

# SOFTWARE NATION

UX/UI Department



## 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 UX/UI Team

### 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.



**David Todorović**

Lead UX/UI Designer



**Marko Andjelić**

UX/UI Designer



**Petar Stojković**

UX/UI Designer



**Aleksandar Ristić**

Front End Developer

# Processes and Methodology at Software-Nation



## 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

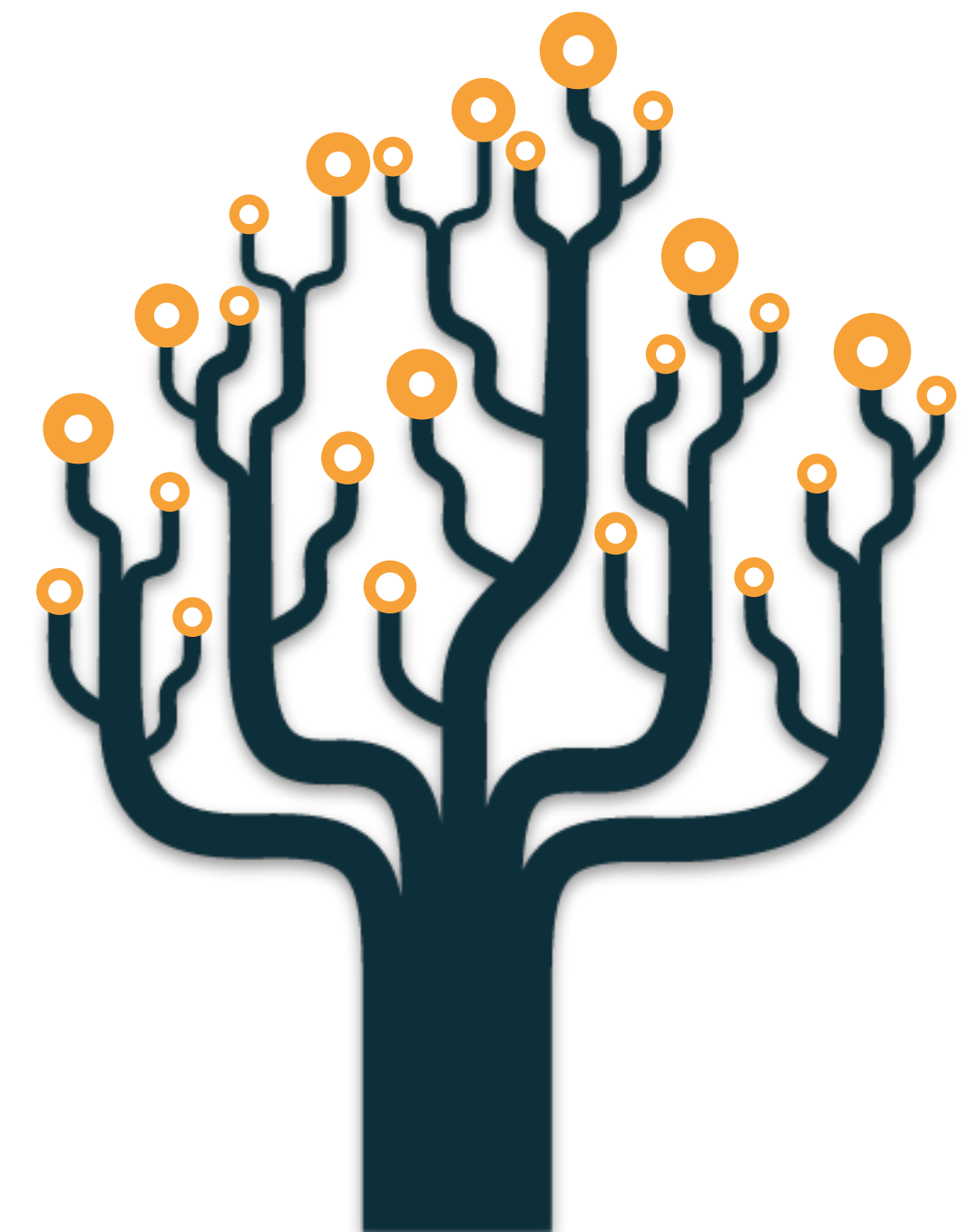
The main task of UX/UI design in Software-Nation is to create products which can be tailored to meet a user's specific needs, but which provides functionality that is predictable.

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.**

**WWW.SOFTWARE-NATION.COM**



# SOFTWARE-NATION



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