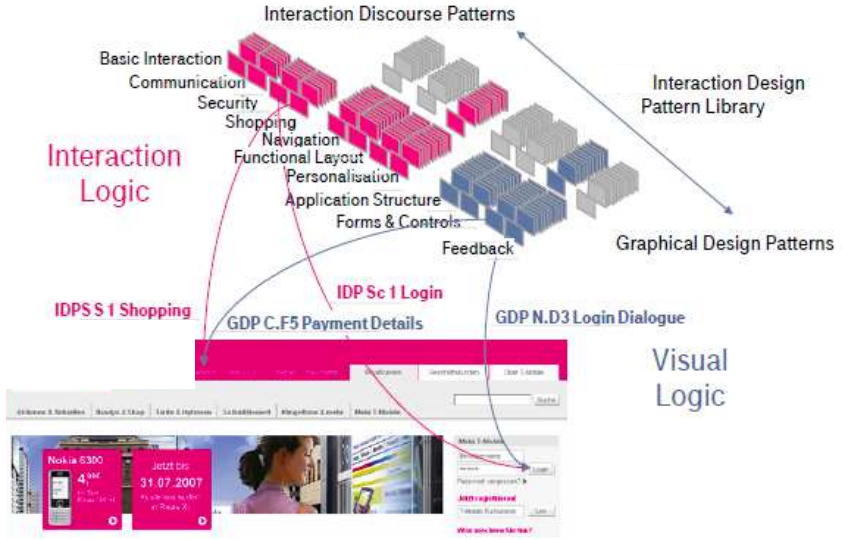
» Offering /// *Introduction of Interaction Design Patterns & Design Workflow*

Challenge and Proposition

- 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 reocurring problems and proven solutions for design teams and management.
- Their value proposition comprises communicability within the organization, reusability for designers, and usability for customers.

Approach

- 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.



Project example: Interaction and graphic design patterns for web applications

Results

- 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 negotations on industrial property rights. .

References

- 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 .

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Publications, e.g.: Breuer et. al., Interaction Design Patterns for Classroom Environments. In: Human-Computer Interaction, Part IV, Lecture Notes in Computer Science: Vol: 4553. HCI International Conference 2007 in Beijing, China, pp.163-172. New York: Springer.