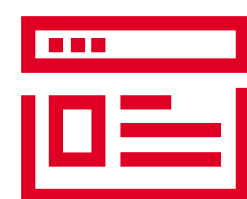
Susan Dray

UX guru for companies such as Microsoft, HP, Motorola, Erikson, and eBay.

What do we do?

Our services

Our work is based on helping users avoid any frustrating experiences when interacting with an interface.



User experience

UX



User interface

UI




Front-End

HTML & CSS

UX

User experience





What we do

User Experience

UX

- We start by compiling and analyzing each client's needs, so we can create a **user experience** that is original, unique, and above all, user-friendly.
- Our priority is to ensure that users have a smooth and effortless experience with the interface. We also want their experience to be enjoyable, so that they will want to return in the future.

UI

User Interface





What we do

User interface

UI

‘Less is more’.

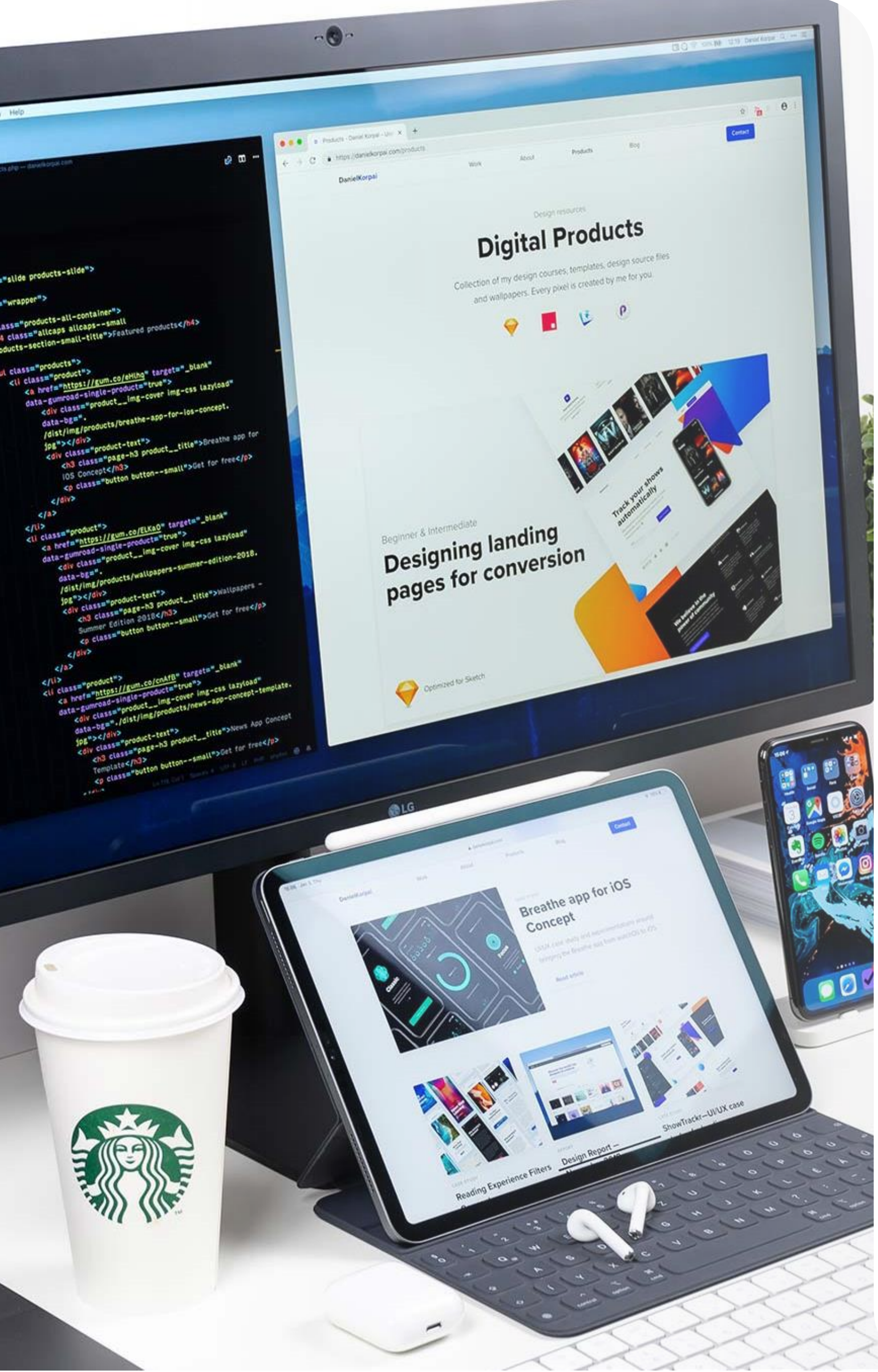
Based on this principle, we create clean, precise designs. We emphasize what is most important, to ensure that users can achieve their goals.

FRONT END

HTML & CSS



What we do Front End HTML & CSS



- Using the latest frameworks and methodologies, we produce **responsive layouts** that are carefully constructed inside and out.
- We don't just focus on making everything look perfect, we also make sure that the code we generate is **clean, organized, and easy to maintain**.
- This will save time later when changes are being made, and it also helps with quick troubleshooting of any incidents.

How do we work?

OUR METHODOLOGY

First, we create a useful and efficient work plan, by incorporating all applicable guidelines, tools, and techniques. This plan is adapted to the needs of each project we work on.

We apply the approach known as **Design Thinking**, which includes the following phases:

Empathize

Define

Ideate

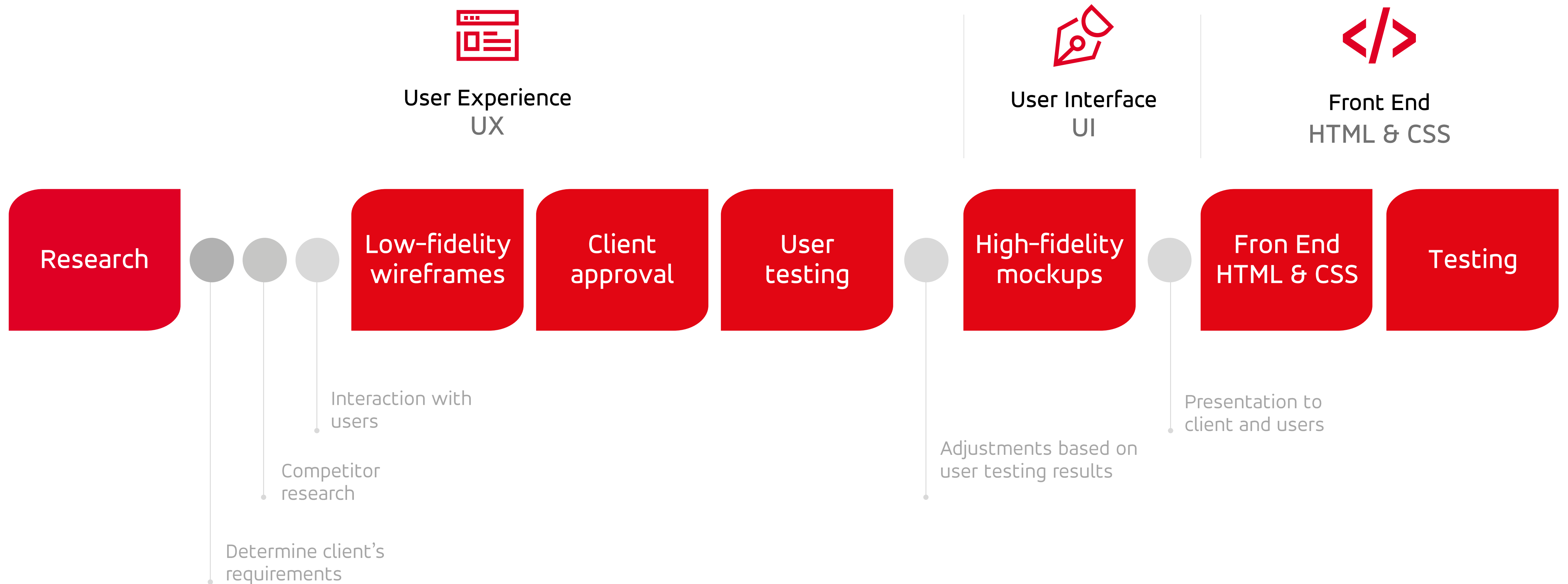
Prototype

Test



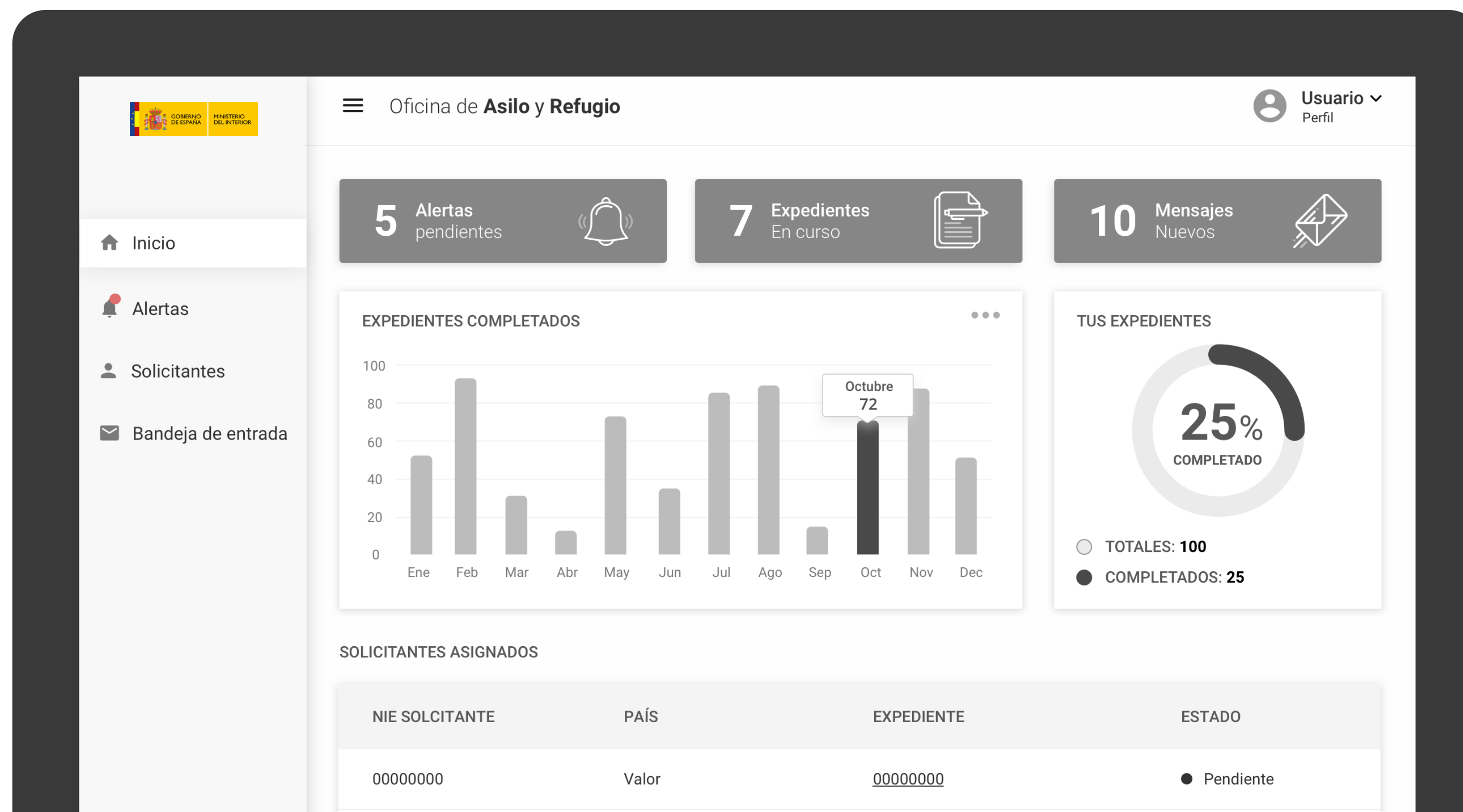
How do we work?

Methodology

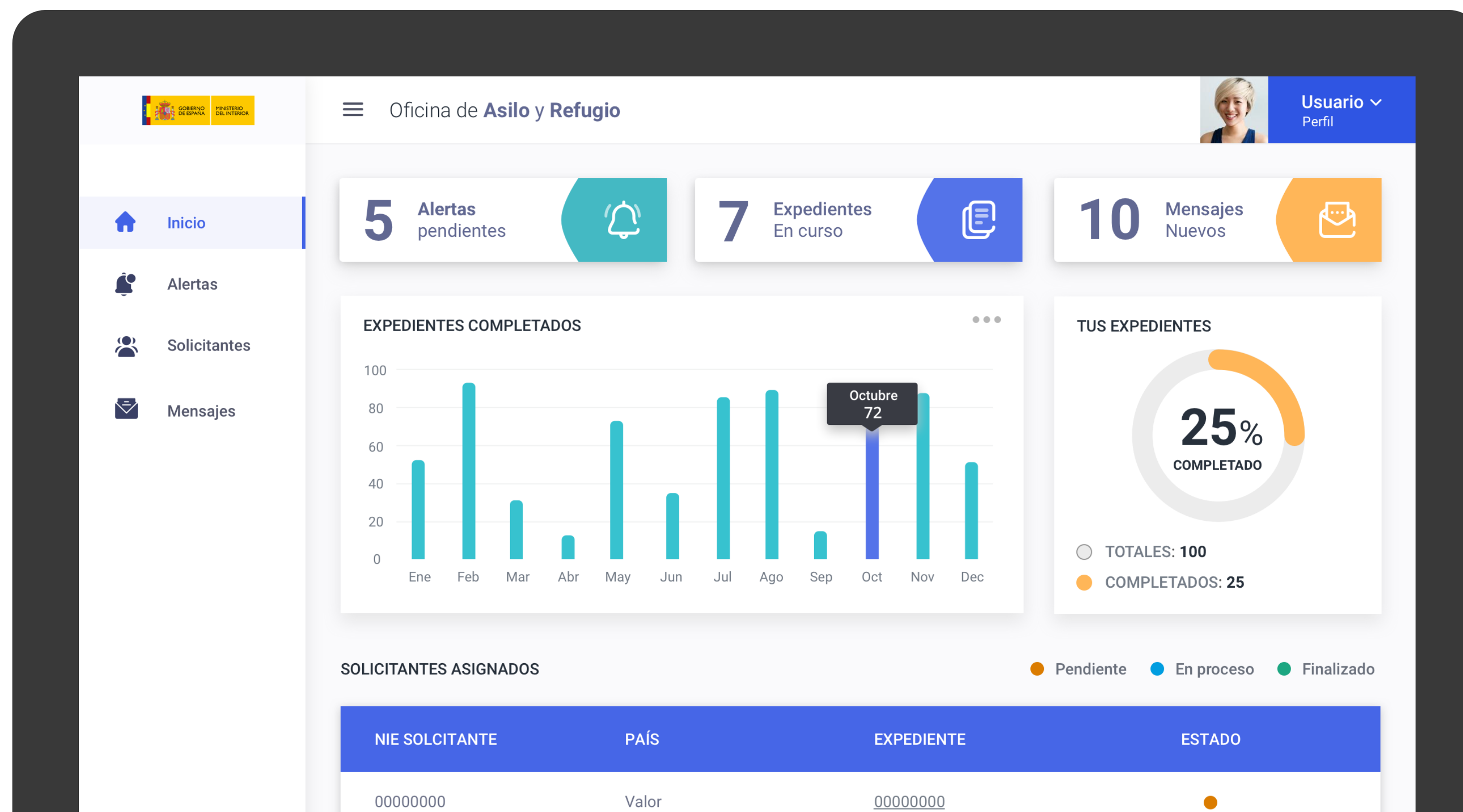


METHODOLOGY

WIREFRAMES



METHODOLOGY MOCKUPS



What tools do we use?

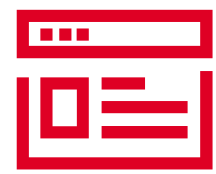
TOOLS

By using the latest tools, which are constantly evolving as technologies advance, we are able to maximize efficiency and complete our work as quickly as possible.



Design tools

What tools do we use?



Low-fidelity Wireframes (UX)

- BALSAMIQ
- JUSTINMIND



High-fidelity Mockups (UI)

- ADOBE PHOTOSHOP
- ADOBE EXPERIENCE DESIGN
- SKETCH

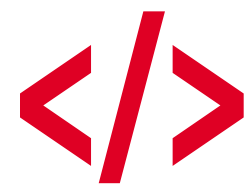


Support tools

- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- INVISON

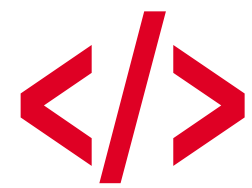
Layout tools

What tools do we use?



Languages

- HTML
- CSS (SASS - LESS)
- JAVASCRIPT



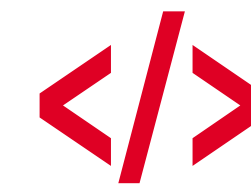
Frameworks

- BOOTSTRAP
- INUIT
- REACT
- ANGULAR



JS Libraries

- JQUERY
- GOOGLE CHART
- AMCHARTS
- HANDLEBARS



CMS's

- WORDPRESS
- DRUPAL

Which techniques do we apply?

TECHNIQUES

The time we invest in properly defining and developing the product is paid back in later phases, because unexpected problems are avoided. We do this by applying a variety of techniques.



TECHNIQUES RESEARCH UX

- Research on **competitors** and successful companies/projects.
- Determination of the **client's needs** and **objectives**.
- Understanding the **needs** of the end users.



TECHNIQUES CUSTOMER JOURNEY UX

- This helps us define the **process users will follow**, from the time their particular need arises until that need has been satisfied.

A black silhouette of a person in profile, looking down at a smartphone held in their hands. The person is wearing glasses and a dark jacket. The background is a light, bright area, possibly a window or a bright wall, creating a strong contrast with the dark silhouette.

TECHNIQUES PROTO-PERSONA UX

- Defining a **typical user** or “**proto-persona**” helps clarify our vision of the features our product needs to have, based on the type of user who will be using it.

TECHNIQUES RESPONSIVE DESIGN UX/UI

- We focus on creating interfaces that are easy to read and navigate, regardless of what kind of device is being used to view them.
- The goal is to ensure that users will have an optimal experience on all types of computers and devices now existing.

TECHNIQUES FUNDAMENTALS OF VISUAL DESIGN

UI

- To all of the above, we add our extensive experience with **design theory and elements** such as color, font styles, spacing, shapes, hierarchy, and contrast. This helps us create interfaces with **high-quality design**.

VALUE PROPOSAL

- The **benefits and advantages** of including UX in a project are numerous, when creating business software, a website, an online store or portal, etc.
- The main benefit is that if a user has a **positive experience** at a website, store, or portal, that user will come back again. This translates into:
 - ✓ Increased overall **satisfaction** for a product's users.
 - ✓ **Better understanding** of a company's products and services.
 - ✓ **More sales** conversions and transactions.

gmv.com

Thank you

UX-UI Team