

EXPERIENCE DESIGN

# Evidence, Effectiveness, Efficiency

The design of GUI (Graphical User Interfaces) are Masterpieces for the creation of application-oriented, user-centered work interfaces.

Projects since 1990

**Experience Design:**  
Studies

**User Interface:**  
Membrane keyboards  
Remote controls  
Screens  
Mobile devices  
Sensors

**Applications:**  
Ophthalmology  
Orthopaedics  
Cranial  
Dental  
Industry  
Therapy  
Rehabilitation  
Sports



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Target-oriented fruitful interaction of experts within a GUI project requires early involvement of all stakeholders with a strong focus on the end-users. Test and implementation steps alternate and are ensured and visible via suitable database-supported platforms. Work and development steps are agile and iterative, supported by user-centered, technical and ergonomic testing.



**EXPERIENCE DESIGN**



Design guidelines:  
Branding and ergonomics

User requirements:  
Learning on the spot

Expert teams:  
Documenting values together

System start  
Branding  
Qualifying



System offer  
Measurements  
Evaluate  
Orientation  
Decide

System intervention  
Call for attention  
Notes  
Warning

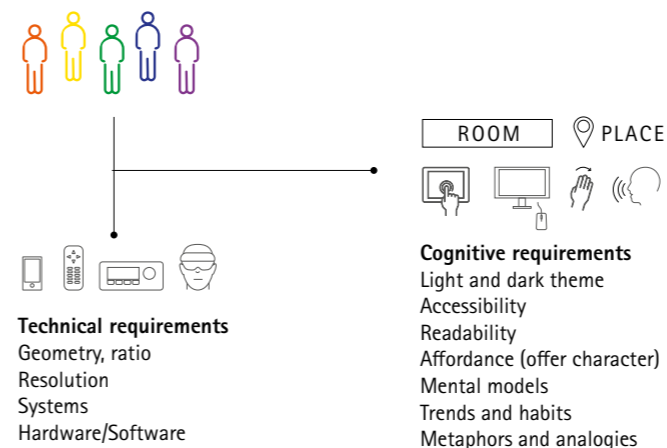


System support  
Hardware  
Setting  
Customize  
Optimize

Consistency, meaning and function of a user interface with GUI design

**STAKEHOLDER:**

Outside-in: user groups, target market  
Inside-out: service and product design, product manager, software developer, marketing



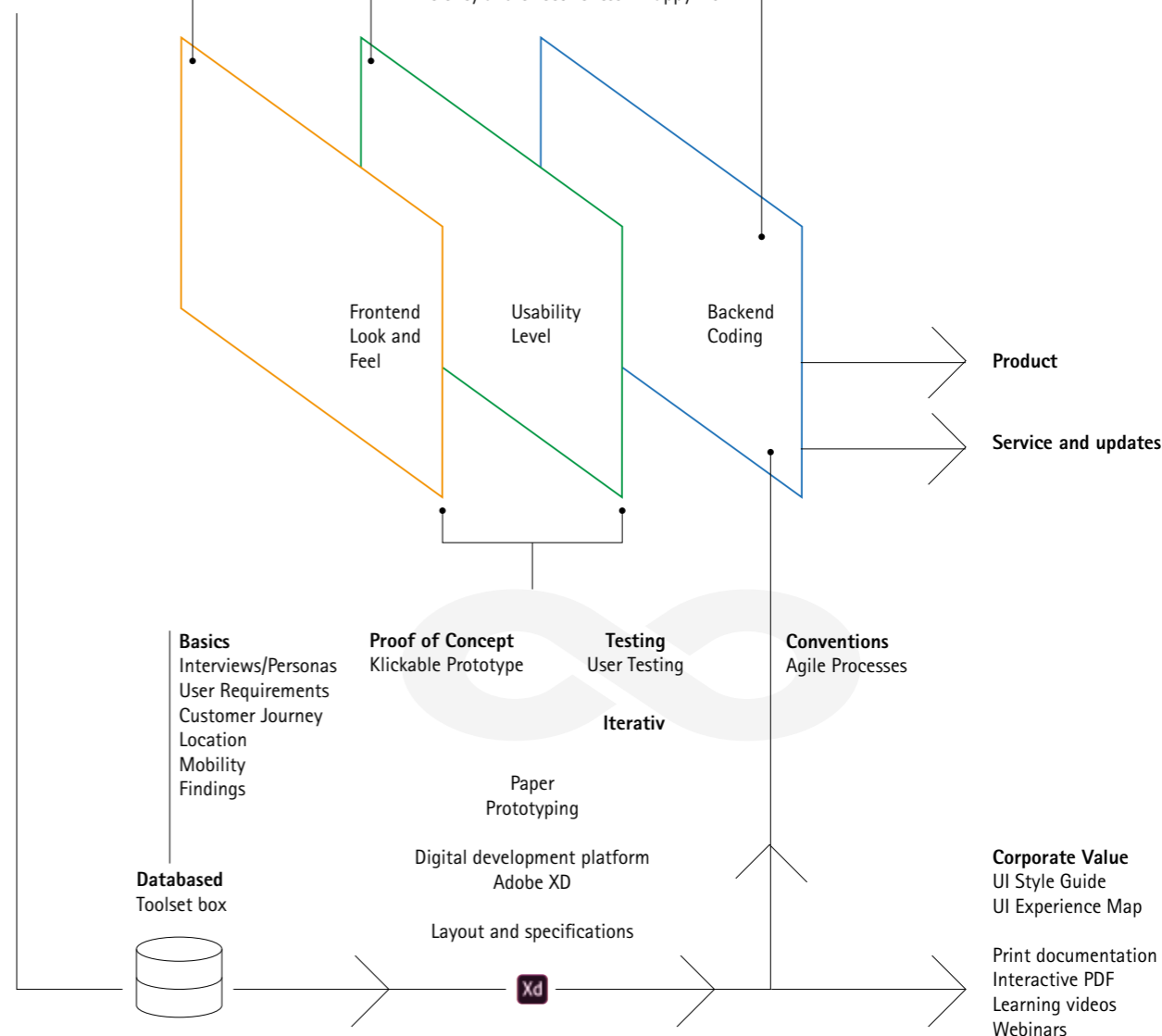
**Aesthetic values**

Corporate design  
Layout  
Typography  
Icons  
Buttons  
Pictorial elements

**User benefits**

User-centered  
Serviceability through:  
- Formal consistency  
- Linguistic consistency  
- Interaction consistency  
- Efficiency and effectiveness - Happy Flow

**Production**



**Benefits of user-centered development**

**User testing** – The product is tested from the beginning with the needs of real users in mind.

**Develop hardware, software and service together** – Ergonomics and services form a whole.

**Small qualitative steps instead of big ones** – Small development steps allow test results to be integrated more efficiently into the project. Risks are minimized.

**Outcome: Process value becomes company value** – Usability-centered product solutions increase the acceptance by the customer. The customer's appreciation serves the company and the brand.