

AUGEN &UX

Great User Experience (UX) is the standard that users expect from a product.

UX encompasses the entire relationship a user has with a product. It includes a product's functionalities, information architecture, layouts, usage of branding, graphic design, animations, and load-times. The full list of considerations is lengthy.

“ *True user experience goes far beyond giving customers what they say they want, or providing checklist features*

Don Norman, Apple visionary



Outputs of UX research and UX design often take the form of pen and paper sketches, personas, black & white wireframes, and user flow diagrams. The User Interface (UI) design aspect is more visually focused than UX. Outputs are higher fidelity pixel-perfect visuals or HTML and CSS.

Augen's team has a multi-disciplinary design skill set and experience with business and marketing principles. The team is used to collaborating across the board for design, development, and user testing to ensure that solutions are carefully crafted and truly brought to life when translated to the screen.

User Experience
(UX) Design

Functional focus,
lower fidelity

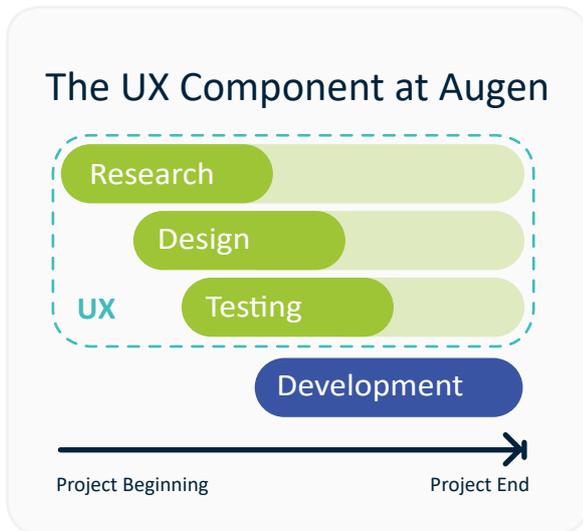
User Interface
(UI) Design

Visual focus,
higher fidelity

Gold
Microsoft Partner



The UX Component at Augen



The bulk of the UX process at Augen takes place within the Discovery Phase or the Requirements and Solution Design phase of a project, but is iterative throughout.

UX Research aims to...

- Identify and verify user needs — truly knowing the users
- Test assumptions
- Uncover insights
- Investigate and identify barriers to success
- Ensure that the product will be aligned with user expectation

UX Design considers...

- That the way which a user interacts with the product is on their *own terms*
- That user attention is a limited resource
- 'Human to Human' oriented design, as opposed to simply Business to Business ("B2B"), or Business to Customer ("B2C") design
- Delivering a satisfying and delightful experience
- Giving the opportunity early on, for the client to visualise the solution and provide feedback

UX Testing is concerned with...

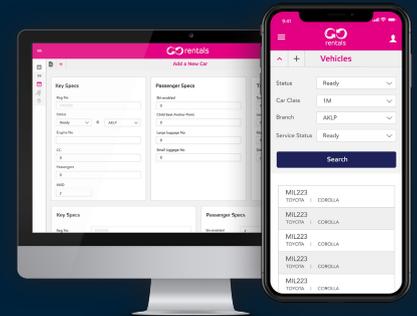
- Getting validation from users early on in the process, to save time and money

Augen tailors UX design specifically to our clients' project parameters and budget. Investment in UX will return savings on development costs as well as benefitting the end user customer relationships.

Case Studies

Go Rentals Portal Interface design

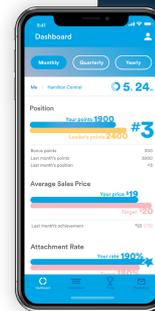
Augen's designer created high fidelity mockups and style code, which was implemented by the developers using Vue.js.



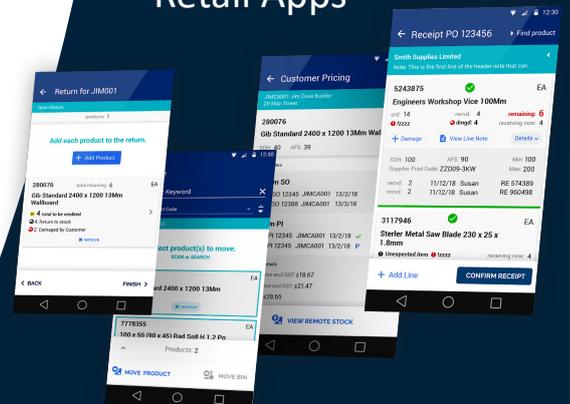
SalesApp

Augen was commissioned to quickly design and deliver a sales acceleration incentive app, SalesApp, which was subsequently released to 650+ Sales Reps in New Zealand.

The design needed to fit in with the native user interfaces of Android and iOS devices, and give users a familiar brand experience. The user flow, visual cues and dynamic delivery all combined to ensure that data was effectively communicated and that frequent review by the Sales Reps was encouraged.



Retail Apps



Augen was commissioned to design several apps for a retail chain, to be used in their showroom. Functionalities include stock-take, goods receipting and customer returns. The interfaces were designed using principles of Google's Material design system.