Interaction Design Services

The goal of White Pond Design is to improve the user adoption of software products through the application of interaction design. We create interaction designs that anticipate and meet the needs of users.

- We deliver designs that improve the user adoption of your product. This requires designs that satisfy user goals and are easy to use.

- Our designs can be built:
  - By your team
  - On your technology
  - On time
  - On budget

- Our designs are anchored to an interaction roadmap that serves both tactical and strategic deliverables.

The goal: Building a software product that must be easy to use

You are a small company or department that must create an easy to use product. This product is either in the initial design phase or has already been shipped.

Creating the initial user interface design

You recognize that product adoption will require out of the gate ease of use. You want assurance that customers will greet your software product with enthusiasm and sales.

Improving an existing user interface design

You need to improve the ease of use of your product that has already been shipped. Your product is difficult to use which is impacting sales and support costs.

The solution: Interaction Design

Understanding the product landscape

We listen to product stakeholders to learn the goals of the product. We also investigate what has been learned through previous user interface design efforts.

Capturing customer/user needs

We evaluate your current user interface design to tease out user goals, information architecture requirements and to identify design improvements. The resulting analysis informs the creation of task scenarios, workflows, and usability test scripts.
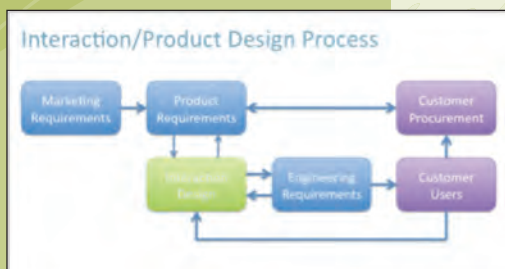
Creating the interaction architecture

We create an interaction architecture based on the discovered task scenarios, workflows and usability test script. There are several components to this interaction architecture: workflow diagrams, tactical and strategic interaction design roadmap, and an interaction design guide including design patterns and reusable components.

Creating the user interface design

We create user interface screen designs that reflect the application of interaction design principles and conform to the interaction architecture. Progressive disclosure, direct manipulation, and feedback are just some of the principles applied to create the screen designs required for a quality interaction experience.

White Pond Design

Interaction/Product Design Process

Interaction Design Consulting Firm
More than 15 years interaction design experience
Expertise in:
- Wide range of product domains
- Software engineering
- Graphical design
- Task analysis

Our extensive portfolio illustrates our interaction design experience.

We deliver interaction designs that:
a. Are anchored to an interaction architecture that serves both tactical and strategic needs.
b. Can be built by your team (we have an extensive software design background).
c. Can be sustained by your team (our interaction guidelines provide future guidance).
d. Can be built on time (extensive experience with aggressive schedules).
e. Follow standard interaction design practice.