altexsoft
software r&d engineering

User Experience Design and Consulting

Service Overview

User Experience Does Matter

48% of users tend to judge a company's seriousness toward their business based on their lethargic approach while maintaining their website and mobile app.

– According to a recent study by Forrester.

88% of online consumers are less likely to return to a site after a bad experience.

–Gomez Peak Time Internet Usage Study by Equation Research.

94% of companies see higher engagement and conversion rates as benefits of a commitment to customer experience.

– Customer Experience Optimization report by eConsultancy.

What Is "User Experience Design" All About?

User Experience Design is the process of enhancing user satisfaction by improving:

- Usability,

- Ease of use,

- Pleasure of interaction between the user and the product.

It focuses on having a deep understanding of users, what they need and value, their abilities and limitations. It also takes into account the business objectives and goals.

What We Do: User Experience Design

Web Applications

Web applications or SaaS solutions of any degree of complexity.

Websites

A stunning and convenient frontend, elevating your digital presence.
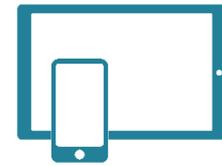
Mobile Applications

Native mobile apps with intuitive and attractive user interfaces.

What We Do: User Experience Consulting

Business and UX Analysis

We use a variety of research and analysis techniques to provide you with improvement recommendations.

Interface Audits

Our team thoroughly analyzes your existing UI and gives detailed feedback with enhancement suggestions.
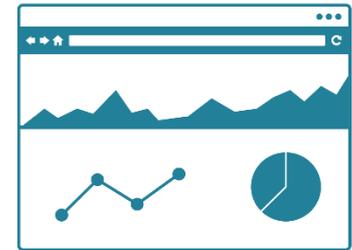
Conversion Optimization

Your solution's conversion rate depends on a number of factors, all of which we carefully measure in order to improve your UI.

Our Recipe for Your Successful Product
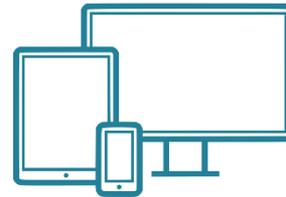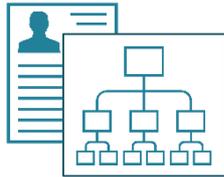
Discover	Analyze	Prototype	Design	Improve

- Understand business objectives and goals
- Gather requirements

- Conduct user research
- Built information architecture
- Develop interface structure

- Develop wireframe-based prototypes
- Test and enhance the prototypes

- Design look and feel
- Create pixel-perfect design mockups

- Measure KPIs
- Gather user's feedback
- Improve interfaces

With AltexSoft You Get:

Intuitive and easy to use
interface built with users
in mind

Increased user productivity,
minimized number of errors and
time to perform tasks

High customer satisfaction
and loyalty

Product cost reduction by
implementing changes
at the very early stage

Benefits of Working with Us:

Accuracy

We design an efficient solution with high ROI and conversion rate for you relying on the measurements of your project taken during the research phase.

Cost-Effectiveness

Your product gets tested and refined in the very early stages. It allows us to minimize the project development time and optimize the budget.

Time Efficiency

You can be a step ahead of your competition, since we build your solution's unique functionality and modern design, with rapid time-to-market.

Transparency

You are in charge of the process, and therefore we regularly report on the product development during all the stages. Our goal is to create a successful product specific to your requests.

Why Trust Our Expertise:
Our Projects

The Value Builder System
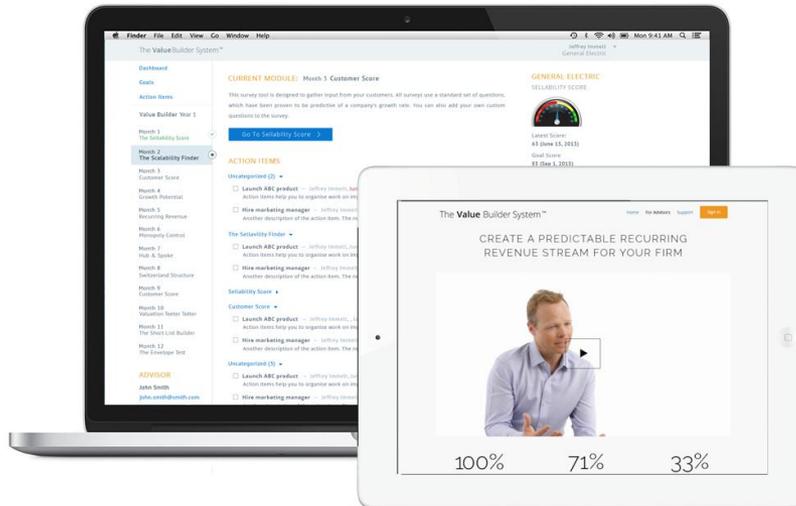
The Value Builder System is an online tool for business advisors to consult small and medium businesses.

AltexSoft's team has successfully integrated a suite of complex tools designed to build company value over time. Although the system was extremely comprehensive, we capitalized on the simplicity and ease of use of the UI.

The main benefit of the project was that the client received a turn key solution, consisting of the web tool, marketing website and additional materials.

Financial Analysis Solution
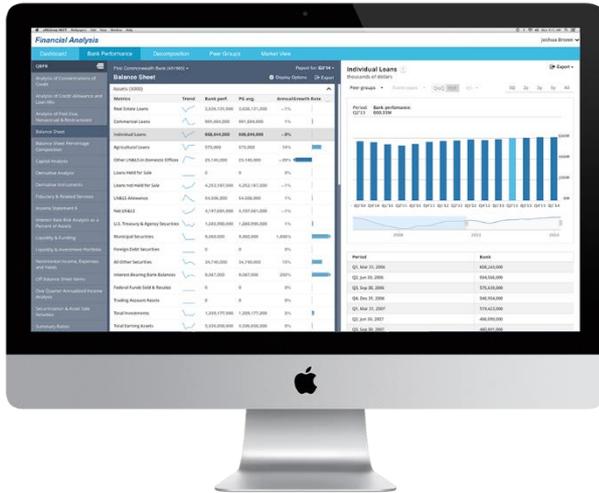
The product under NDA is a powerful financial analysis solution for bankers and bank regulators.

AltexSoft's team has created a tool for gathering open-source financial information from different sources and displaying it in a compelling way. Using the solution makes the data understandable and easily applicable for financial specialists.

The main benefit of the project was the integrity of presenting diversified financial information, which significantly facilitates the customer experience.

FareBoom
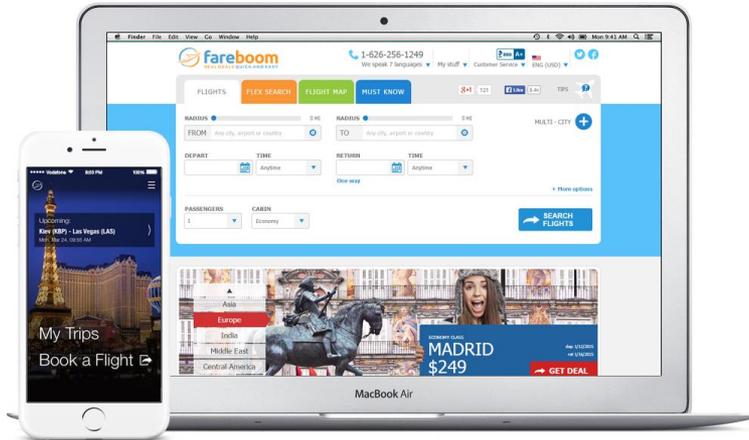
FareBoom *is an online flight search and booking service. FareBoom Mobile is an iOS/Android application for travellers.*

AltexSoft's team has developed the mobile trip assistant that allows customers to get crucial information about their flights at the time when they require it most. After a thorough research of travelers' needs, we built the app with intuitive UI for customer convenience.

The main benefit of the project was that the app provided great added value for the customers using the web booking service.

EHR System
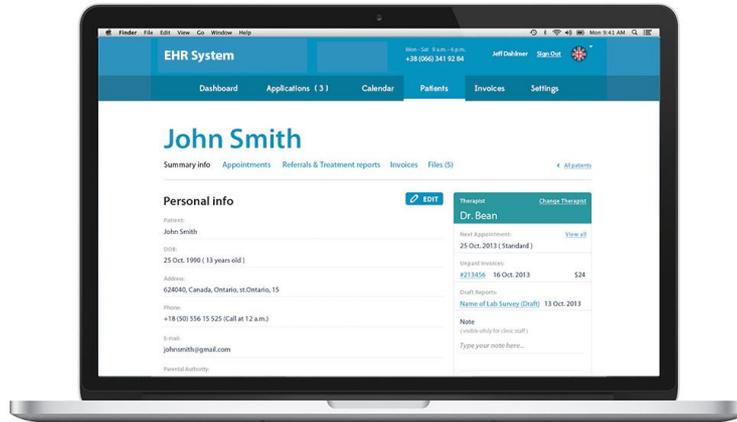
The product under NDA is a web based EHR solution for small clinics, that helps manage therapists and patients, set appointments, and generate invoices.

AltexSoft's team analyzed the interaction models between the clinic's administrator, doctors and patients and then introduced the management system with the corresponding UI, significantly facilitating the work of the clinic.

The main benefit of the project was creating an easy-to-use tool for custom generation of medical reports that lets users avoid red tape at the clinic.

Business Selling Platform
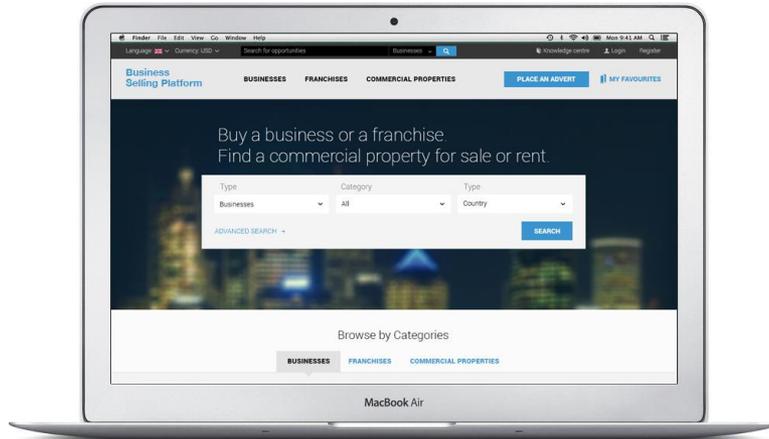
The product under NDA is an online platform for buying and selling businesses, franchises, and commercial properties.

AltexSoft's team first carefully analyzed the client's website with lots of jumbled design elements, and then built the state-of-the-art and convenient website from the ground up.

The main benefit of the project was that the website got an efficient and attractive user interface along with an elaborate UX.

Find Out How Our UX Designers Can Help Enhance Your Business

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