

propelics



KICKSTART

Mobile UI/UX Design

Define, refine or redesign your app's UI/UX.
Your new design starts here.

www.propelics.com

KICKSTART Mobile UI/UX Design

Are OS updates killing your killer app? Time to update your UI/UX!

The UI/UX Design Kickstart focuses on the crucial elements of app design and interaction.

Working with our architects and designers we'll craft a superior user experience and bring your smartphone or tablet app up to speed in as little as two weeks.

Let Us Bring You up to Speed

Whether you're redesigning an existing app or looking to add new devices to your portfolio, our Mobile UI/UX Design Kickstart comes in a myriad of delicious flavors.

Feature Focus

If you lack the designers to update your app's feature-set, this Kickstart is for you. We'll provide strategic direction to help create a focused user experience along with a phasing roadmap for rolling out future functionality. Then we'll deliver a killer new UI design in-keeping with your brand's existing look and feel.

Design Facelift

Is your company suffering with outdated or buggy apps built years ago? So much has changed in mobile UI/UX Design! This Kickstart will ensure your mobile apps are up-to-date and take advantage of the latest design and interaction modalities.

Cross-Platform Design

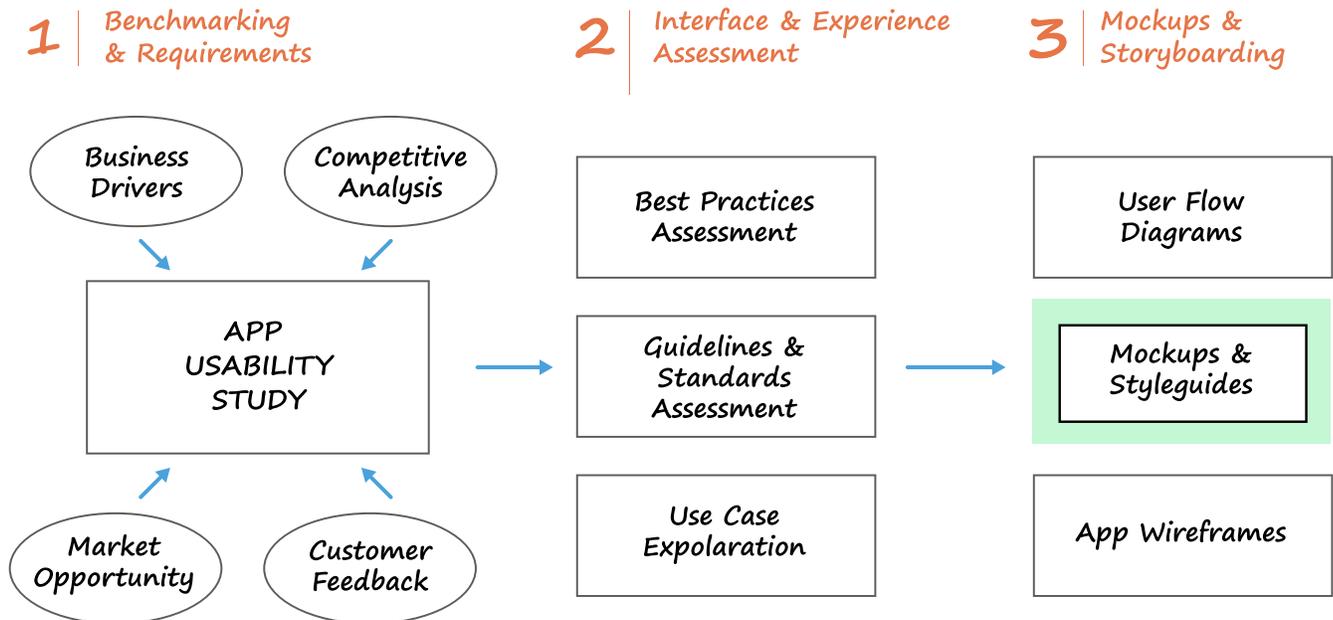
We provide cross-platform UI/UX redesign for companies looking to expand their app portfolio. Countless issues arise when porting designs to other platforms. Our deep experience means we always deliver an intuitive experience native to each device.

Cross-Device Design

Despite how similar our devices seem, tablet interaction modalities are very different from those for smartphones. For this reason, we provide strategic UI/UX architecture, design and direction for clients looking to expand their portfolio and offer an intuitive experience appropriate for each device.

Our Approach

At the end of our Kickstart sessions, you'll be in a great position to move forward with developing your new, newly updated or redesigned mobile applications.



1. Benchmarking and Requirements:

We start by developing a thorough understanding of the app's critical requirements. Then we analyze the mobile landscape to see what your competitors are up to (and determine how we can surpass them). Lastly, we explore user feedback to unearth innovative use-cases beyond the typical enterprise scenarios.

2. Interface and Experience Review:

You'll work together with our designers and architects to review your app's existing functionality and discuss high-level strategies for approaching improvements and updates in accordance with the latest UI/UX guidelines and standards of practice.

3. Mockups and Storyboarding:

This phase begins to address specifics of the re-envisioned UI/UX through interaction diagrams and high-level screen flows. As user scenarios and personas emerge and the functionality for use-cases becomes clear, our storyboard producers assemble wireframes and design mockup screens.

What You'll Get

Upon completion of this Kickstart you'll take away the following artifacts:

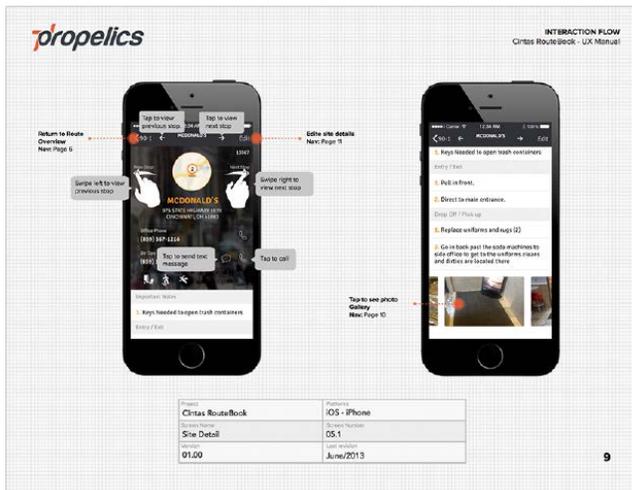
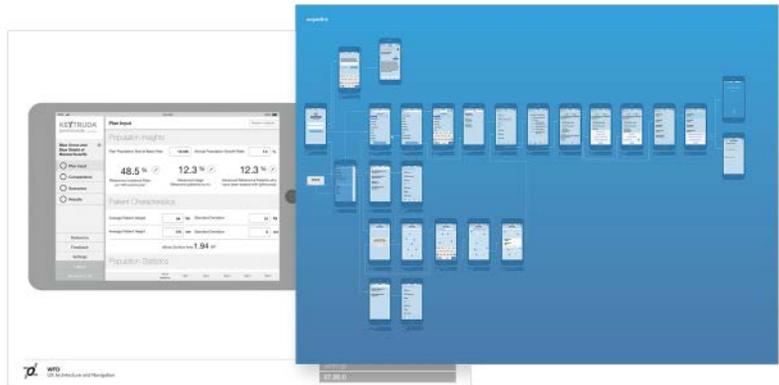


Strategy Deck

Our Strategy Deck covers all aspects of mobile design & architecture: company objectives, brand identity, competitive analysis, technical considerations, app functionality & interaction, distribution and future-phasing along with high level screenshots to bring ideas to life early-on.

App Wireframes

Think of wireframes as the architectural plans for your application, necessary to define the app's layout and logic along with key elements of user experience, such as responsiveness and animation.

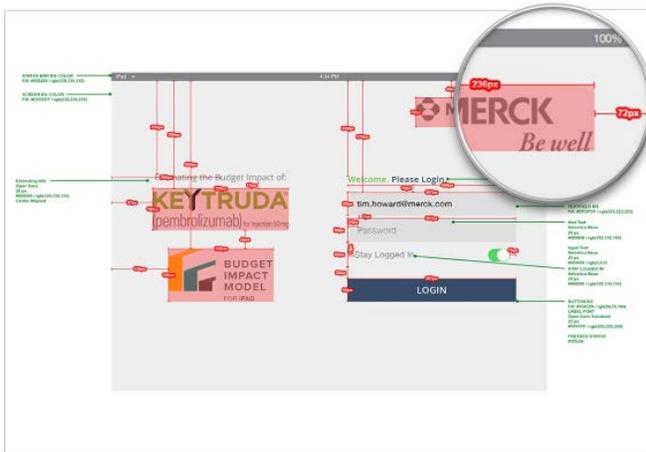
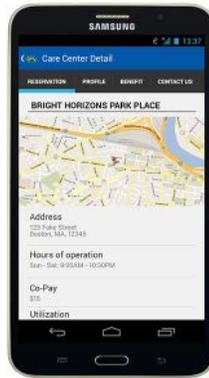


User-Flow Diagram

The User-Flow Diagram describes several user-personas and traces their app usage from launch to final task, ensuring the end result is logical, intuitive and fun mobile application.

Design Comps

Design Comps are your first look at the company’s new baby—static screen-by-screen images that accurately reflect final application colors and styles.



App Styleguides

Styleguides contain detailed information on every facet of the app design, making the transition to developers much smoother when you’re ready to go ahead and build the real thing.

“Propelics reminded us that careful thought must be given to the user experience and design as well as simplicity of use.”

— Subodh Mishra, Divisional VP, Family Dollar

Expand your app portfolio or revive an outdated Ui.

Contact us today to schedule your Mobile UI/UX Design Kickstart.

Thanks for reading our whitepaper.

And be sure to take advantage of this limited-time offer for a **FREE 30-minute Strategy Consultation.**

Get yours now!