

# 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 problem: Your software product is too difficult to use

You are a small company or department that has been developing your software product for 3 to 5 years. You have achieved initial success through software sales to early adopter users. It is time to expand your sales to early majority users. Now you hear that your product is not easy to use. It is difficult to explain how to use it. Your customer support costs are rising and your sales and marketing teams have to address ease-of-use issues.

*Your product is not being adopted.*

## The solution: Interaction Design

### Product Landscape

We listen to product stakeholders to learn the goals of the product. It is also important to learn what has been discovered in previous interaction design efforts.

### Capturing Customer/User needs

The evaluation of current interaction design can be used to help tease out user goals and information requirements. Resulting observations inform the creation of "task scenarios".

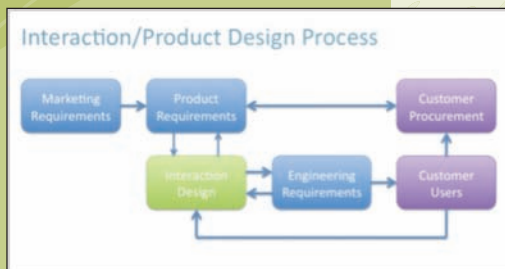
### Creating the interaction architecture

Once data relationships and workflows are understood, interaction architecture can be designed. There are several components to interaction architecture: workflow diagrams, tactical and strategic interaction design roadmap, and interaction design guide; design patterns and reusable components.

### Creating the user interface design

Once the interaction architecture is developed, interaction design principles can be applied to create specific screen designs. Progressive disclosure, direct manipulation, and feedback are principles applied to create the screen designs required for a quality interaction experience.

## White Pond Design



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:

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