Throwing quick light on UX practice

UI
User Interface, the visual appeal, logo, stylesheet, colour combinations, fonts, feel good, smoothing/ kewl and more..

UX
User experience, personas, User journeys, ease of performing work, intuitive, self driven, feel ease, long lasting impression and more..

UI + UX
'Hooked on to it', 'Stellar', 'Ahh effect', Performance, recall, improved CLV, emotional appeal

Objectives of preparing Wireframes & Prototype

- High fidelity – Detailed enough for understanding of user workflows, information flow, experience
- For visual impact on customers and stake holders
- Single source of truth for BAs, Developers & QAs
- For pitching to investors
- For demoing to the customers and users without no pressure of LIVE application

Tools VAST uses for UI/ UX

AdobeXD (Needs separate license and VAST buys licenses for each UX designer we have, so client does not have to worry about the same.

Deliverables from UI/UX team

Wireframes in AdobeXD/ Figma. Multiple viewers can annotate/ add their comments

VAST UX pointers

VAST wireframes for Safety App (WEB)
https://xd.adobe.com/view/ecc488f6-e7d2-4099-b8d0-fb304ad2e675-b997/

VAST Wireframes – Style guide
https://xd.adobe.com/view/2a9cac5f-f0e7-4078-a9c3-0d450b078fae-7fcf/

VAST wireframes for Safety App (Mobile)
https://xd.adobe.com/view/c7c7d519-1e37-4485-b8fd-83310b9419ba-9294/

> **Passionate to deliver UX services that instil positive experience, promote seamless adaption & result in utmost user satisfaction.**

Practical cases where clients look forward to VAST as UI/ UX partner

- We are building a new product and need stellar UI & UX to get market feedback faster
- Our current products need face lift to the new intuitive UI
- Our dev team is not able to provide standard UI outcome and stalls for complete requirements
- We are losing sales because product is not highly usable and intuitive enough
- Our competitors have smoother UI UX flows than we feel
- I need feedback on the features we are adding in the product, early feedback helps and wireframes are the way our client can visualize better and connect fast
- We need organized and standard UI UX guidelines and practice across the organization (not just one project)
  VAST is with their clients at every step in the product development (UX, scope, dev, QA, deploy, support) but UX is the most important first step towards understanding Why (the purpose) and define What (the scope).

Few Key Aspects of VAST UX approach

- Performance of app is very important part of UX and user should feel smooth, cluttered UI or cluttered desktop or screens taking too long too load are identified much earlier
- Industry standards rules are followed intuitively as UX design principals e.g. user should be able to do his/her task maximum at third click
- Fonts size, weight and their orientation is very important when site is content heavy or mobile device is used, wireframes are actually verified on real mobile devices before released
- Part of information gathering is competition analysis where VAST UX team goes through the comments on play store and app store on competitor's app and analyse them critically.

VAST UX work samples (Web & Mobile)
https://www.valueaddsofttech.com/Ui-Ux/work.html

VAST UX Design Approach
https://www.valueaddsofttech.com/Ui-Ux/index.htm

Prashant Upasani
✉ upasanip@valueaddsofttech.com

📞 +001-8034031903 (USA)
📞 +91-9594444754 (INDIA)

#For more info visit -
www.valueaddsofttech.com