

# Designing Engaging User Experiences with Mendix

MEDIAWEB



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# MEDIAWEB

Combining Design and Front-End to improve applications user experience and boost business value to our customers.





# What we do?

## Design

- User Experience Design
- User Interface Design
- Design Sprint
- UX Audit
- Design Systems

## Front-end

- Translate design to code
- Front End experts Outsourcing
- Design Systems Implementation
- Front End Audit

# Agenda

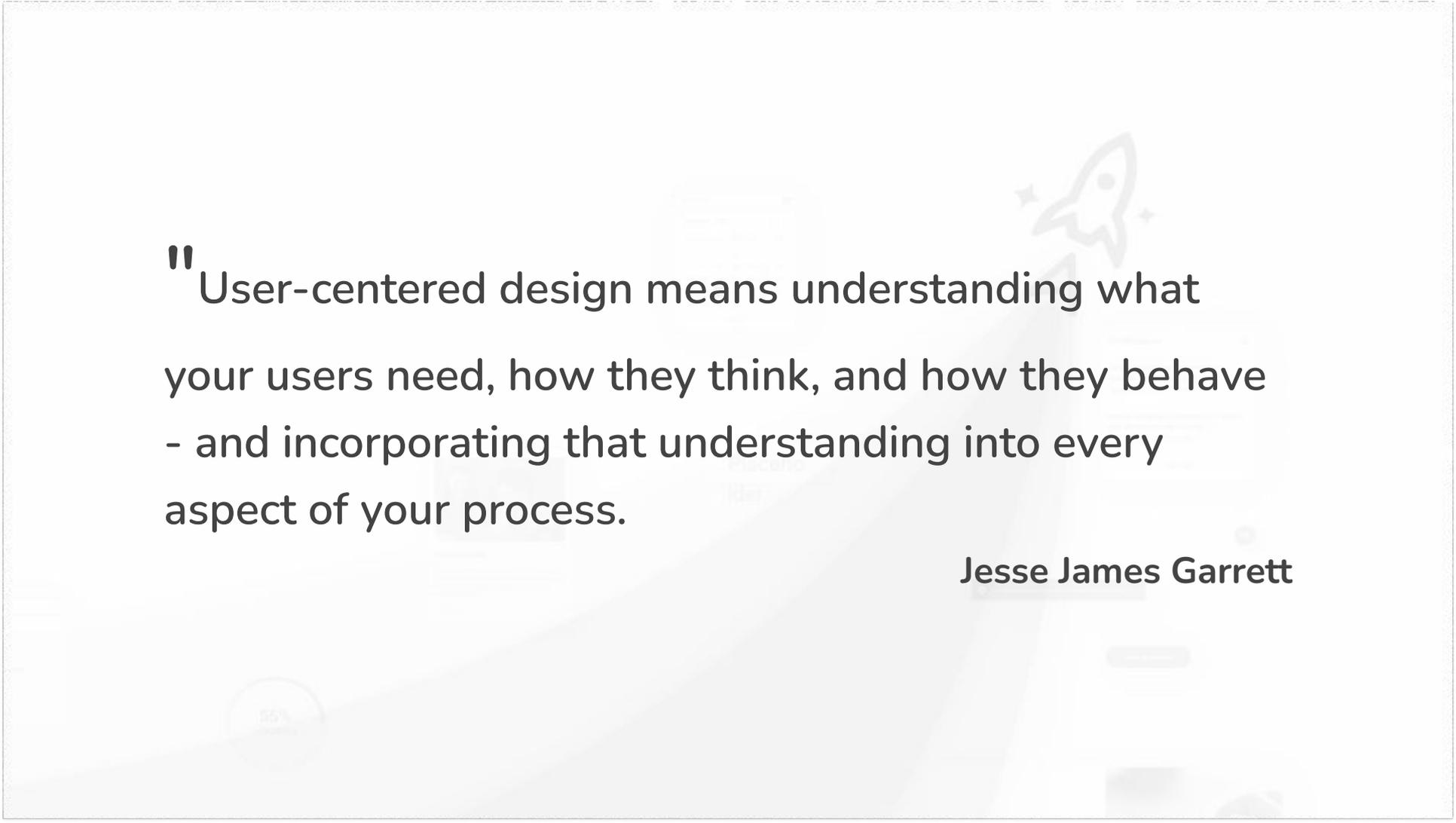
- The importance of User Experience Design in today's digital landscape
- Showcase Mendix design capabilities
- Best practices for creating intuitive User Experiences
- The importance of documenting your user interface

# The importance of User Experience Design in today's digital landscape

# What is UX design?

- Is the process of designing products, services, and digital experiences with the user in mind.

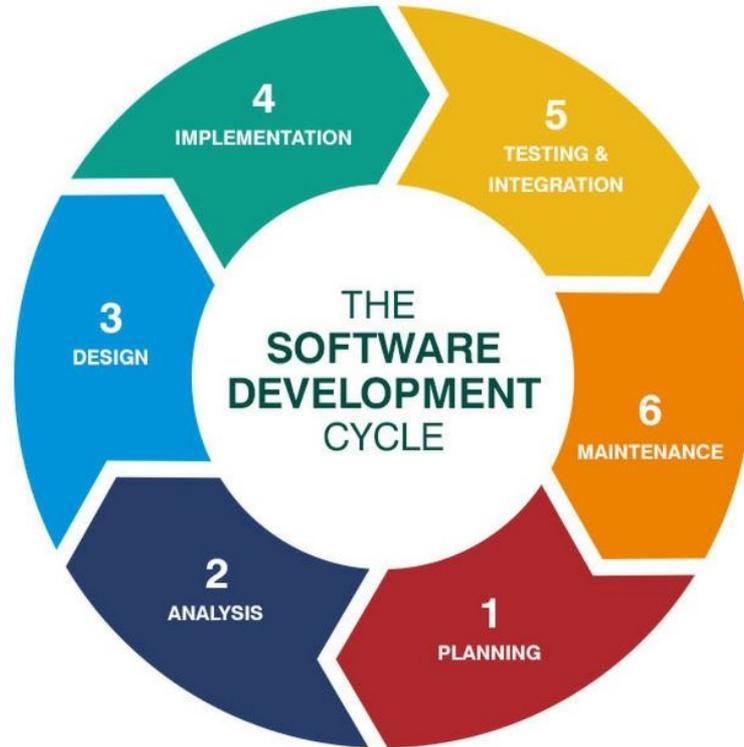




"User-centered design means understanding what your users need, how they think, and how they behave - and incorporating that understanding into every aspect of your process.

Jesse James Garrett

# Software Development Life Cycle



# Requirements VS User Needs



Requirements



What user wanted

The background features a light gray rocket icon with three stars, positioned in the upper right. A thick, curved light gray beam originates from the bottom left and points towards the rocket. The overall background is a light, textured gray with faint, semi-transparent icons of a smartphone, a laptop, and a tablet. The text 'User-centered Design Culture' is centered in a bold, purple font.

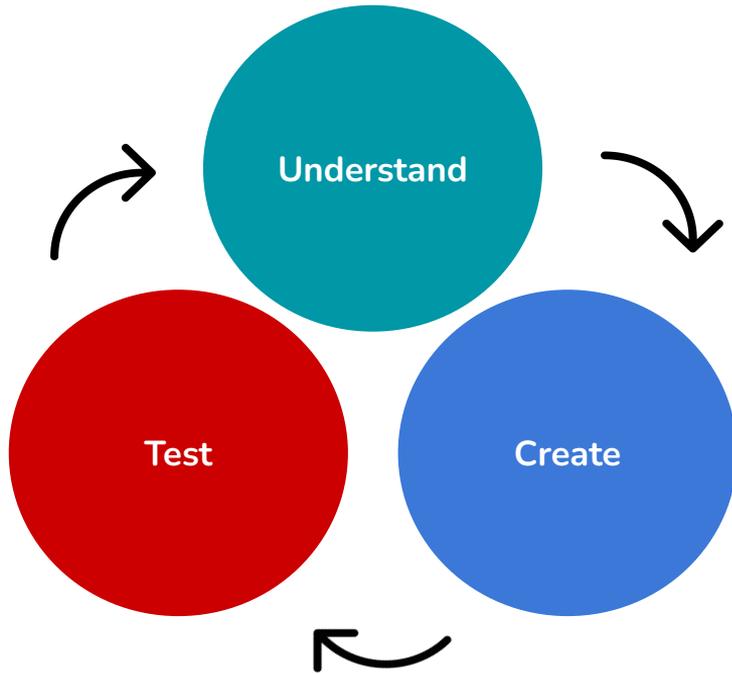
# User-centered Design Culture

# Different frameworks

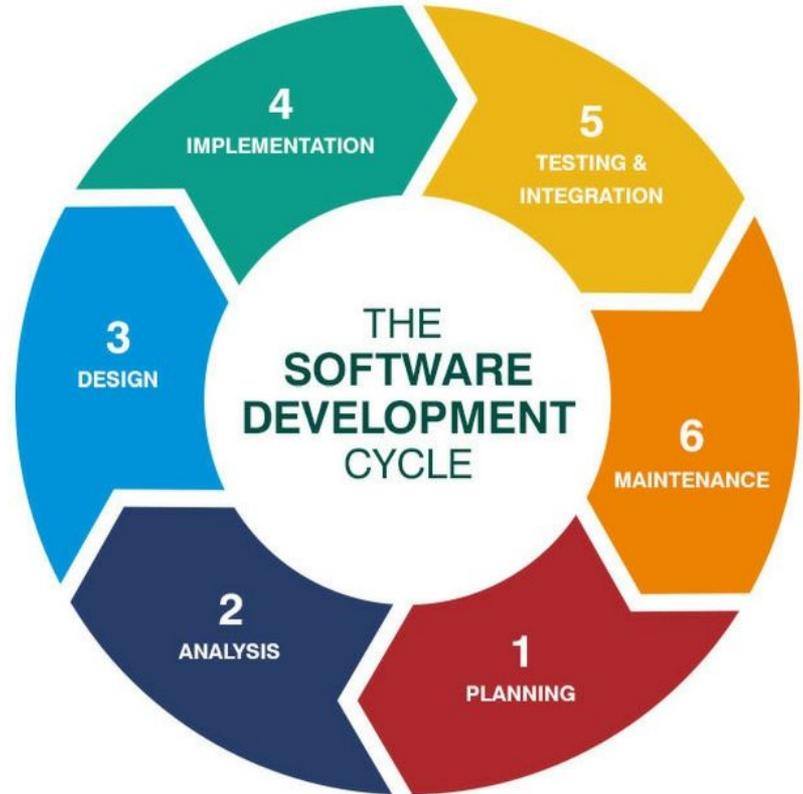
- User Centered Design
- Design Thinking
- Lean UX
- Design Sprints



## Design



## Develop

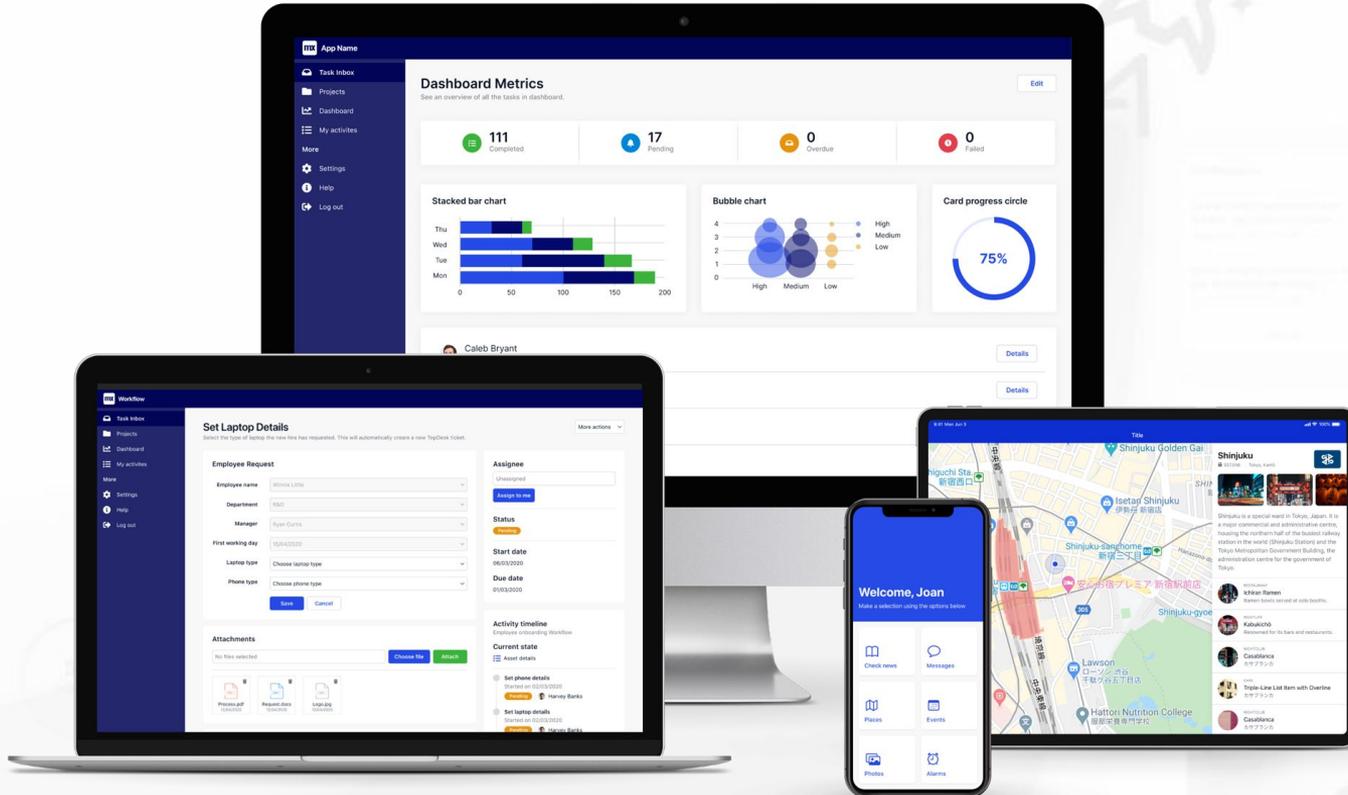


# Benefits of investing in UX Design

- Increased sales by boosting engagement
  - Increased customer satisfaction and loyalty
  - Increased employee satisfaction, lower turnover, reduces time for training
  - Fewer support calls, reduced spendings of customer support
  - Lower risk of implementing the wrong solution
- 

# Showcase Mendix design capabilities

# Atlas UI



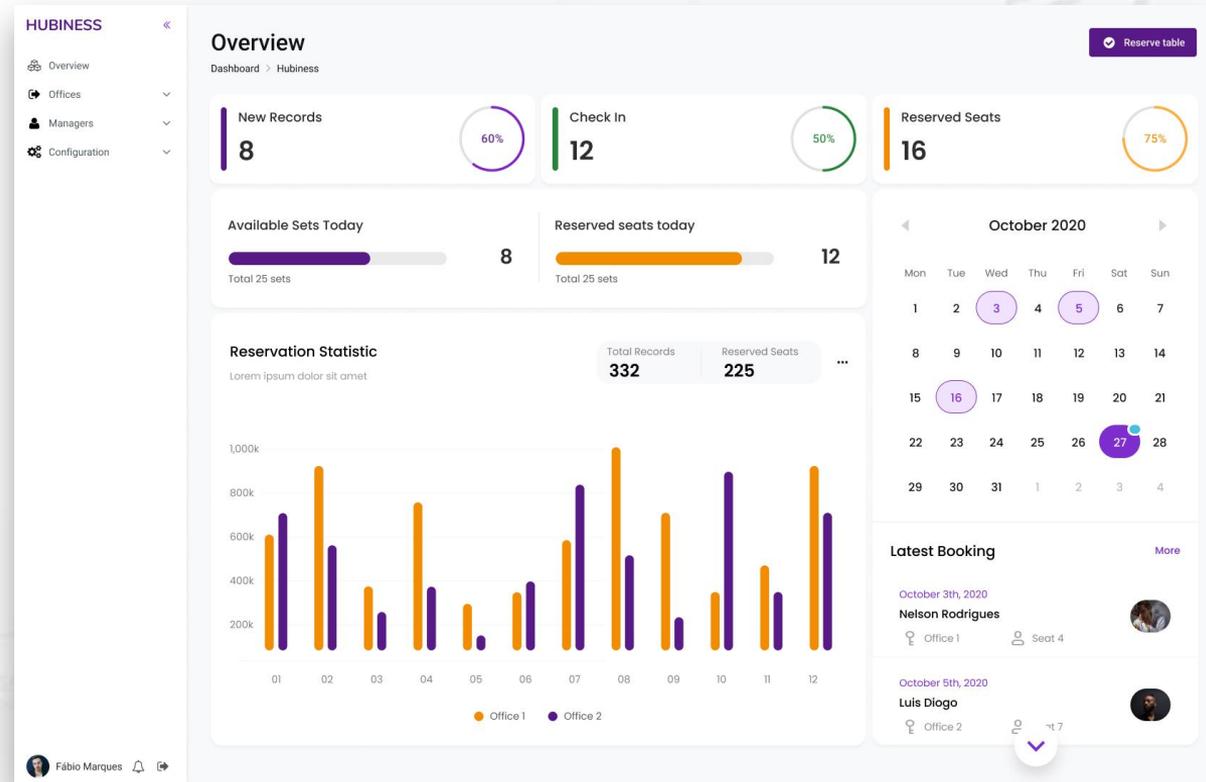
# Atlas UI

The Atlas UI component library includes the following elements:

- Progress Indicators:** Four horizontal progress bars with values 80%, 60%, 40%, and 20%.
- Form Elements:** A form titled "Form title" with fields for Name (Alice), Phone number (+00124059134), Email (Sall.doe@company.com), Birthday (11/24/2020), and Bio (Biography of Sally...). It includes "Save" and "Cancel" buttons.
- Buttons:** A blue "Button" and a white "Button" with a blue border.
- Labels and Toggles:** A checked "Label" and a "Label" with a toggle switch.
- Group Box:** A blue header "Group box" containing the text "This is a groupbox".
- Map:** A map of Vancouver, BC, Canada, showing landmarks like Canada Place, Granville Island Public Market, and Queen Elizabeth Park.
- Date Filter:** A "Label" "Date filter" with a calendar icon.
- Card:** A card with a landscape image and the text "Card title".
- Header:** A header with "Header Title" and "Header subtitle text" over a background image, with an "Action" button.
- Charts:** A donut chart showing 75% and a bar chart titled "Overview" with 10 bars.
- Alert:** An alert box with "Alert title" and "Alert supporting text", and an "Action" button.
- Table:** A table with three columns and two rows of "Text".
- Page Footer:** A pagination bar showing "1 to 10 of 20" items.

# Atlas UI

# Atlas UI - Customization



# Marketplace

## Content Type

- Module
- Widget
- Service
- Solution
- Sample
- Starter Template
- Industry Template

## Category

- Data
- Connectors
- Authentication
- User Interface
- Import/Export

[Show 5 More](#)

## Support

- Platform
- Partner
- Siemens
- Community

## Industry

- Financial Services
- Manufacturing Industries
- Retail
- Insurance
- Agnostic

## Compatibility

Applied Filters: Widget X

### Animated Credit Card

Mediaweb Creations, Lda

An adaptable UI Card component for displaying credit card visuals, both front and back, supporting various card types....



### AvayaCPAASVideoConference

Avaya

This widget operates in two parts:  
1. Invite users via SMS using Avaya CPAAS SMS API. This SMS includes the link to joi...



★★★★★ (4)

### Maps

Mendix

The versatile Maps widget lets you mark locations, based on address or on longitude and latitude, on Google Maps...



★★★★★ (55)

### Charts

Mendix

Quickly create beautiful charts: bar charts, time series, pie charts, heat maps, and many more. Customize the look and feel ...



★★★★★ (153)

### List view controls

Mendix

This widget is deprecated. Please check the new Gallery widget that comes with rich filter controls. See...



★★★★★ (167)

### Pop-up Menu

Mendix

Create popup menus that can be opened by clicking or hovering. Display basic menu items or create your own custom ones.



★★★★★ (61)

### Tree View

Mendix

Use this widget to show a Tree in your application. Use hierarchies based on sets of child nodes or nodes with a parent, an...



★★★★★ (31)

### File Dropper

Mendix

Use this widget to drop files and images into your Mendix application. Drop, save, verify, and upload with ease. And it&#39;s...



★★★★★ (92)

### Set Attribute

Mendix

Use this widget to find DOM nodes and to set the value of an attribute. It also lets you create custom styling on nodes that...



★★★★★ (44)

### Radiobutton List

Mendix

Radio button based input widget for enumeration values, boolean values and references. Useful replacement for the...



★★★★★ (44)

### Microflow Timer

Mendix

This widget can be used to time and execute a Microflow or Nanoflow as long as a certain form is open. This is useful to...



★★★★★ (80)

### Checkbox set selector (Table)

Mendix

This widget lets you use a list of checkboxes for your Reference Set, plain and simple.



★★★★★ (34)

Load More

# Create custom component

- You can integrate any Dojo / React JS component
- Custom Javascript
- Custom CSS



# Best practices for creating intuitive User Experiences

# 10 Heuristics for User Interface Design

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation

# 10 Usability Heuristics for User Interface Design

- Visibility of system status
- Match between system and the real world
- User control and freedom
- **Consistency and standards**
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation

# Atlas UI Framework is:

- Clean
- Modern
- Responsive by default
- Fully integrated with Mendix
- Easy to learn

and

- has Limitless Possibilities



# Atlas UI - Buttons

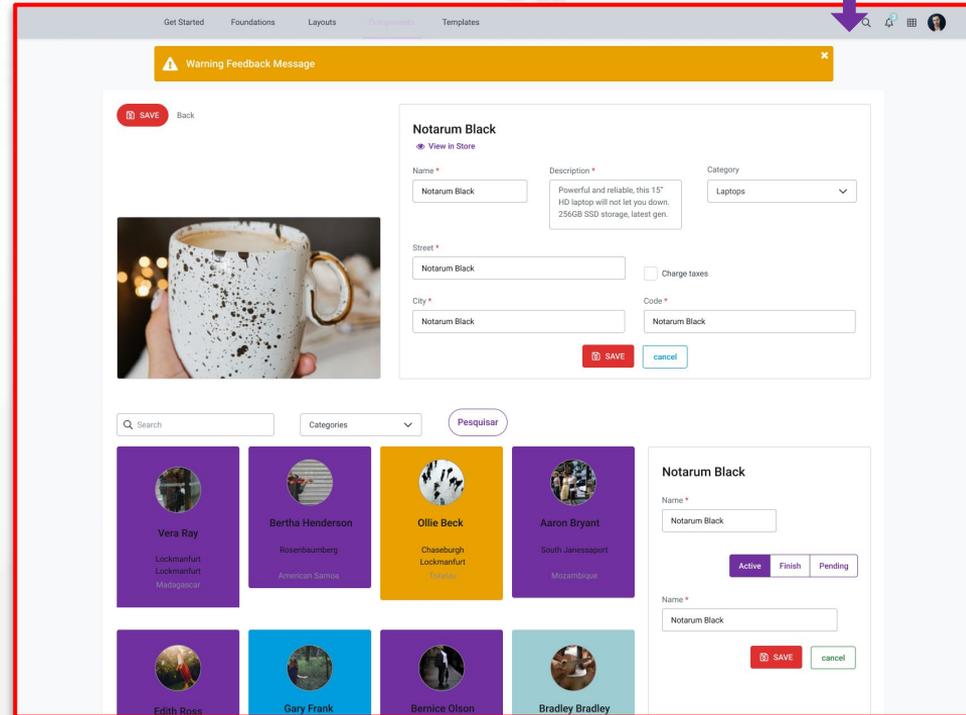


	Standard	Primary	Secondary	Outline Primary	Outline Secondary	Link	Success	Danger	Warning	Info
<b>Medium</b>										
Hovered/pressed										
Active										
Animating										
Disabled										
<b>Large</b>										
Hovered/pressed										
Active										
Animating										
Disabled										
<b>Small</b>										
Hovered/pressed										
Active										
Animating										
Disabled										

# Limitless possibilities also mean...

- Inconsistent colors that:
  - Don't work together;
  - Are not applied in a consistent way;
  - Can be deceiving the user;
  - ...
- Inconsistent set of rules:
  - Different radius;
  - Weird alignments;
  - ...

You can get something like this:



# User Interface Rules

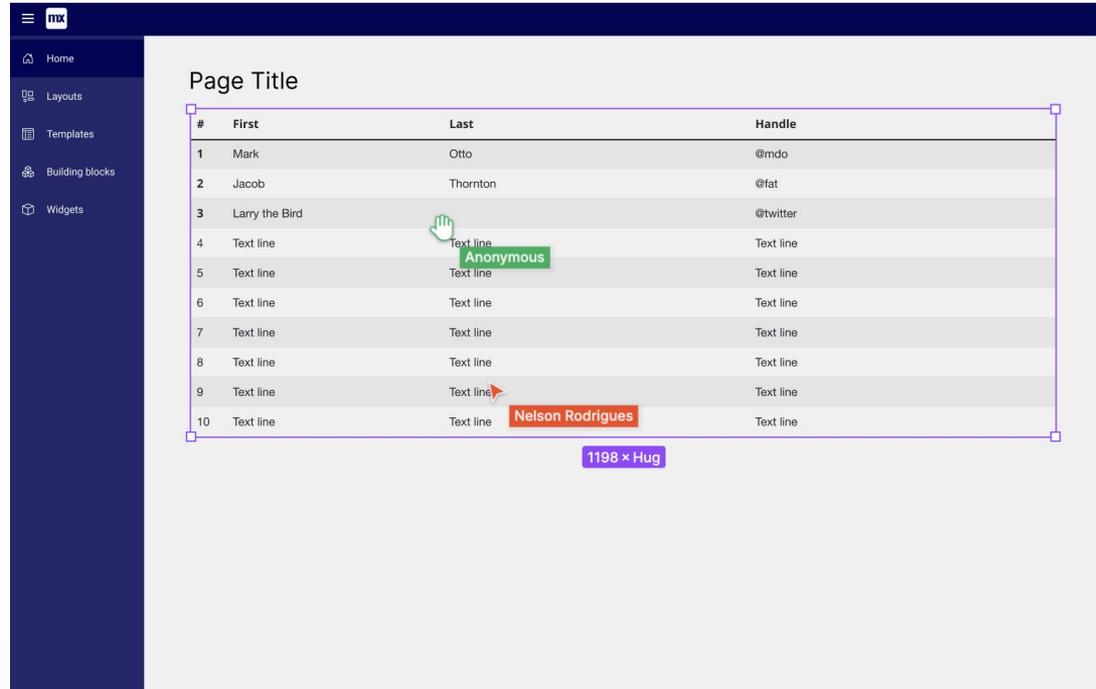
- Your brand colors
- Your typography and font sizes
- Your layouts and structures
- Your component and variations
- etc...



# Starting on Design



# Starting on Design



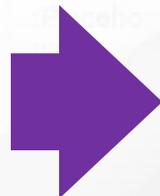


**Atlas UI**





**Atlas UI**



# The importance of documenting your user interface

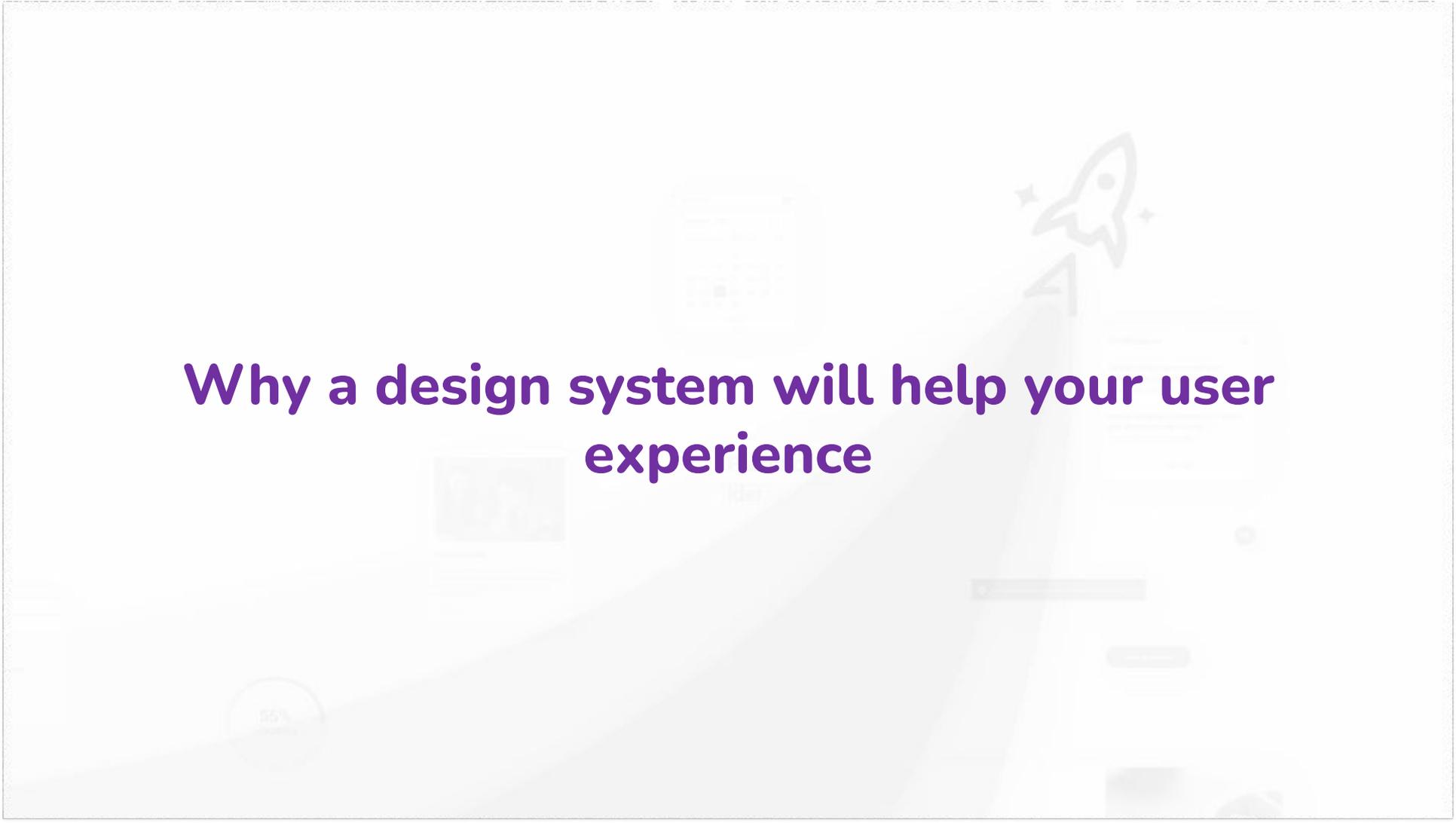
# Common language between

- Multiple teams
- Designers
- Developers



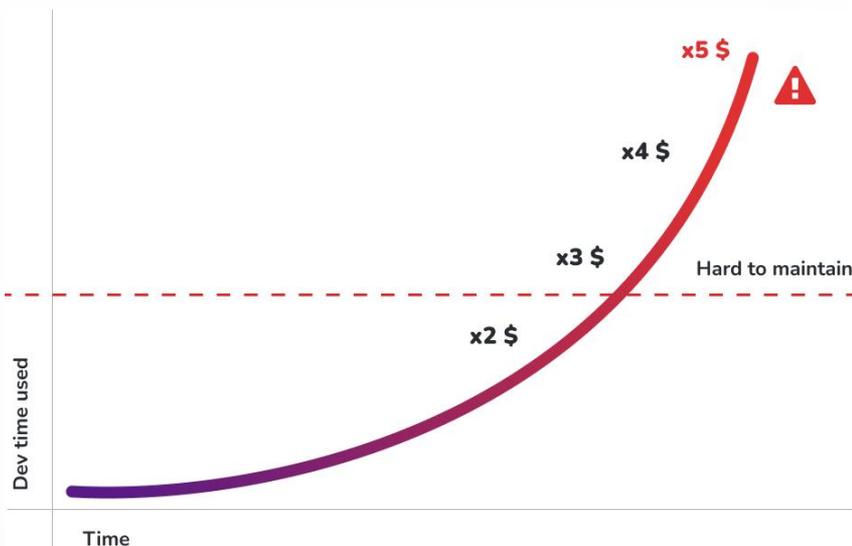


# Design Systems as a process

The background features a light purple gradient with a large, faint graphic of a rocket launching upwards from the bottom left towards the top right. The rocket is surrounded by several faint, semi-transparent icons of user interface elements, including a mobile phone, a laptop, a search bar, and various text boxes and buttons. The overall aesthetic is clean and modern, suggesting a focus on digital design and user experience.

# Why a design system will help your user experience

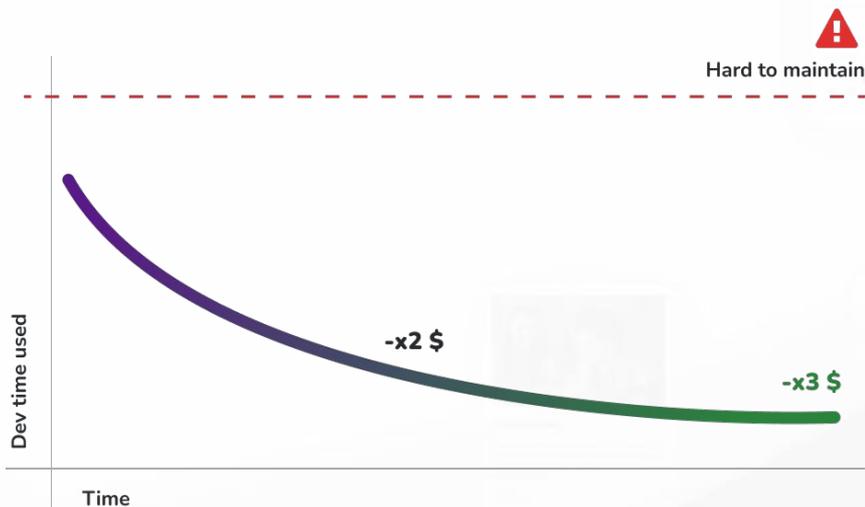
# Without a Design System



The cost of a regular screen can be **5 times** more expensive than it should be.

- Not consistent screens;
- Not reusing components leads to continuous creation of new items, which without defaults, results in development bottlenecks;
- No guidelines for implementing new screens when you could be using pre-existing templates.

# With a Design System



The cost of a regular screen can be **3 times less expensive** and **gain more time** for development.

- Maximizing the utilization of pre-existing elements;
- New screens will be easier and faster to create;
- Set of rules and guidelines that ensures the long life span of the platform.

# Benefits of a Design System

- Promote Front-end Best Practices;
- **Improve the developers' autonomy;**
- Amazing looking user interfaces, by default;
- **Increase developers velocity on building pages;**
- Reduce complexity and maintenance costs;
- **Improved application end-quality;**
- Easier multi-device development;



# Recalling

# The Process

## UX Design User Experience

- Heuristic Evaluation
- User Research
- Ideation Workshops
- User journeys
- Wireframes
- User testing

## UI Design User Interface

- Prototyping
- Sample pages
- Patterns
- Animated Interactions
- User testing
- Visual Style Guide

## Front-End Development

- Live Style Guide
- Front End Implementation
- Theme
- Documentation
- Testing
- Maintenance

Design Sprint

Design System

# Thank You

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