

# Detailed Design

Task design and visual design come together to optimized visual access and enhance task performance on Web pages or application windows

How can we complete our screen designs so they optimize visual comprehension and encourage action?

Detailed Design follows naturally from our User Interface Structure (UIS). It can also be easily applied to an overall design standard.

## What we do

- › Detailed Design sets the specifics of color, layout, and wording.
- › Content is organized so that the user will easily comprehend your message.
- › Screens are designed to minimize the user's visual, intellectual, mental and motor work.
- › Effective labeling systems, object-oriented text presentation, and appropriate use of color and graphics come together to enhance content structure and simplify decision making.
- › Our top-notch graphic artists enhance visual appeal and motivate end users.

## Benefits

- › Our specialists can quickly apply hundreds of field-tested, human factors design principles
- › We can easily design your entire application
- › User-centric approach
- › Visually appealing, clutter-free designs
- › Designs fit the users' tasks
- › Screens are optimized for performance
- › Sets a direction for further design

## Deliverables

Written report with detailed screen layout and/or prototype

