

Interaction Design

Quickly vet scenarios, pathways and flow from screen to screen.

Definition:

An iterative approach to rapid sketching the screen interactions of user interface (UI) direction. Early on prototypes are created to vet ideas and easily tested with users for feedback (without committing any code).

Benefits:

- Wireframe concepts before developing or graphic design.
- Rapidly visualize interactions, workflows and conversion paths.
- Get early on validation and proof-of-concept of a design idea, feature or overall direction.
- Specify wireframes so use for user testing and to guide development teams.

Deliverables:

Wireframes. Interactive clickable prototype. UI Design Specifications.

Methods we use:

Wireframes. Interactive clickable prototype. UI Design Specifications.

Fact

An ecommerce site optimized for mobile over one that was not, saw a 70% increase in sales with mobile optimized content.



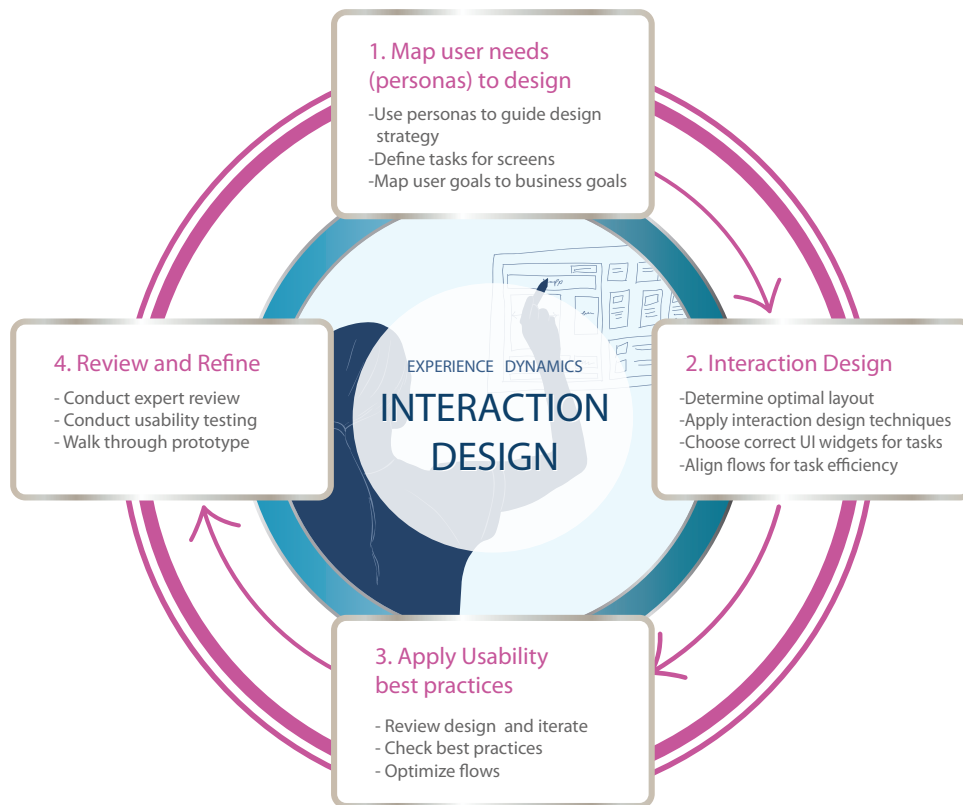
When to do usability testing:

- Before beginning development.
- Typically after a field study (the task analysis is used to inform the optimal interaction flow).

How Agile Teams use Usability Testing

- Rapidly sketch ideas collaboratively with stakeholders.
- Use Design Studios (collaborative sketching workshops to vet ideas).
- Create wireframes to make decisions about navigation, flow, layout and display of key

Experience Dynamics Interaction Design process includes the following steps:



Experience Dynamics Interaction Design Process- ideal for mapping out rapid design ideas, interaction flows and user interfaces.

Rapid prototyping groups had 45% less effort to complete task (UCLA) and 80% less request for clarification from dev teams using rapid prototyping. -Warfel, Prototyping: A Practitioner's Guide

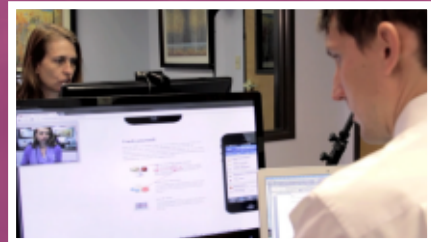
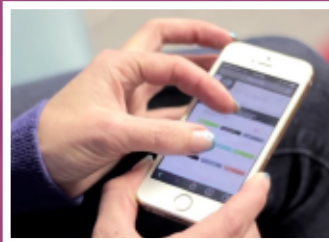
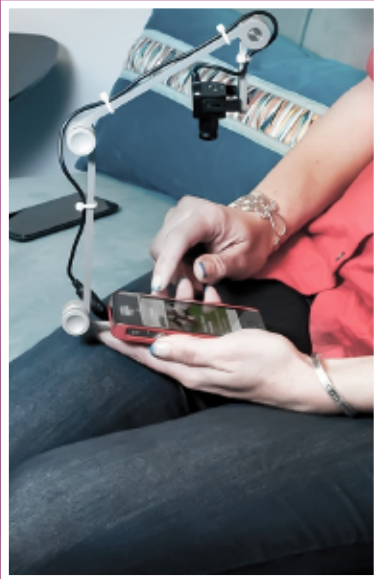
Gain these benefits from Experience Dynamics Accessibility Testing service

Mobile UX Design requires a careful understanding of how users interact with your design in their social, physical and emotional contexts. Fitting your design to mobile-friendly tasks and operating system style guides is critical to getting mobile usability right.

Client Testimonial

"Experience Dynamics is by far the best and brightest user experience firm I've had the pleasure of working anywhere. Brilliant is not an overstatement. They are thought leaders in this space. They are effective, fast, and relentless in the pursuit of winning apps. I give Experience Dynamics my highest recommendation for software usability and user interface guidance".

- Bill Kallman, CEO Scayl



ABOUT

Experience Dynamics takes your User Experience (UX) to a new level with our results oriented **User Centered Design** methodology.

The end result is actionable design recommendations that merge your business objectives with higher conversion rates (2% - 88% average increase), better user engagement and user onboarding, improved customer satisfaction and conversion, and long-term value realized for your enterprise.

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