ACCELERATING TOMORROW'S EMBEDDED UI EXPERIENCES

With a Parallel GUI Development Workflow

logic technology

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From Design to Reality
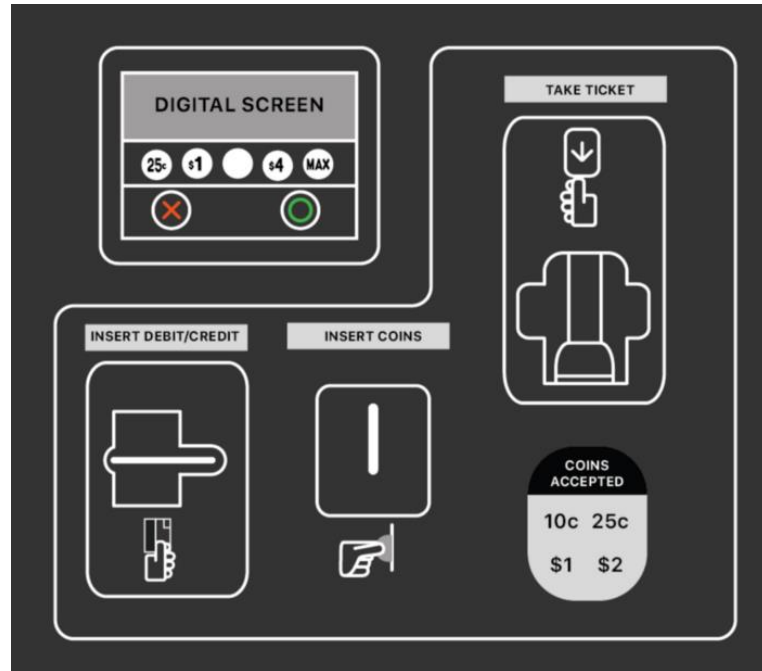
Your UI/UX can make or break product success

Poor UX

**Carries Negative Consequences
and Diminishes Value**

✘ Decreased Sales

✘ Dissatisfied Customers

✘ Poor Ratings and Reviews

✘ Negative Impact on Brand

✘ Increased Need for Training

Good UX

**Leads to Better Products
And More Value**

✔ Increased Sales

✔ Increased Customer Satisfaction/Loyalty

✔ Better Reviews and Word of Mouth

✔ Positive Impressions of Product and Brand

✔ Decreased Training, Support, Errors

Accelerating Embedded GUI Experiences

What will be discussed:

- Parallel GUI Development Workflow for efficient GUI development

- Design-friendly formats for faster GUI creation

- Embracing iterations in GUI design

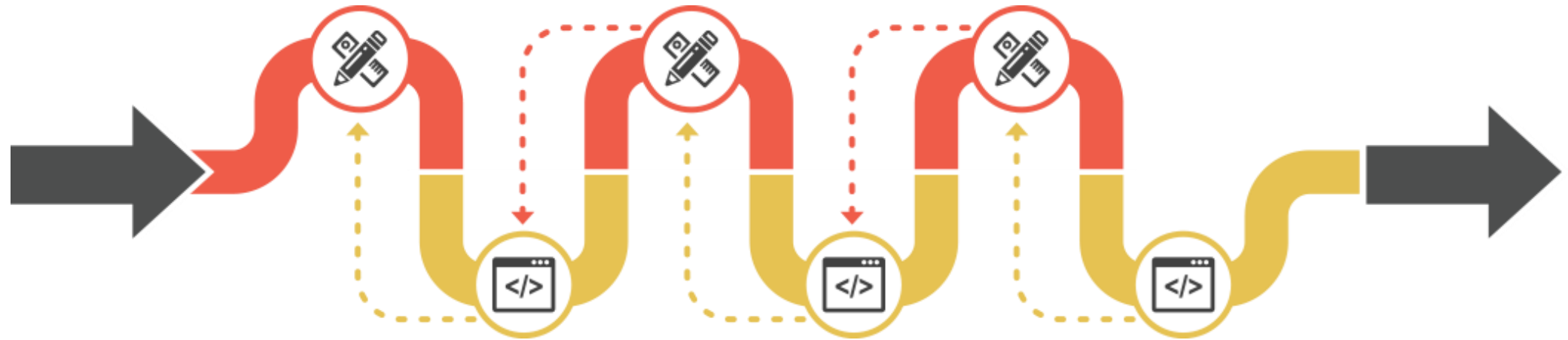- A method for achieving a Parallel GUI Development Workflow
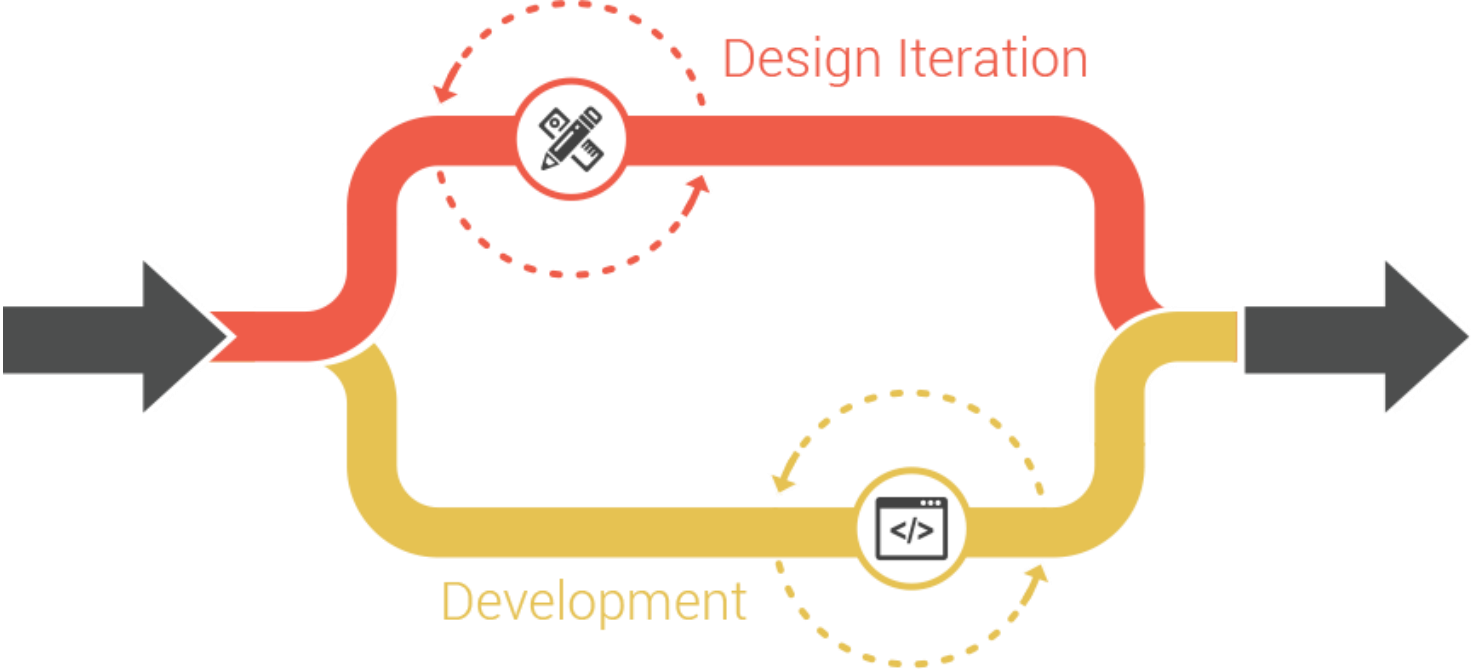
Working Together Collaboratively

(aka... Parallel GUI Development Workflow)

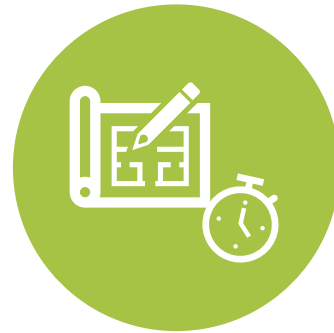# Typical serialized embedded development workflow

Parallel workflow embraces design & development

Benefits of a Parallel GUI Development Workflow

Designers &
Developers
can focus on what
they do best

GUI app
development can
begin earlier

Project
development is
greatly
accelerated

End user
experience is
greatly enhanced

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Design-friendly formats for faster GUI creation

- **Parallel GUI development workflow** enables an efficient implementation of design vision

- Create UI/UX using preferred design tools

- Import files instead of handing off static design/image

- Removes doubling of development workload

- Removal of a need for coding everything is even better

Embracing iterations is GUI design

- Parallel GUI development workflow enables changes to happen concurrently

- Common part of the development process

- Helps improve the UI/UX of the product

- Re-coding changes can often lead to delays

- Without interrupting each other's progress

Recipe for success

DEVELOP COLLABORATIVELY
Focus on what each does best / design in familiar tools / hand off to developers for backend integration

PROTOTYPE, TEST, REPEAT
Perfect the UI/UX / test on PC or hardware / fine tune & re-test

EMBRACE ITERATIONS
Refine the design / re-import at any point during development

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How Storyboard can help

ACCELERATE DEVELOPMENT
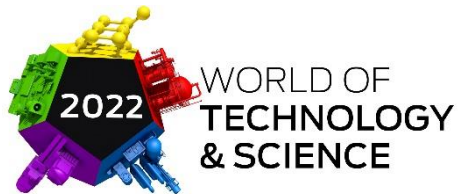
EMBRACE ITERATIONS

GUI APP FLEXIBILITY

Questions?

Stop by the Logic Technology booth 9C063 for a conversation & demo

Thanks for attending

www.logic.nl/storyboard/trial