Brand success in telecommunications and IT highly depends on consistent user experience. Across a range of different devices the same solution modules need to be applied and tested. Graphic and interaction patterns document reoccurring problems and proven solutions for design teams and management. Their value proposition comprises communicability within the organization, reusability for designers, and usability for customers.

We analyse the corporate design guidelines and workflows in order to assess maturity and identify potentials for optimization. Pattern adaptation proceeds through reverse engineering (pattern extraction), forward engineering (pattern instantiation), and development and evaluation of a growing pattern library. Together with our clients we define and introduce a user experience workflow with different rights, roles, and artifacts.

The same usability modules serve you customers and internal development teams. A reliable process supports design and management teams to decide design related issues considering consistency and novelty of solutions, and continuous optimization and extension of a valid pattern library. Design patterns may also inspire innovation development, and safeguard negotiations on industrial property rights.

Large companies including SAP, Yahoo, Nokia and others successfully introduced working with patterns. We introduced a pattern workflow for the design team of a large telecommunication company, including voice and gesture design patterns for mobile, PC and television platforms. For a large airline we introduced patterns to the generic design style guide, putting special attention to efficiency and situation awareness of operators of security-sensible applications.

References