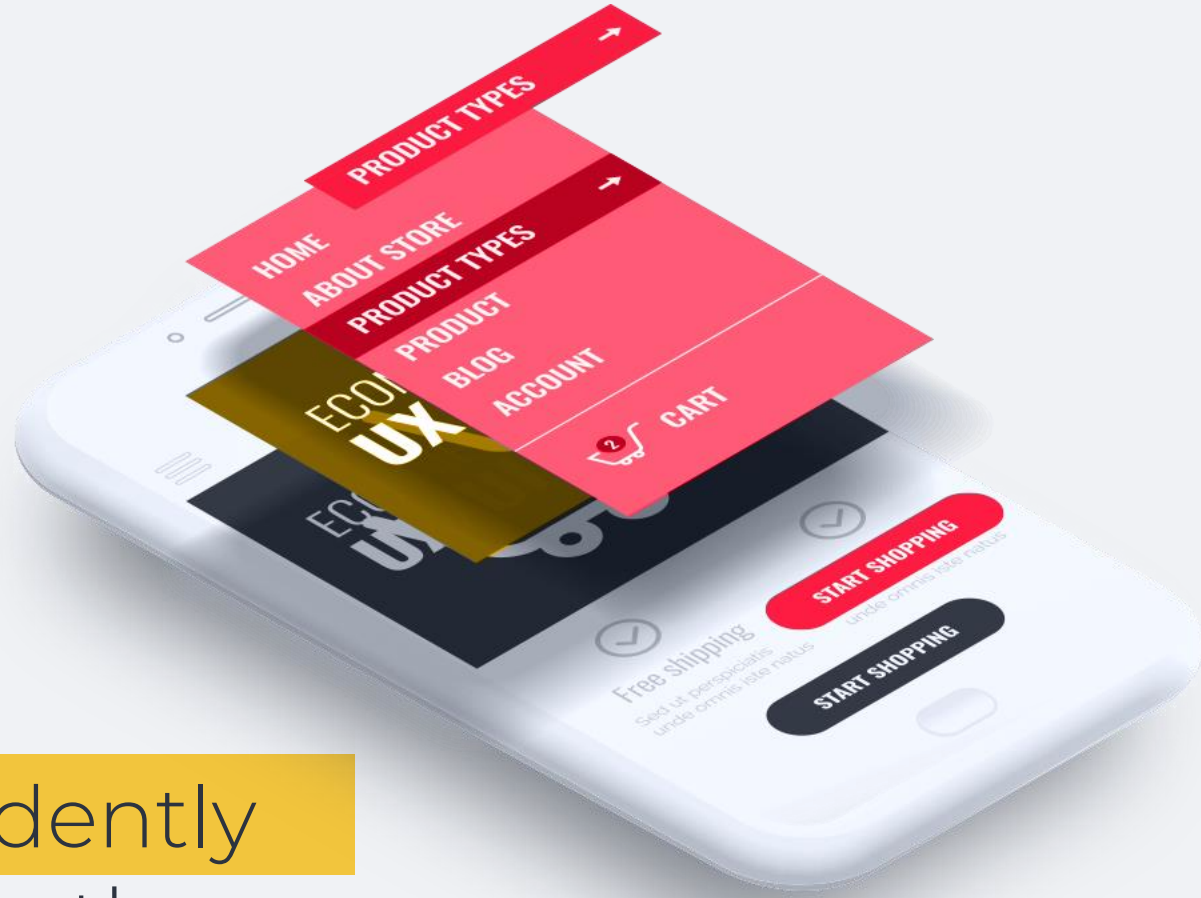
elinext

UI/UX Design



We offer UI/UX independently and in conjunction with other software development services

Why Do You Need UI/UX Design?

Our portfolio

62% of users

continue engaging with a website if the content or layout is attractive

30 seconds

is a span within users typically make a decision whether they will utilize a particular product

88% of online consumers

are less likely to return to a website after a bad user experience

200%

A well-designed user interface can increase conversion rates by **up to 200%**

83%

Usability improvements have been found to increase the website's conversion rates by **an average of 83%**

70%

70% of small businesses believe investing in UI/UX design positively impacts their bottom line

90%

Approximately **90% of clients opt to involve a designer** in order to minimize the need for future modifications

UI/UX Designers at Elinext

Our portfolio

10+
designers
Our Team

6+
years
Average Experience

100+
projects
Designed Products

20+
technologies
Used Technologies

In order to meet the specific requirements and needs of each project, we employ various approaches such as:

- Data-Driven Design
- Mobile-First
- Graceful Degradation
- Progressive Enhancement

To ensure optimal solutions for specific products, we adhere to industry guidelines such as:

- WCAG Web Interface Guidelines
- Apple Human Interface Guidelines
- Google Material Design Guidelines
- Heuristics of Jacob Nielsen

Tools We Use at Elinext to Deliver Best-In-Class Solutions

Our portfolio

By carefully assessing the requirements of our clients, we can determine the best combination of tools that will effectively meet their needs, ensuring optimal design outcomes for their specific product.

Figma is our primary tool for producing interface design, as it scales quickly and covers most of the design needs.

Adobe After Effects is used for creating animations specifically for developers. Lottie plugin enables us to convert animations into JSON files, allowing for easy integration into various projects.

Protopie is another tool that we utilize at Elinext for creating smooth animations during the presentation of our designs to clients or investors.

Blender and Cinema 4D are tools that offer a wide range of functionality to meet our clients' specific 3D visualization and animation needs.

By leveraging Adobe Illustrator's extensive capabilities, we can breathe new life into our clients' products by developing eye-catching logos and illustrations that effectively capture their essence.

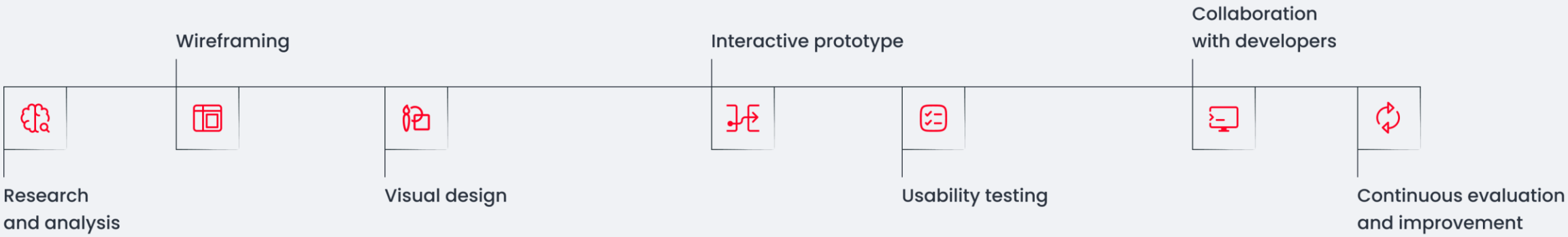
Our Design Process

Our portfolio

Design processes may vary depending on the project and team dynamics, and some steps may overlap or occur simultaneously.

Flexibility and adaptability are essential for successful interface development.

The design process is based on many years of practical experience **on more than 100 projects**.



Step 1:

Research and Analysis

What is it?

Research and analysis helps determine the target audience, demographics, preferences, pains, needs and goals. It helps to better understand which layout, item placement, and user workflow will work optimally in each case of using the product

How do we do it?

Here at Elinext, our UI/UX designers focus on studying the visual elements while conducting UI/UX research. The goal is to design interfaces that are aesthetically pleasing, visually balanced, and aligned with the brand identity.

To better understand the target audience we conduct research such as interviews, usability testing, surveys, card sorting, personas, customer journey maps and user scenarios.

We also provide competitor analysis, which aids in discovering new ideas for implementing various features as well as learning from competitors' mistakes to avoid making similar errors.

How long does it take?

This step takes approximately a few days but can be longer according to the types of research.

If you've already conducted this type of research this step can be skipped.

Step 2:

Wireframing

What is it?

Wireframes are visual representations or sketches of the basic layout and structure of a web page or application.

They are low-fidelity representations that focus on the overall hierarchy, placement of key elements, and content organization, without getting into the details of visual design or aesthetics.

How do we do it?

At Elinext, we've found out that this step helps stakeholders and clients visualize and explore different layout possibilities and page structures.

This structure serves as a starting point for brainstorming and generating ideas for the overall design.

Step 3:

Visual Design

What is it?

High-fidelity mockups that incorporate branding elements, typography, color schemes, and visual elements to establish a visually engaging and consistent interface.

Check out our portfolio

Visit elinext.dribbble.com to check our latest works

How do we do it?

On this step, we develop a design system that can be used as a library of elements. These elements will assist in creating digital or printed products in the future, while adhering to the same guidelines and ensuring consistency throughout.

By doing so, users will be able to easily associate new products with your brand, as they are already familiar with all of the visual patterns. Additionally, it helps to reduce future effort and not spend time on developing these items once again.

Step 4:

Interactive Prototype

What is it?

An interactive prototype is a visual representation of a product or application that allows users to interact with it and experience its functionality before it is fully developed.

It typically includes clickable buttons, menus, and other interactive elements to simulate how the final product will work.

Why do you need it?

According to our experience and projects where we've used this approach, Elinext considers prototyping to be a valuable tool that can be utilized when there is a need to showcase a product to stakeholders or investors but insufficient time available for full website or application development.

How do we do it?

We use Figma or Protopie to design interactive and clickable prototypes to simulate the user experience and gather feedback.

Step 5:

Usability and A/B Testing

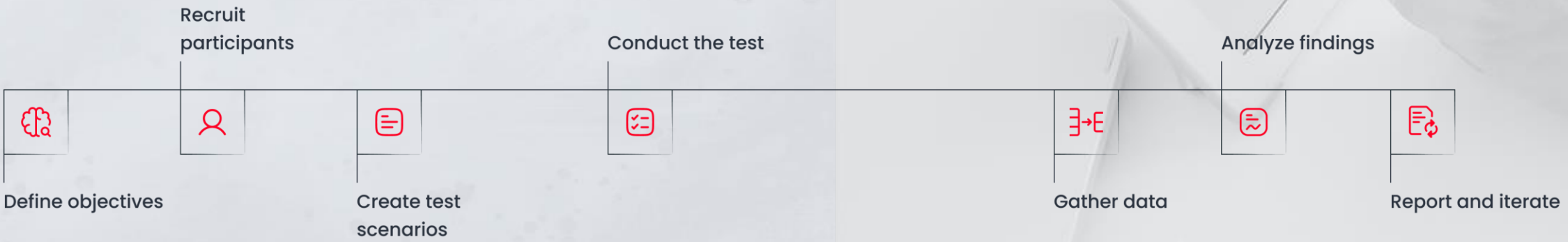
What is it?

Usability testing is designed to identify any usability issues, understand the user experience, gather feedback for improvement, and ensure that the design meets user needs and expectations.

A/B testing helps identify which idea works better.

How do we do it?

At Elinext, we consider that this type of testing should follow a structured process, one which **includes the following steps:**



Step 5:

Usability and A/B Testing

You need approximately 5 users who will test your product in order to identify 85% of crucial issues

At Elinext, we believe A/B testing should follow a structured process that includes the following steps:

- **Define objectives:** Clearly define the goals and objectives of the usability test.
- **Recruit participants:** Identify and recruit representative users from your target audience or user base.
- **Create test scenarios:** Develop a set of realistic and relevant tasks or scenarios for users to perform during the test.
- **Conduct the test:** In a controlled environment, ask participants to perform the tasks while observing their interaction.
- **Gather data:** Collect qualitative and quantitative data during the test. This can be achieved through methods like observation, note-taking, screen recording, task completion time, and surveys/questionnaires.
- **Analyze findings:** Review and analyze the collected data to identify patterns, recurring issues, and areas of satisfaction or frustration.
- **Report and iterate:** Compile the findings into a usability test report, summarizing the identified usability issues and providing recommendations for improvement.

Step 6:

Collaboration With Developers

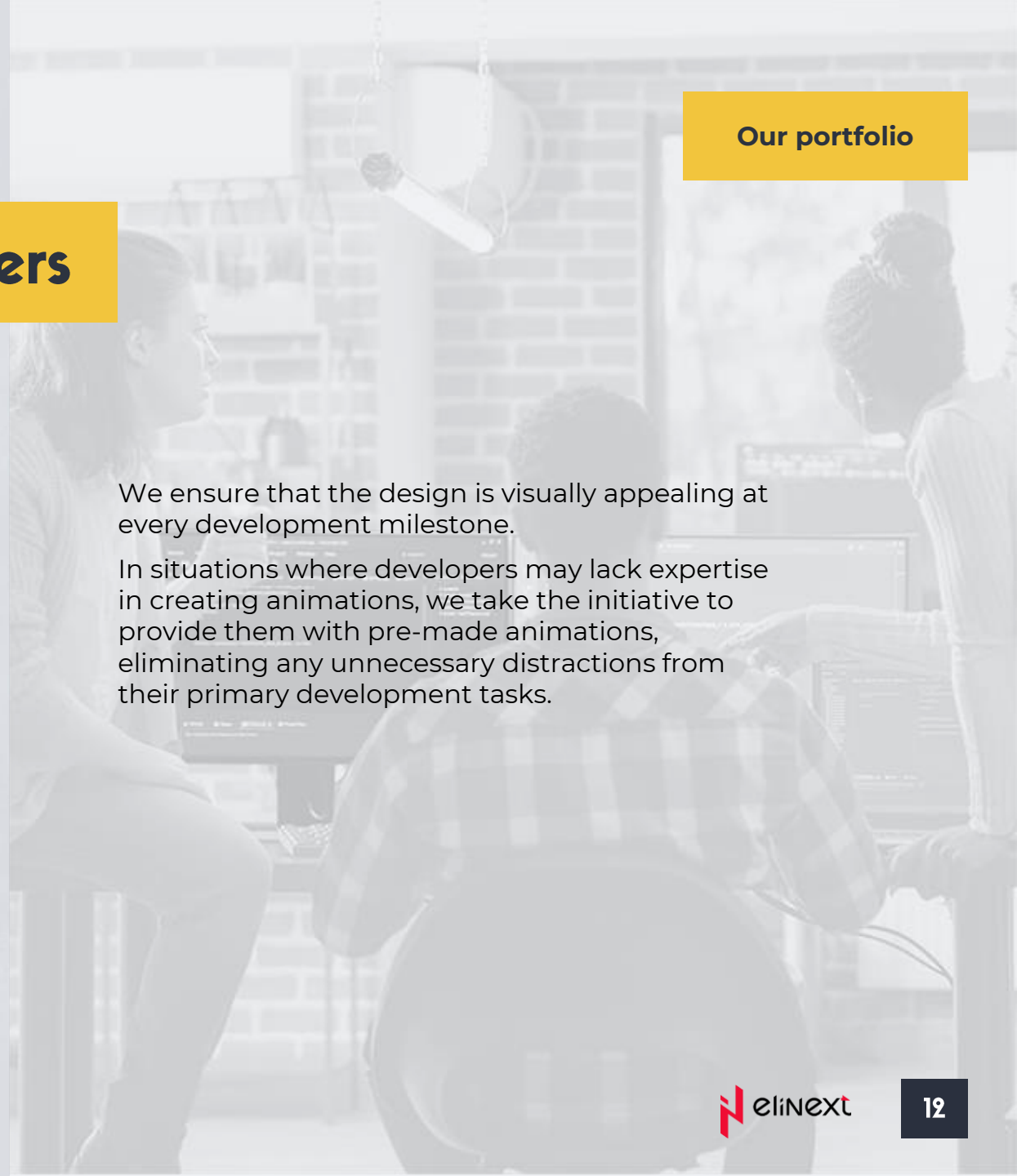
How do we do it?

During the development phase of product, we maintain close collaboration with developers by furnishing them with comprehensive design specifications, assets, and recommendations. Developers from Elinext have strong knowledge on how to work with our design files.

Additionally, in cases where your developers may work remotely, we provide support calls with detailed information about existing files, and how to work with design and Figma features for developers.

We ensure that the design is visually appealing at every development milestone.

In situations where developers may lack expertise in creating animations, we take the initiative to provide them with pre-made animations, eliminating any unnecessary distractions from their primary development tasks.



Step 7:

Continuous Evaluation and Improvement

What is it?

Monitoring user feedback and analytics after the interface is launched. Identifying areas for improvement and iterating on the design to make sure it remains user-centered and aligned with user needs.

This iterative process ensures that the product continually evolves to not only meet user needs but exceed their expectations.

How do we do it?

At Elinext, we utilize Google Analytics to monitor analytics and gather valuable insights. By leveraging this tool, we can make data-driven decisions and optimize design to better cater to the needs and behaviors of users.

User feedback from other websites can be invaluable in uncovering critical issues within the product. We carefully collect and analyze this feedback to identify areas that need improvement and devise effective solutions.

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App For Attracting Users In Social Networks

An engine for running social media challenges. The customer can choose a hashtag, announce a media challenge, and then once users create their posts with the chosen hashtag they are counted by the engine in a real-time and the content of the posts is displayed on an interactive wall.

Learn More ->

Features

- Integration with social networks
- Dashboard for managing engine configurations

Technologies

- .NET
- ASP.NET
- FRONT-END
- JQUERY
- MS SQL

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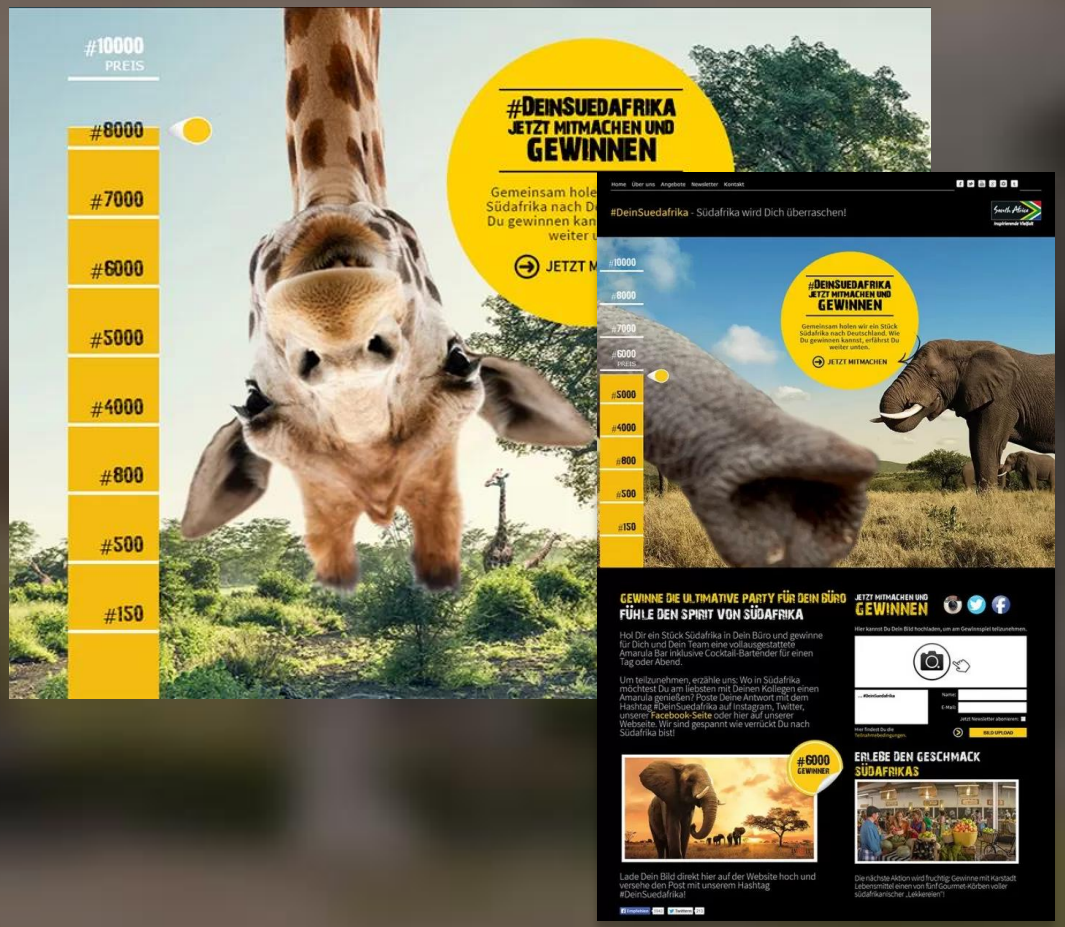
A German Start Up



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E-Commerce Store for Optics

We have designed and developed an e-commerce store that showcases optics products. The new design led to increased conversions and sales for our client.

Features

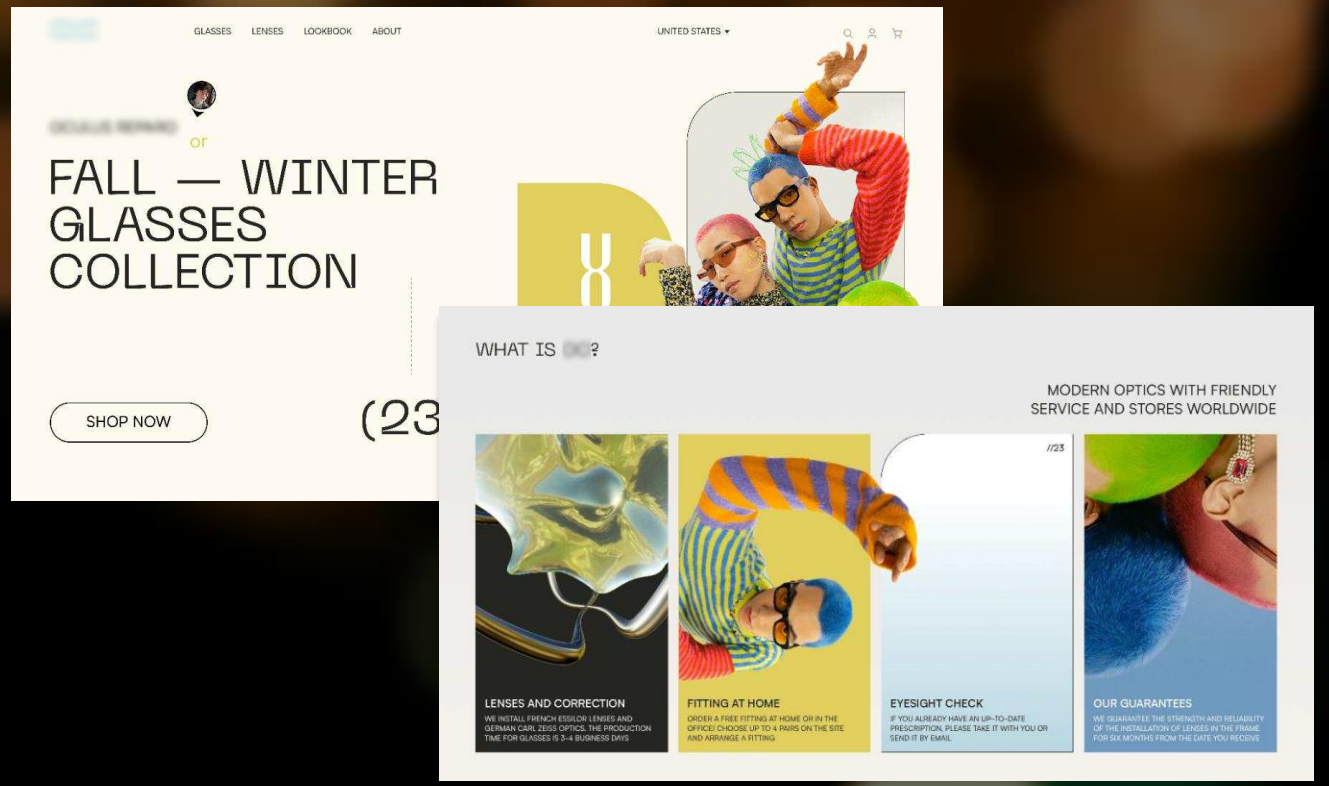
- Swedish design style
- Simple shapes
- Emphasis on the products,

Technologies

- Figma

CLIENT

E-Commerce store



LiDAR Management Solution

Within six weeks, the Elinext team delivered a robust interface to enable end users to manage the LiDAR systems installed on their premises / equipment. The interface consists of two modules: the Configurator and the Wizard.

Learn More ->

Features

- Integrating the Wizard with the user's system (a CCTV circuit, a data server, etc.)
- Calibrating sensors in the Configurator
- Organizing sensors into groups for easy monitoring
- Custom localization with specific fonts and text files

Technologies

- JAVA
- ANGULAR

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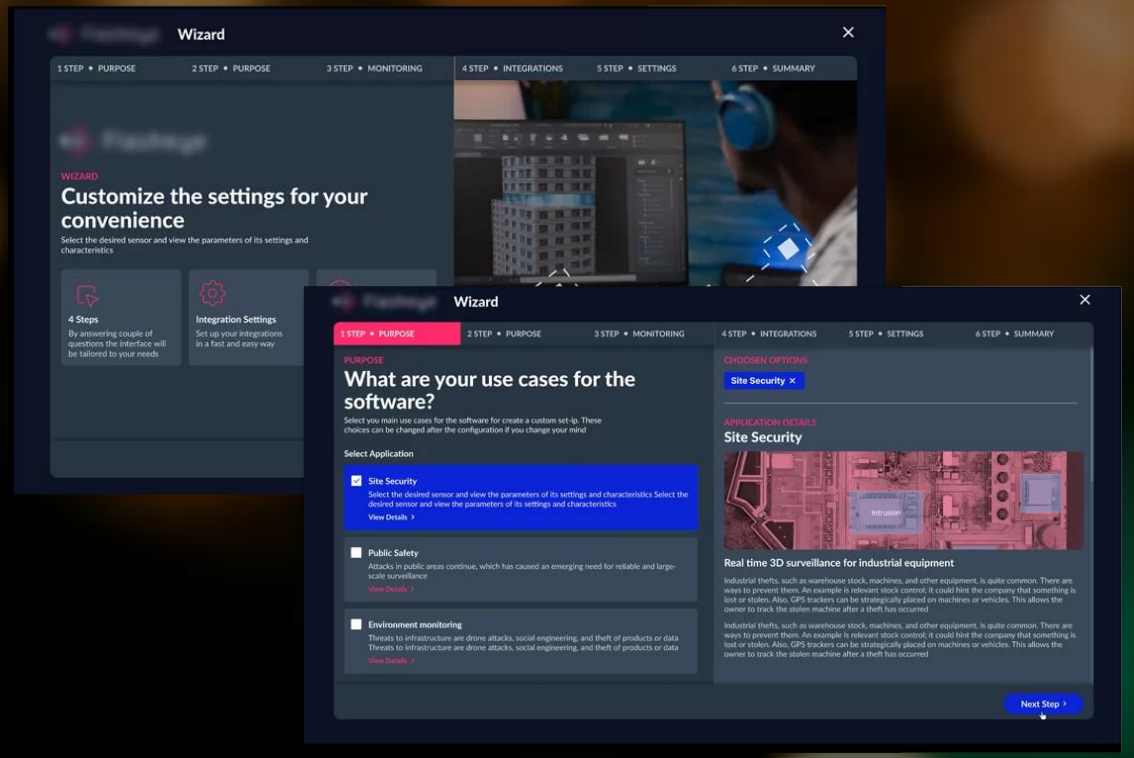
A Swedish company specializing in installing and maintaining light detection and ranging devices



Security for Seniors

Elinext designed a fully responsive promo website and web-shop.

We conducted research, created personas, empathy maps, and other UX artifacts to create the product which will meet the expectations of o

Features

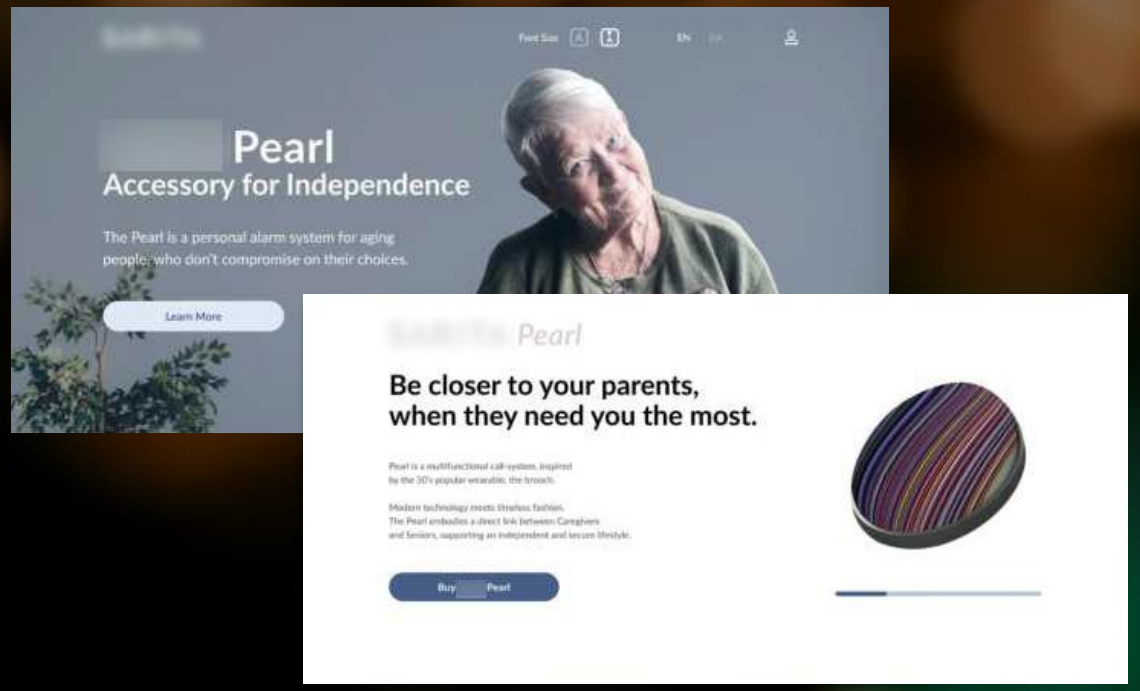
- Developed solution is in fact a call-system that embodies a direct link between Caregivers and Seniors.

Technologies

- Figma
- Adobe Illustrator

CLIENT

A company selling personal alarm systems for aging people



Website Upgrade For Betting Tipsters Community

Elinext developed a front-end for an existing web portal. The new client-side of the website had to have an attractive modern design and good usability. We had to provide a semantic source code that could be easily changed in the future. The website was also required to have a good page load speed and work in the same way in all modern browsers.

Learn More ->

Features

- Attractive design according to modern design principles.
- Several common HTML templates for the pages
- Separate stylized blocks
- Optimization for client-side scripts

Technologies

- .NET
- ASP.NET
- FRONT-END
- JQUERY
- CSS
- XHTML

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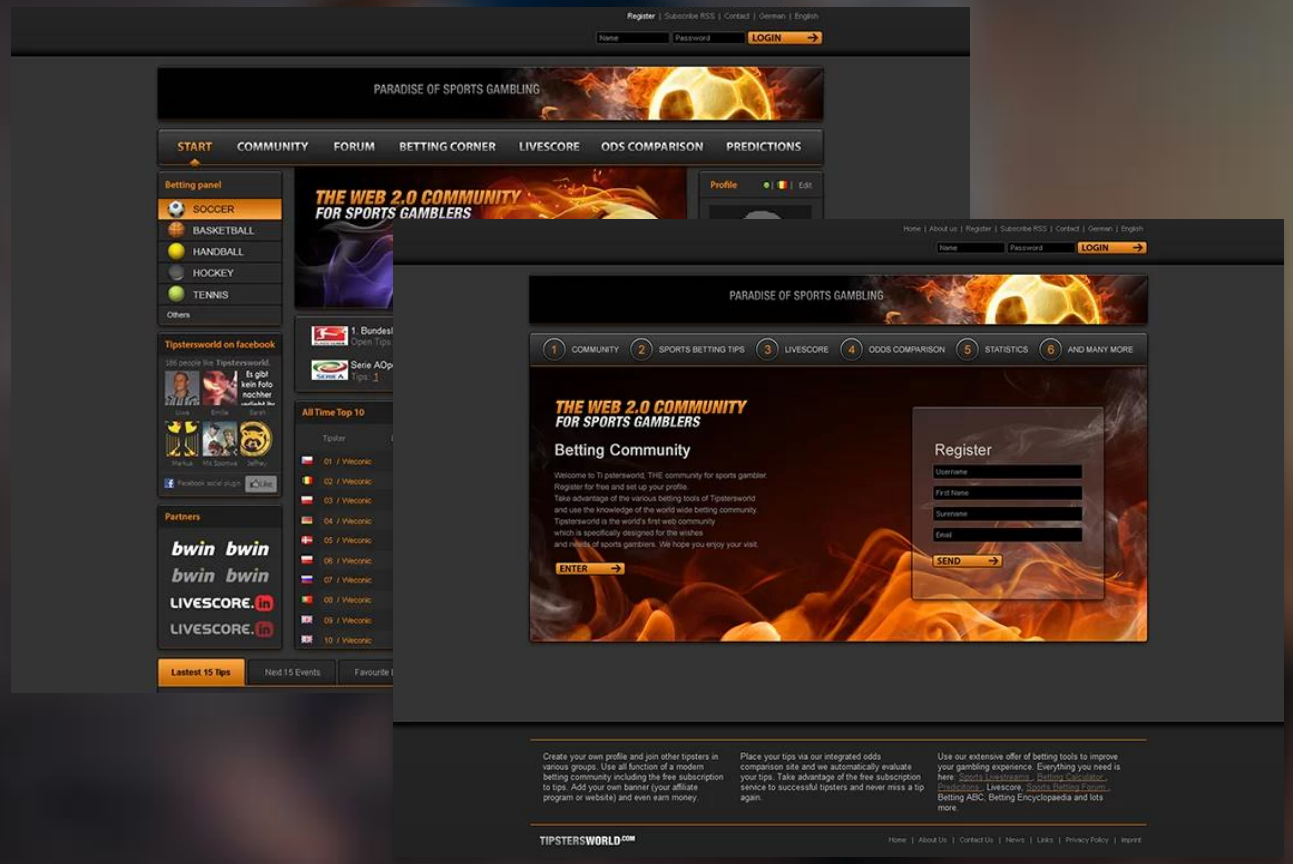
Tipsterworld.com



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E-Commerce Store for Bed Linen

Elinext team has designed an e-commerce store that showcases bed linen.

Features

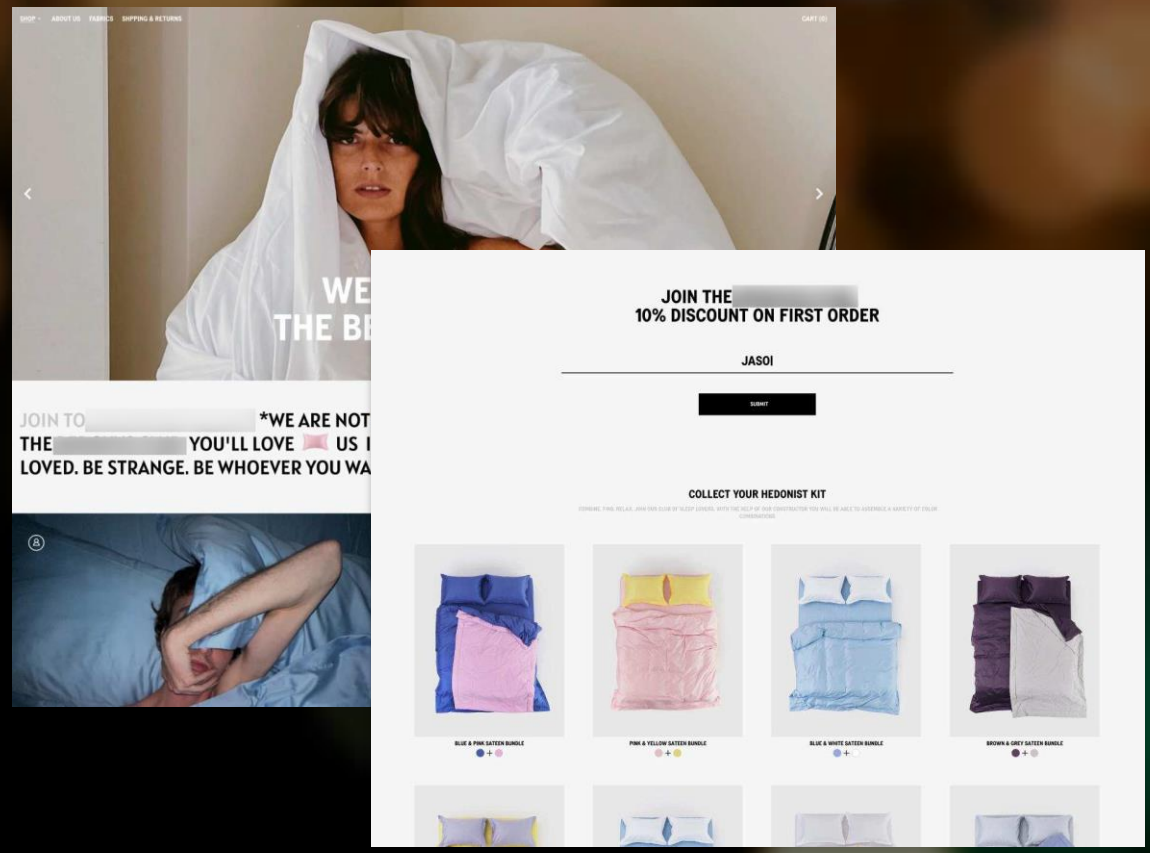
- User-friendly browsing features
- Intuitive search filters
- Detailed product descriptions
- Wish list

Technologies

- Figma

CLIENT

E-Commerce store



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Control Your Finances

CLIENT

Fintech mobile app

We designed a fintech mobile app that, among others,

Features

- Finances management
- Transactions check
- Analytics configuration
- Keeping all debit and credit cards in one wallet and make payments as well as transfers.

Technologies

- Figma

Cryptocurrency Exchange

One of the latest projects was a Crypto exchange platform design.

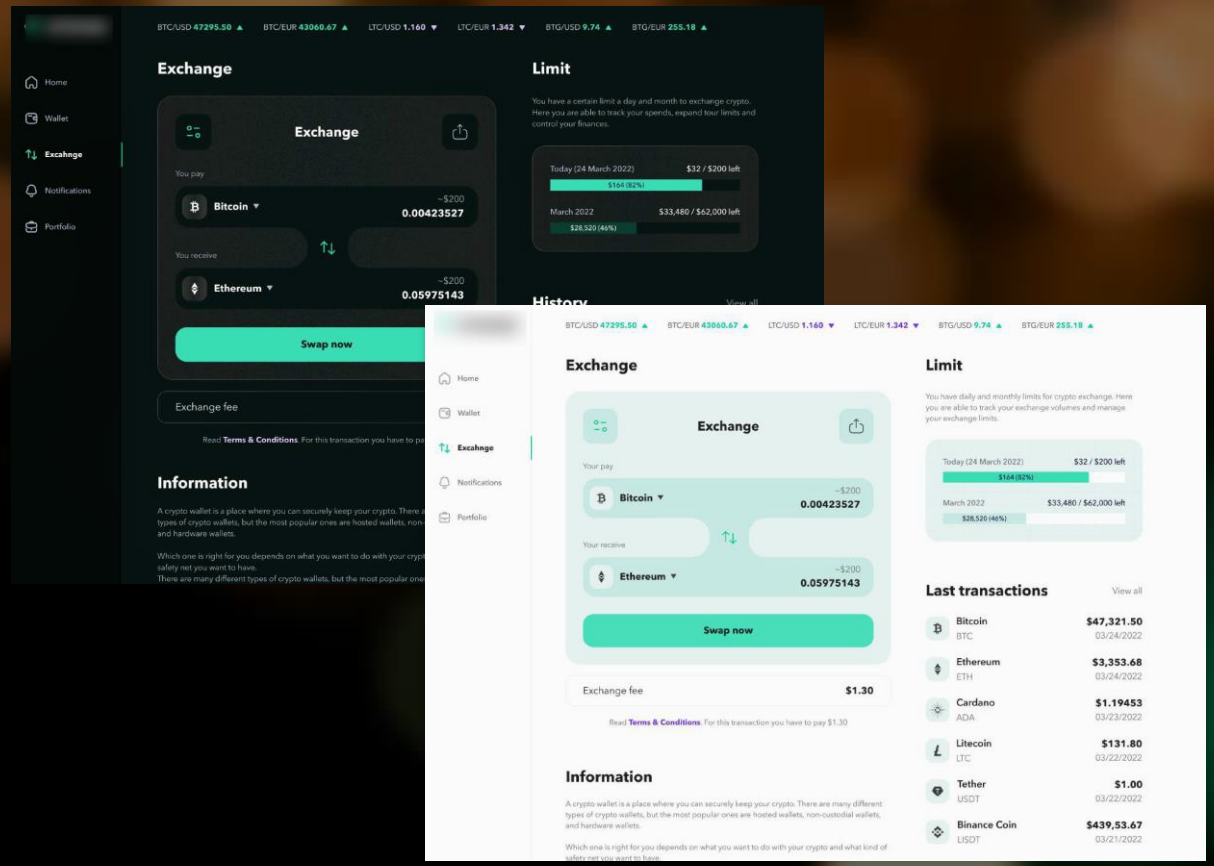
The main goal in this project was to create desktop and mobile solution in light and dark modes and a landing page to share the platform with dozens of people.

Technologies

- Figma

CLIENT

Crypto exchange platform



Investment Platform

We designed the platform, which helps investors keep their investment portfolio in a single place, analyze it and provide insights on it.

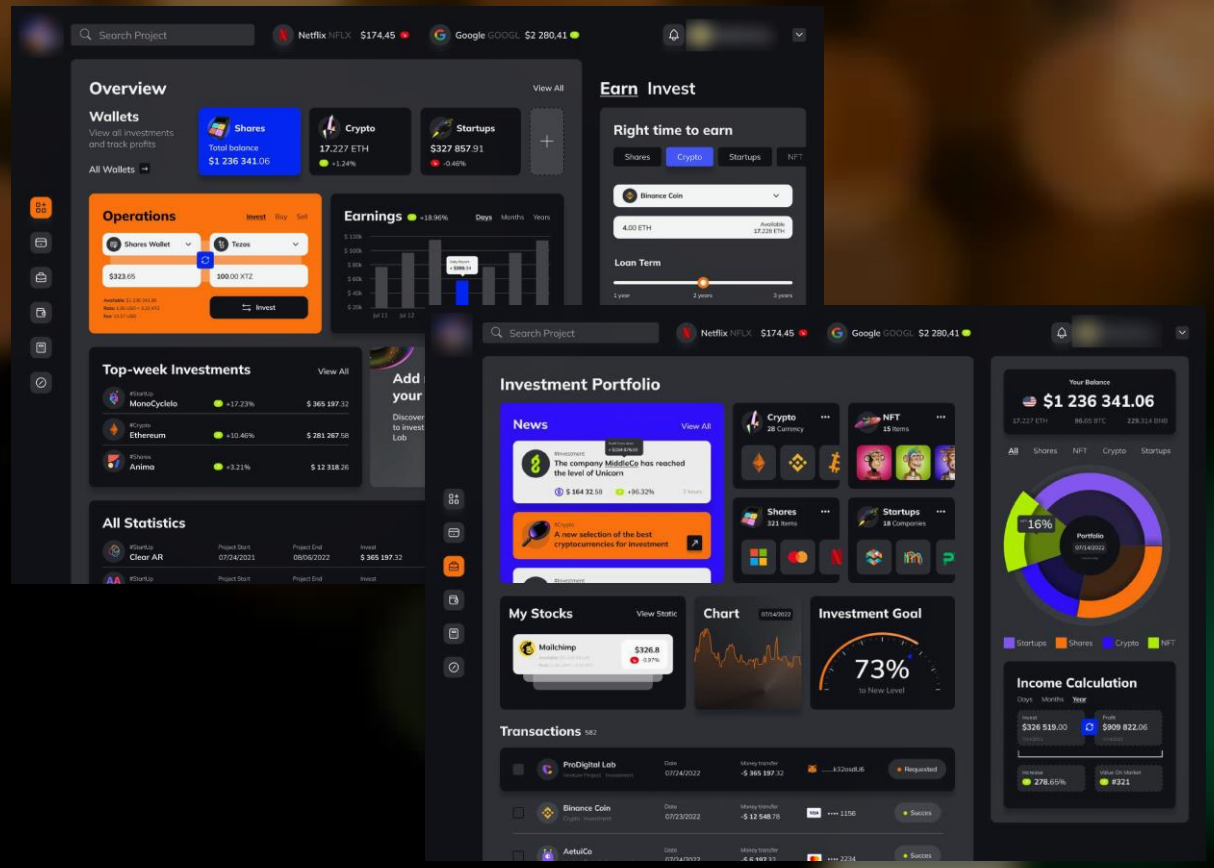
The targeted audience of the platform is investment companies and private investors, including venture investors, angel investors and Web 3.0investors earning on cryptocurrencies, NFTs and in other ways.

Technologies

- Figma

CLIENT

Investment platform



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The Future of Biotech Labs

Our customers wanted us to help them with the development of a monitoring system that would provide real-time data to fertility specialists.

Learn more

Features

The solutions consist of the following modules:

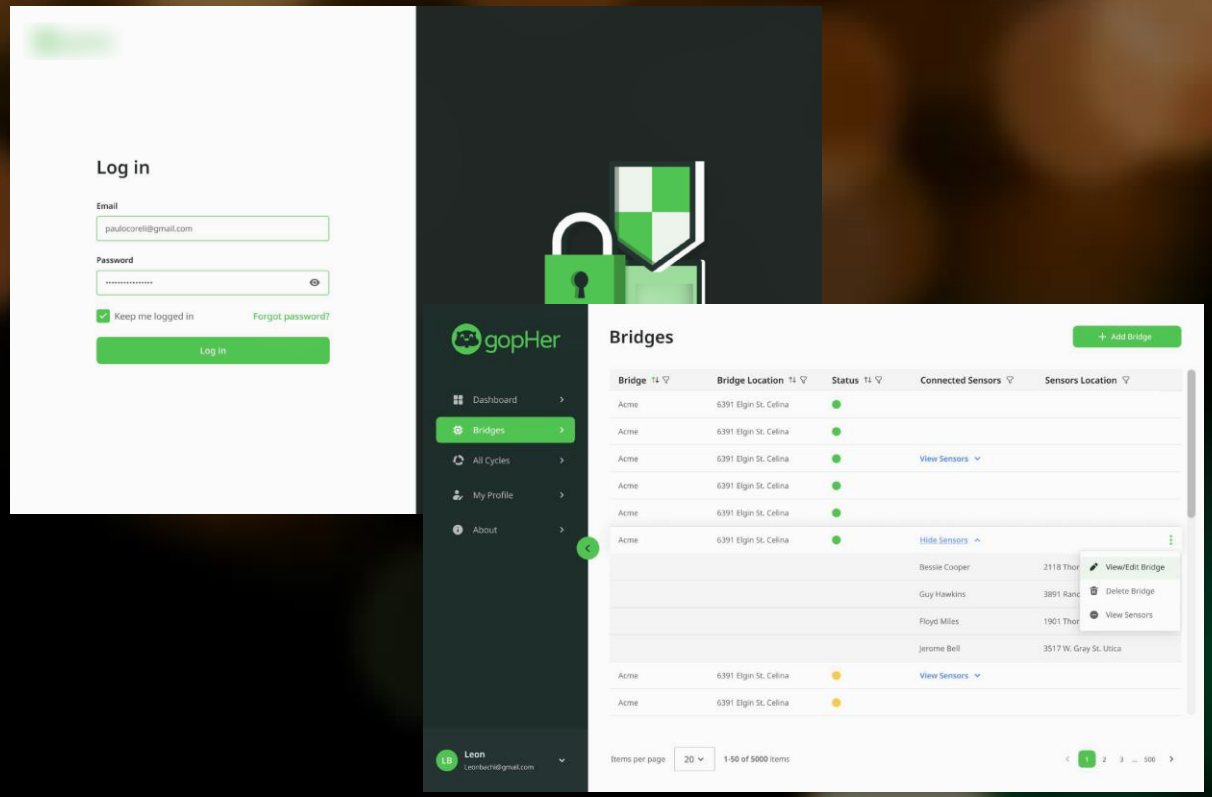
- Dashboard
- Bridges
- Cycles
- Sensors
- Administrative

Technologies

- Figma

CLIENT

A Canadian producer of laboratory equipment



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Healthcare Mobile App

CLIENT

Neurobio marker platform

We designed a mobile app for a neurobio marker platform using an Agile approachto develop the project in a short time. Moreover, we developed an animated prototype to show the client a complete idea of how the app will look like in the final.

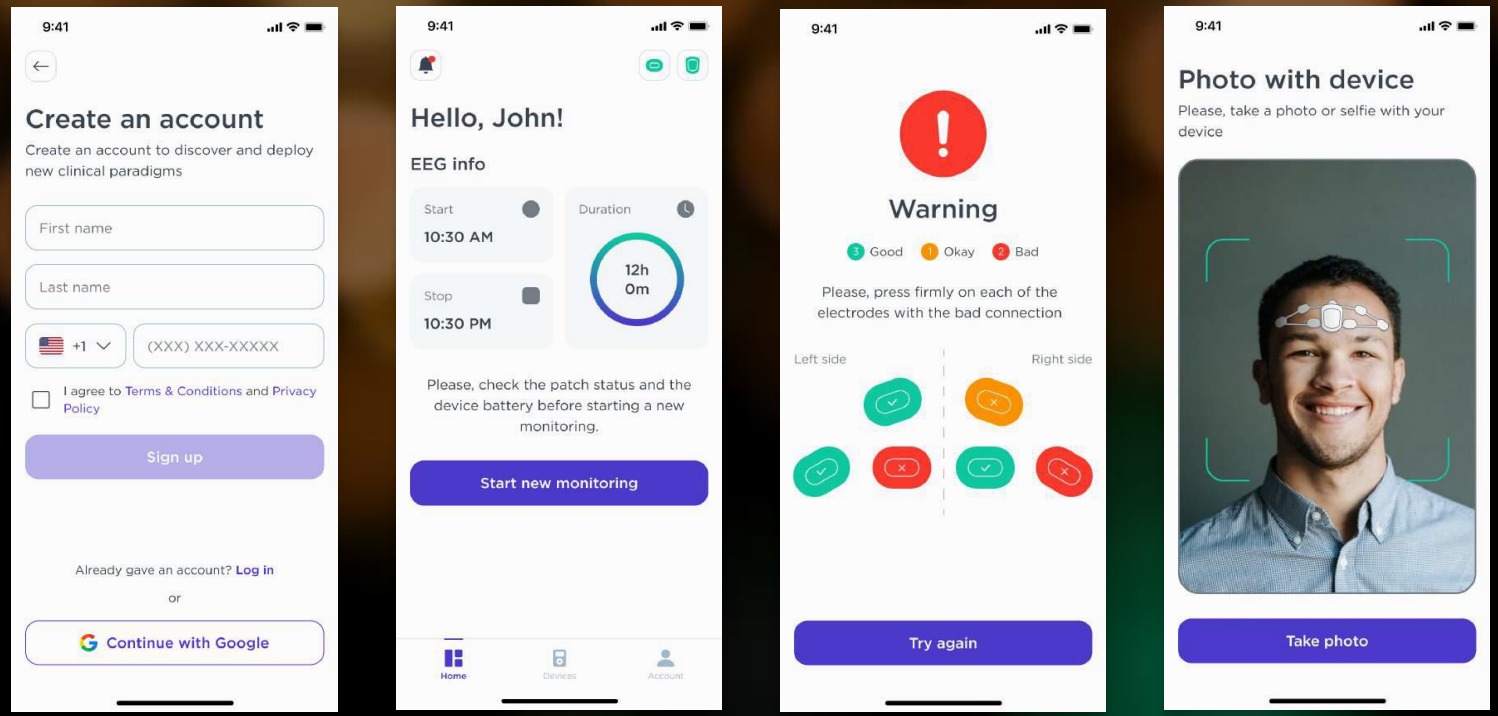
As a result of our efforts, we helped the client speed up clinical trials for their company and develop new treatments for patients with neurological and psychiatric diseases.

Features

- Cross-platform app that can work with EEG real-time data from an EEG hardware device.

Technologies

- Figma



Well-being App

CLIENT

Fitness

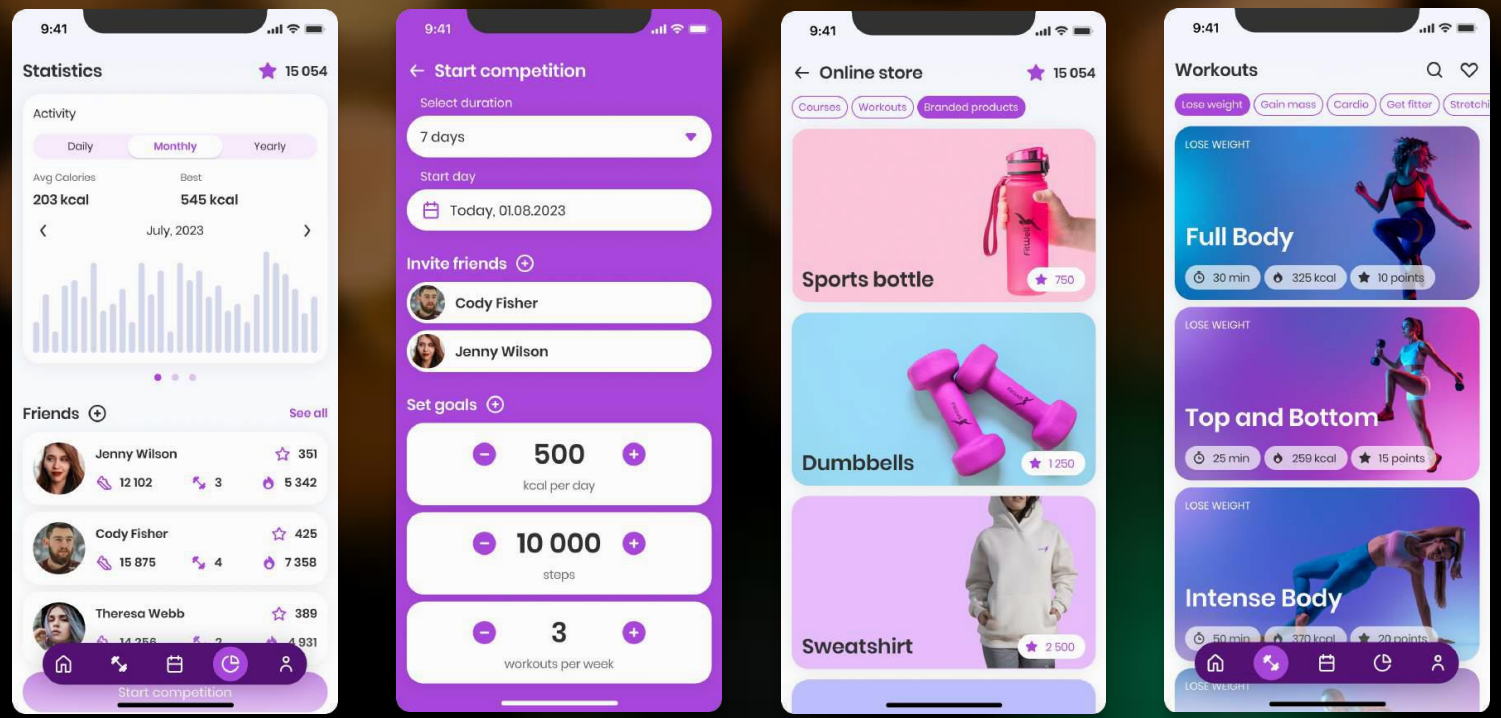
We have designed a fitness mobile app that focuses on improving body health through habit formation and daily exercise.

Features

- Users have the option to compete with friends in specific exercises to get personal scores as much as possible
- Users can choose from a variety of training types each day or opt for a predefined course
- To enhance engagement, users can track their progress through scores and aim to be in the top leadership position
- An online shop is available where users can redeem their scores for branded products or author-led courses

Technologies

- Figma



We offer

Our portfolio

Clear Vision and Direction:

Designing the user interface (UI) and user experience (UX) before development provides a clear vision and direction for the development process. It helps define the functionality, layout, and interaction patterns, ensuring that the development team understands what needs to be built and how it should look and function.

User-Centric Approach:

User-Centric Approach: Beginning with design allows businesses to put the user at the center of the development process. Through careful user research, prototyping, and testing, design helps uncover user needs, preferences, and pain points. This ensures that the final product meets user expectations and delivers an optimal user experience.

Cost Reduction:

Identifying and addressing design issues early on is more cost-effective than discovering and fixing them during development or after the product is launched. Investing in robust UI/UX design at the start can prevent costly rework and help avoid potential usability issues that may negatively impact user adoption and satisfaction.

GENNADY SERGEENKO,
IT Services Director

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Let's set up a powerful collaboration!

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