SOFTWARE NATION

UX/UI Department

www.software-nation.com
Who We Are and What is Our Role in Software-Nation

Software-Nation UX/UI Department

At Software-Nation we have the obligation to focus on every project. And this cannot be imagined without an excellent UX/UI team. Our core principle is to make a UI as friendly and intuitive as possible.

We stand behind each and every of our product and projects. Because we know how much energy and expertise is invested in achieving our client satisfaction.

Our personal satisfaction comes from creating your corporate identity and branding. Here in Software-Nation, we make this a reality and possibility.

When the process is complete at Software-Nation this translates into a great day.

Then it’s pizza and beer time.

Our moto is “Keep it simple and let UI explain it self”
Our Background

Together, our team has more than 12 years of working experience on various projects. The team cohesion we possess enables us to quickly understand the needs of our respected clients and thus have a very agile approach to every future product or project.

Our UX/UI Team

- David Todorović: Lead UX/UI Designer
- Marko Andjelić: UX/UI Designer
- Petar Stojković: UX/UI Designer
- Aleksandar Ristić: Front End Developer
Meet the User
1. User demographics
2. Define User expectations
3. Define User challenges
4. Define benchmarks & form hypothesis

Be the User
1. User Personas
2. User Scenarios
3. User testing
4. User experience map
5. Storyboarding

Simple and Simple
1. Wireframes
2. Moodboards
3. Mock Ups
4. Style and branding guides

Data driven
1. Usability tests
2. Review metrics and stats
3. Track usage
4. Inform and debrief the next iteration

Stick to the design
1. Usability tests
2. Review metrics and stats
3. Track usage
4. Inform and debrief the next iteration
User Interface Design and Branding

The main task of UX/UI design in Software-Nation is to create products which can be tailored to meet a user’s specific needs, but which provides functionality that is predictable.

And when it comes to UI it’s “Like cherry on a top”. When we are done with the tedious UX work we come to this. The lovely Interface design and branding.

We take so much pride in this line of work.

In our very knowledgeable and experienced team, we have members that are experts in the field of colorimetry, style guides and general design.

Software-Nation was in charge and still is, of many brand creations, many “books of standard” and design concepts.
What We Did in the Past that is not NDA timid

UX Design of CMS (Customer Management System)
https://www.multitech.com

UX and UI Design of the Complete Platform
https://www.appealmaker.com

UX Design of a new feature in the legacy system
https://www.skycoin.net

UX/UI Design, Branding, Motion Animations and Logo Design
https://foneking.com.au
If You need more info please CHECK OUT Our Website

We are open to ideas and our challenge is it make yours into reality.

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