

INTERACTION / UI / UX

## INTERACTION DESIGN

- wireframes
- interaction flows
- use cases
- navigation patterns

## MARKETING & IDENTITY

- brand study
- mood board
- name & logo design
- store materials

## USER INTERFACE

- layout design
- icons and pictograms
- color scheme design
- fonts and typography

## USER EXPERIENCE

- prototyping & demo
- user workflow design & analysis
- user testing



WINDOWS  
WP8



iOS



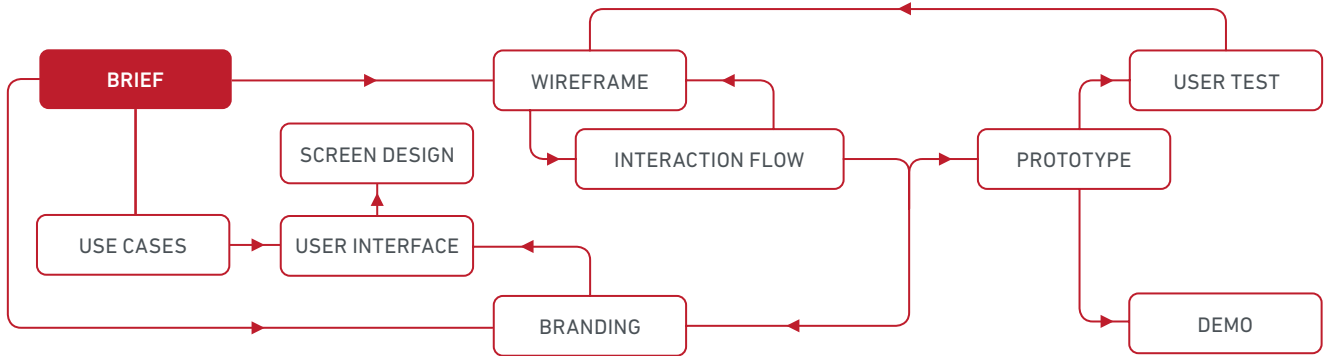
ANDROID  
ANDROID WEAR



CUSTOM  
PLATFORMS



PHYSICAL  
INTERFACES



WIREFRAME



VISUALIZATION



INTERACTION  
MAP



DESIGN SPECS



ASSETS



HTML DEMO

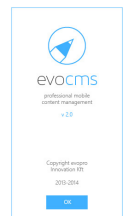
## BLUE RIBBON WINDOWS PHONE APP DESIGN

- guidelines and design specs for colors, fonts
- graphical assets for the app
- support during development



## CONTENT MANAGEMENT SYSTEM WINDOWS APP DESIGN

- interaction flows, wireframes
- guidelines and design specs for colors, fonts
- graphical assets for the app
- support during development



## EVOPRO ELECTRIC CHARGER CUSTOM USER INTERFACE DEVELOPMENT

- interaction flows, wireframes
- guidelines and design specs for colors, fonts
- graphical assets
- HTML demo for user test



## EVOPRO OBU CUSTOM USER INTERFACE DEVELOPMENT

- interaction flows, wireframes
- physical interface design
- specifications for labels



**ESTIMATED WORKLOADS**

IN HOURS

		Mobile Platforms	Additional Mobile Platform	Desktop or Custom Platforms
WIREFRAME	(depends on number of screens)	12-26	+50%	12-26
INTERACTION FLOW	/app	8-18	–	8-18
USE CASES		4-8	–	4-8
NAVIGATION PATTERN		4-8	+50%	4-8

BRAND STUDY & MOOD BOARD		16-24	–	16-24
NAME & LOGO DESIGN		15-30	–	15-30
COLOR & TYPOGRAPHY		14-18	–	14-18
STORE MATERIALS		4-8	+50%	4-8

ICONS & PICTO DESIGN	/set	16-20	–	16-20
LAYOUT	/screen type	10-16	+80%	10-16
FINAL SCREEN DESIGN	/screen	1-4	+100%	1-4
ANIMATION DESIGN	/animation	14-18	+50%	14-18

PROTOTYPING		depends on fidelity (16-40+)		
DEMO		depends on fidelity		
USER TESTING		depends on scale and method		