# Don't make me think

## Intuitive Applications with User Experience Design

### Why User Experience Design?

Applications, which are difficult to use or complicated cause your company not only a loss of customers but also valuable time in day-to-day work. The User Experience Design (UX) intensively deals with user interaction with a digital product to shape the user experience in the best possible way. In doing so, we optimize the structure of the user interface and underlying processes. The User Interface Design (UI) then designs a visual look and feel with which the applications can be used intuitively and efficiently.

### Your Benefits with Good User Experience Design

- Designing the right functions: Early inclusion of users prevents undesirable developments

- Designing the functions correctly: The application can be used more efficiently

- Intuitively useable application: Less training effort

- Understandable software: Less errors & support requests

- Increased user acceptance: Increased work motivation and/or customer loyalty

**80%** of the companies think that they offer an unusual experience.

**8%** of the customers share this view.

5 users are sufficient to identify 85% of the usability problems.

**75%** of the credibility of a website can be attributed to your User Experience Design.

### Individual Modules for Each Budget

Together, we find out the hidden potentials of your application. We offer you individually combinable service modules across the entire User Experience Design process. We flexibly coordinate them to your specific needs – from a half-a-day Usability Inspection to complete support of development by our UX/UI professionals.

**Understanding**
What needs do the users have?

**Inspiring**
What could a solution look like?
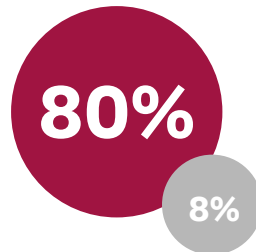
**Drafting**
How could the idea be implemented?

**Designing**
What should the visual design of the interface look like?

**Testing**
What optimization potential do experts/ users see?

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Ready for the best possible user experience? Let's talk about your needs:

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