

## UX and Design Approach

### Approach

#### UI Design

Our methods for UI Design for this project are:

- Design brief
  - Designer / Client / External designer, participate in two sessions to discuss objectives, desired outcomes and brand. Two 1 hour sessions.
- Moodboard & Competitive review
  - Research UI from similar products. Create a design moodboard to capture the general tone and aesthetic of the UI design. Present moodboard with design rationale. 1 round of revisions.
- UI Design mockups
  - Establish the general direction by creating design mockups for up to two pages, for desktop, of the site to illustrate the general look and feel of the design. Page layout from wireframes will be used. Present these mockups with design rationale.
  - Create design mockups for 8-10 page types for desktop using placeholder content. Page layout from wireframes will be used. Deliver mockups and invite feedback. Go through up to 2 rounds of revisions.
  - Create design mockups for 5 page types for mobile. Page layout from wireframes will be used. Deliver mockups and invite feedback. Go through up to 1 round of revision.
- UI Design Specifications
  - Communicate design specifications to external development team with inventory of elements and style guide.
  - Communicate details of interactions with clickable prototypes as necessary to convey transitions and/or animation.

### Assumptions

- The client will provide all brand assets—logos and other visuals—in the required format(s) as specified by Industrial.
- The client's external designer will provide the overall design direction.
- The client's main point of contact will collect and communicate feedback to UX and design deliverables.