

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

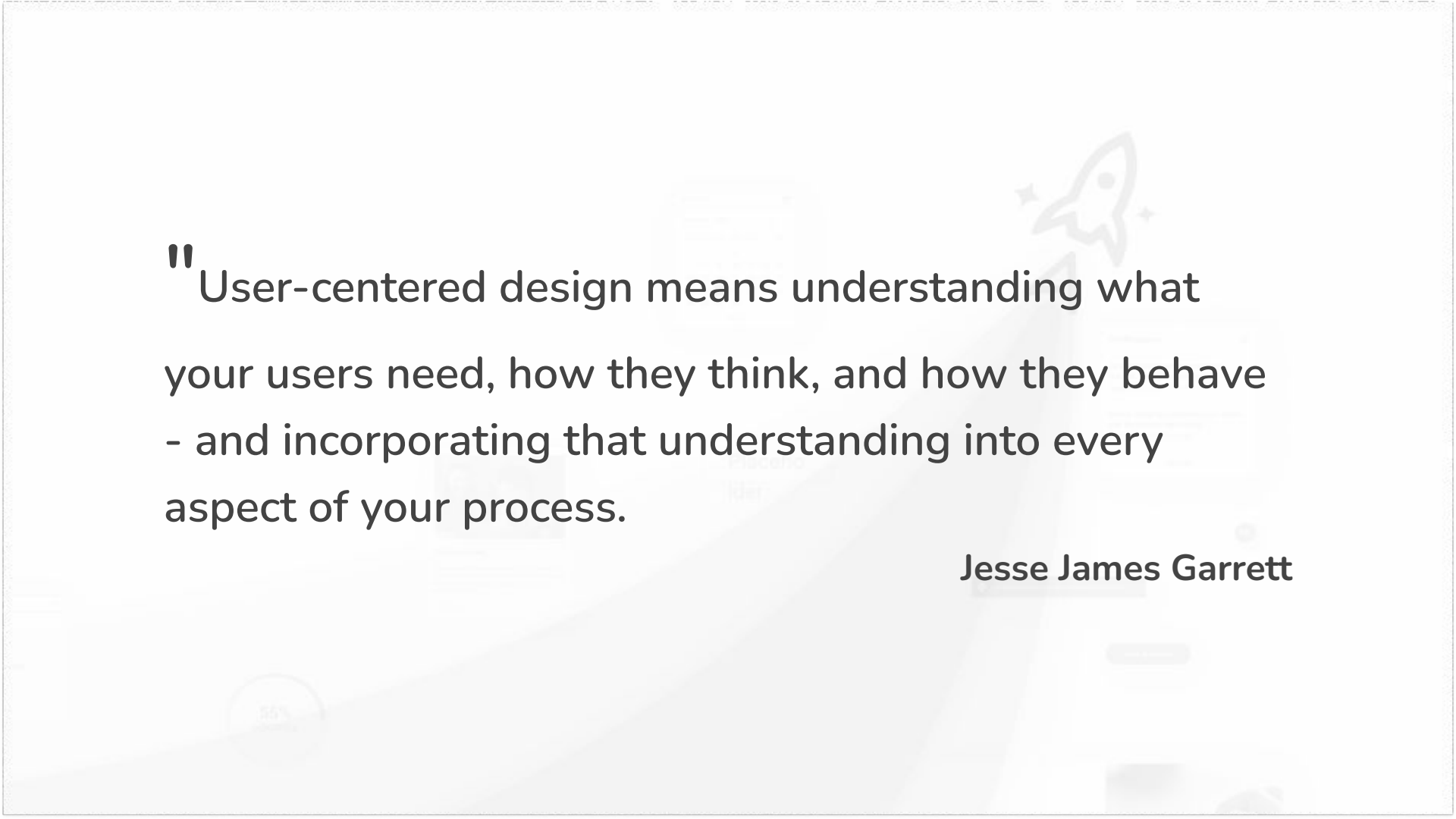
- The importance of User Experience Design in today's digital landscape
- Showcase Mendix design capabilities
- Best practices for creating intuitive User Experiences
- The importance of documenting your user interface

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.

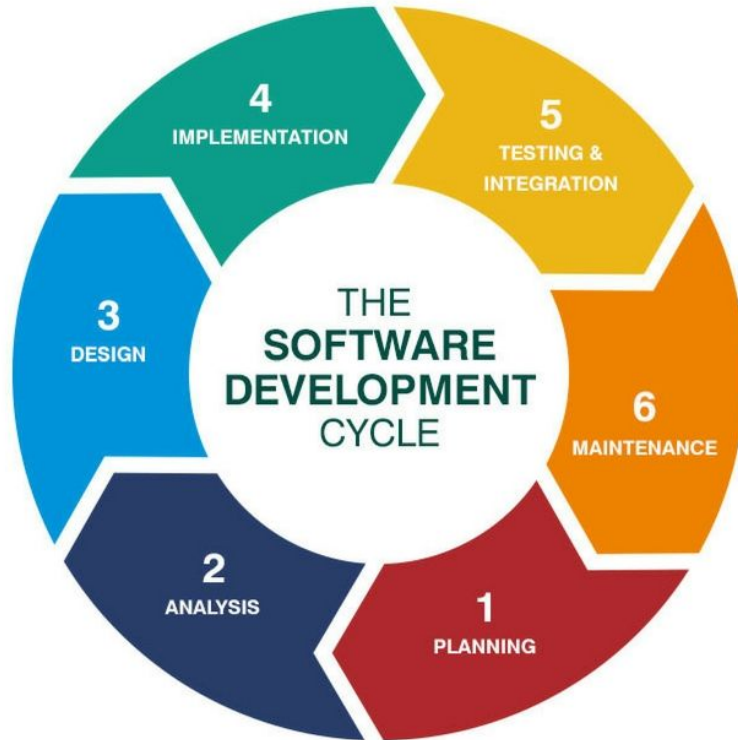




"User-centered design means understanding what your users need, how they think, and how they behave - and incorporating that understanding into every aspect of your process.

Jesse James Garrett

Software Development Life Cycle



Requirements VS User Needs



Requirements



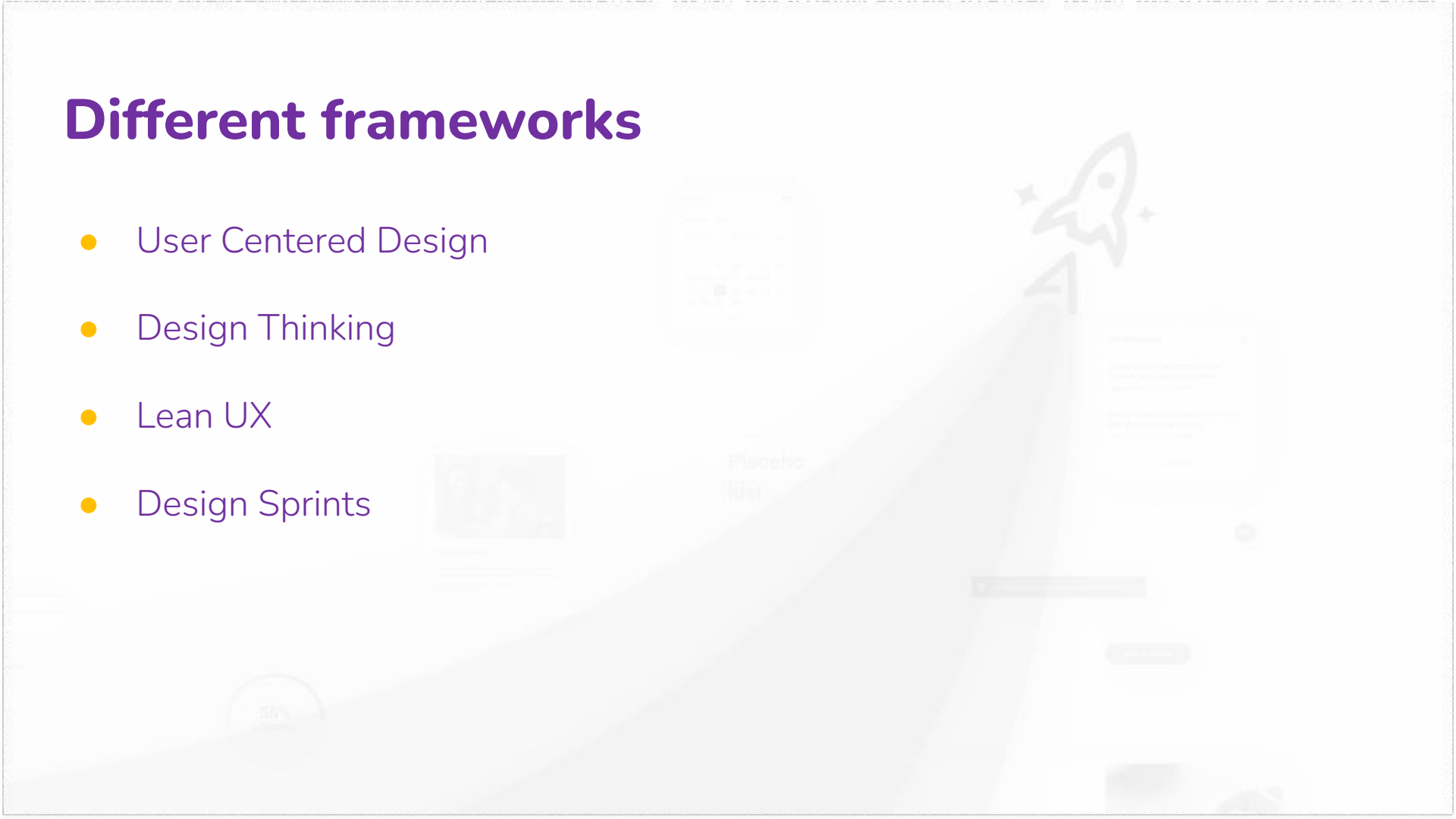
What user wanted

The background features a light gray, semi-transparent illustration of a rocket launch. A large, curved, light-gray shape represents the rocket's path or a stylized 'S' curve. At the top right, a simple line-art rocket is shown ascending, with three small stars trailing behind it. Various faint, semi-transparent UI elements are scattered across the background, including a circular gauge with '55%' and '50%' markings, a rectangular box with 'Placeholder' text, and other abstract shapes resembling buttons or form fields.

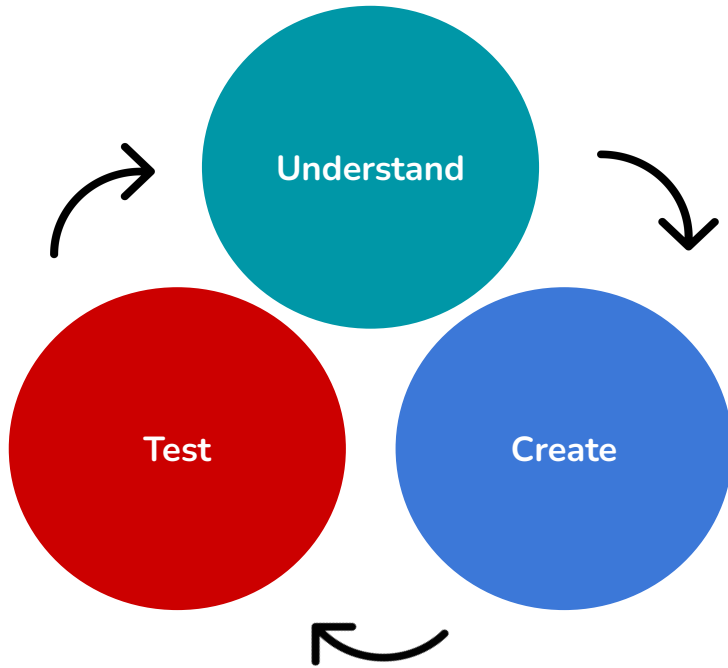
User-centered Design Culture

Different frameworks

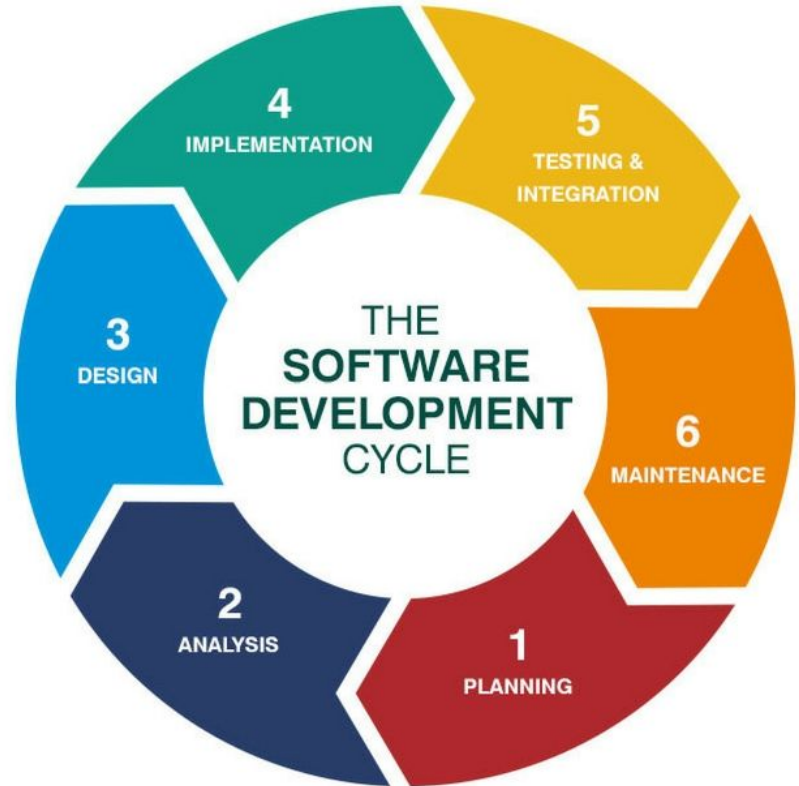
- User Centered Design
- Design Thinking
- Lean UX
- Design Sprints



Design



Develop

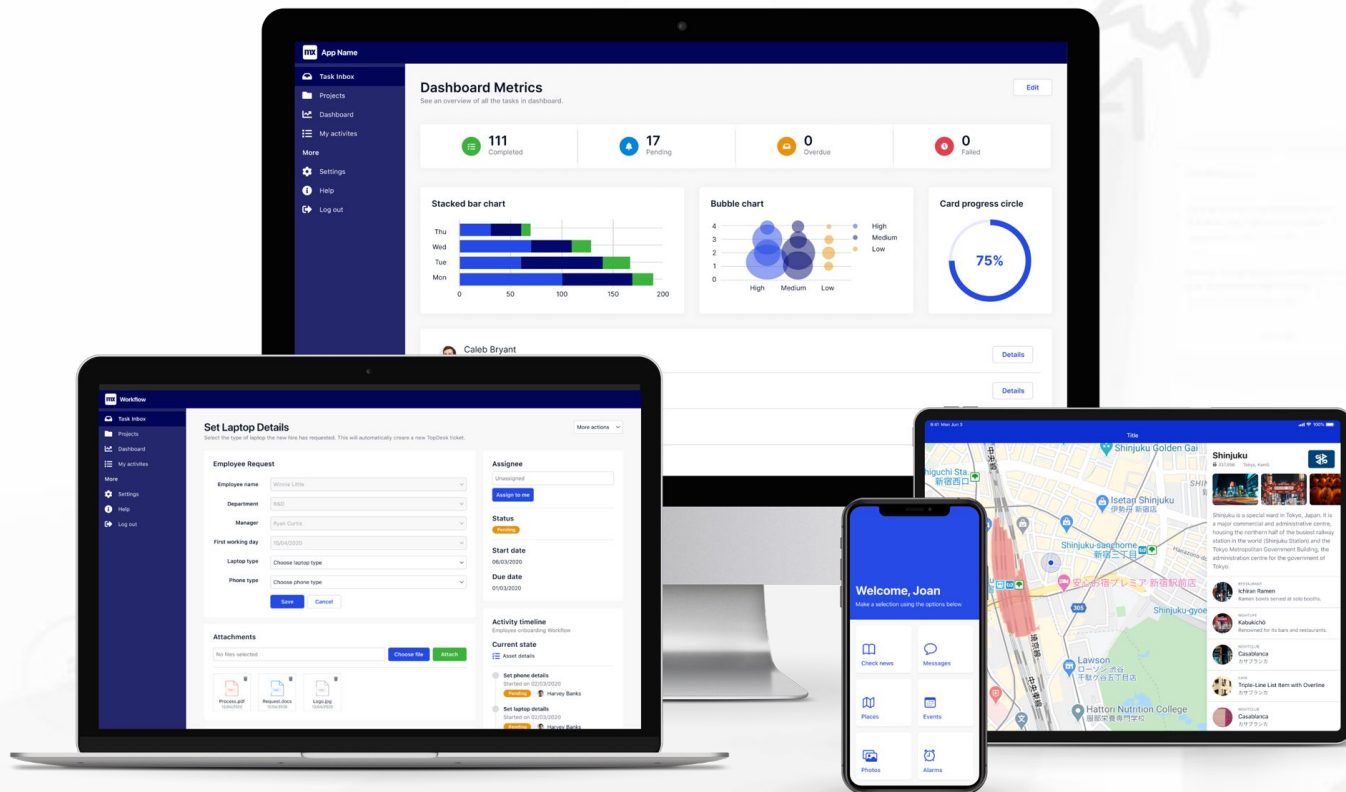


Benefits of investing in UX Design

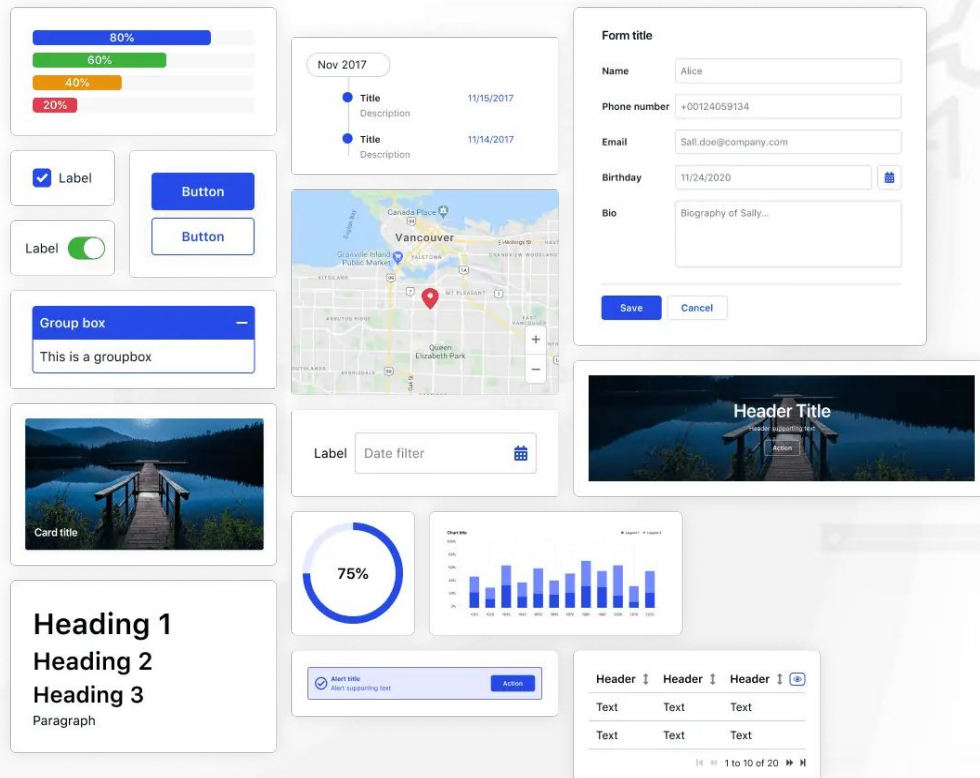
- Increased sales by boosting engagement
- Increased customer satisfaction and loyalty
- Increased employee satisfaction, lower turnover, reduces time for training
- Fewer support calls, reduced spendings of customer support
- Lower risk of implementing the wrong solution

Showcase Mendix design capabilities

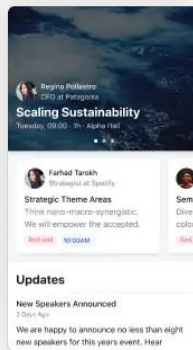
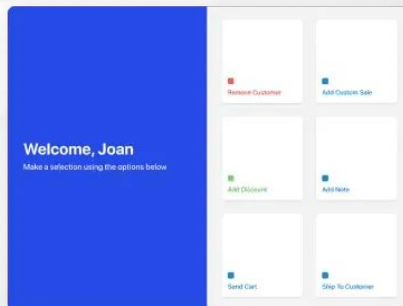
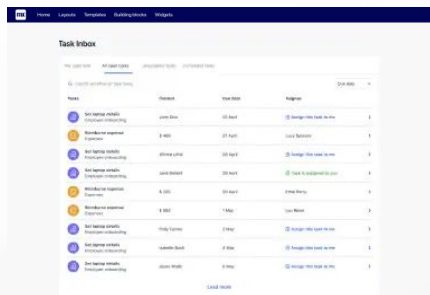
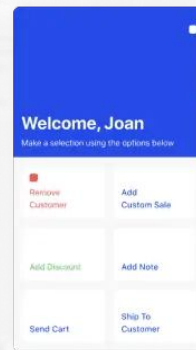
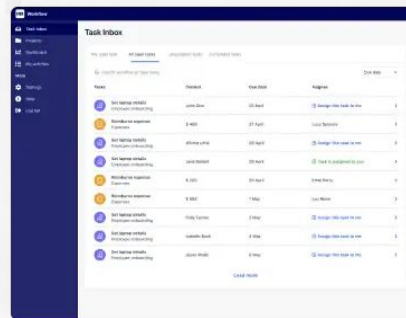
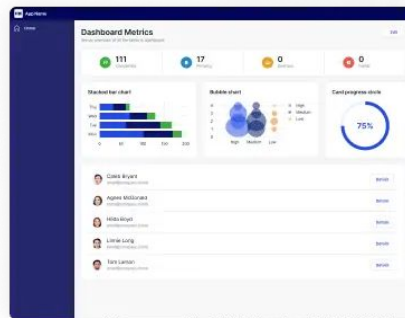
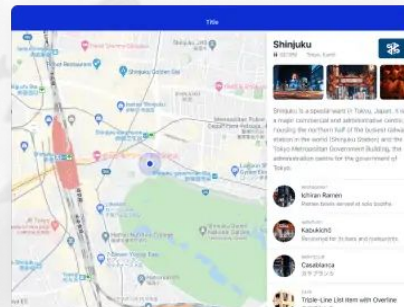
Atlas UI



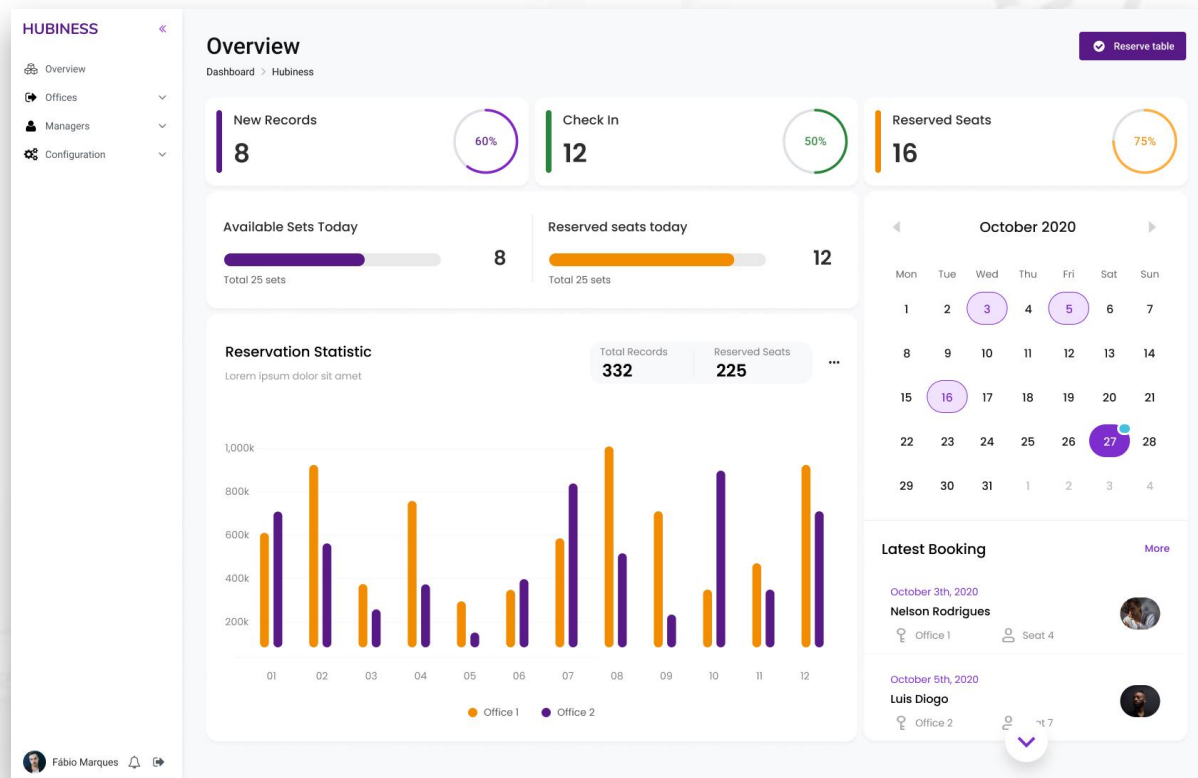
Atlas UI



Atlas UI



Atlas UI - Customization



Marketplace

Marketplace

My Marketplace

Get Studio Pro

Add Content

Search 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

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 join...

Maps

Mendix

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

Charts

Mendix

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

List view controls

Mendix

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

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.

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...

File Dropper

Mendix

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

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...

Radiobutton List

Mendix

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

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...

Checkbox set selector (Table)

Mendix

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

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



Standard	Primary	Secondary	Outline Primary	Outline Secondary	Link	Success	Danger	Warning	Info
	<div>✦ button</div>								
Medium	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	Button Title	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>
Hovered/pressed	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	Button Title	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>
Active	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	Button Title	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>
Animating	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	Button Title	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>
Disabled	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	Button Title	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>
Large	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	Button Title	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>
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Active	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	Button Title	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>	<button>Button Title</button>
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Limitless possibilities also mean...

You can get something like this:

- 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;
 - ...

The screenshot displays a web application interface with a red border. At the top, a navigation bar includes links: 'Get Started', 'Foundations', 'Layouts', 'Components', and 'Templates'. Below this is a yellow warning banner that reads 'Warning Feedback Message'. The main content area features a form for editing a product named 'Notarum Black'. The form includes fields for 'Name', 'Description', 'Category', 'Street', 'City', and 'Code', along with a 'Charge taxes' checkbox. A 'SAVE' button is present. To the left of the form is a placeholder image of a coffee cup. Below the form is a search bar and a 'Categories' dropdown. A grid of product cards is shown, each with a circular profile picture, a name, and a location. The cards have different background colors: purple, blue, orange, and teal. A 'Pesquisar' button is located above the grid. On the right side, there is a sidebar with a 'Notarum Black' section containing an 'Active' button and a 'Pending' button. Below this is another form with a 'Name' field and a 'SAVE' button.

User Interface Rules

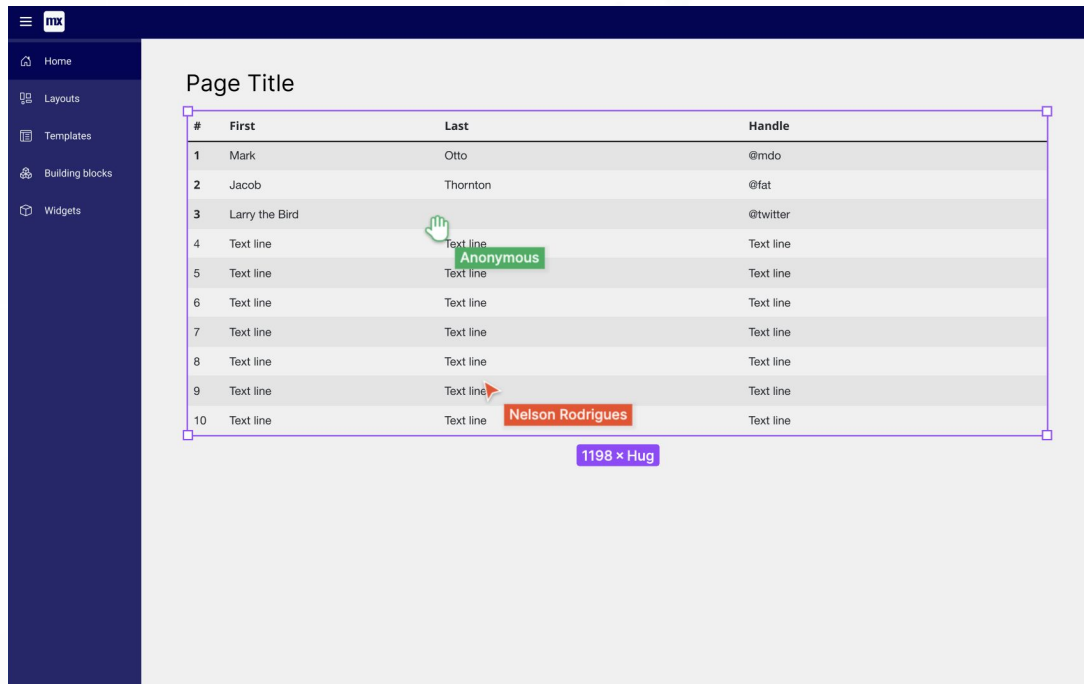
- Your brand colors
- Your typography and font sizes
- Your layouts and structures
- Your component and variations
- etc...



Starting on Design



Starting on Design





Button

Atlas UI

Button



Button



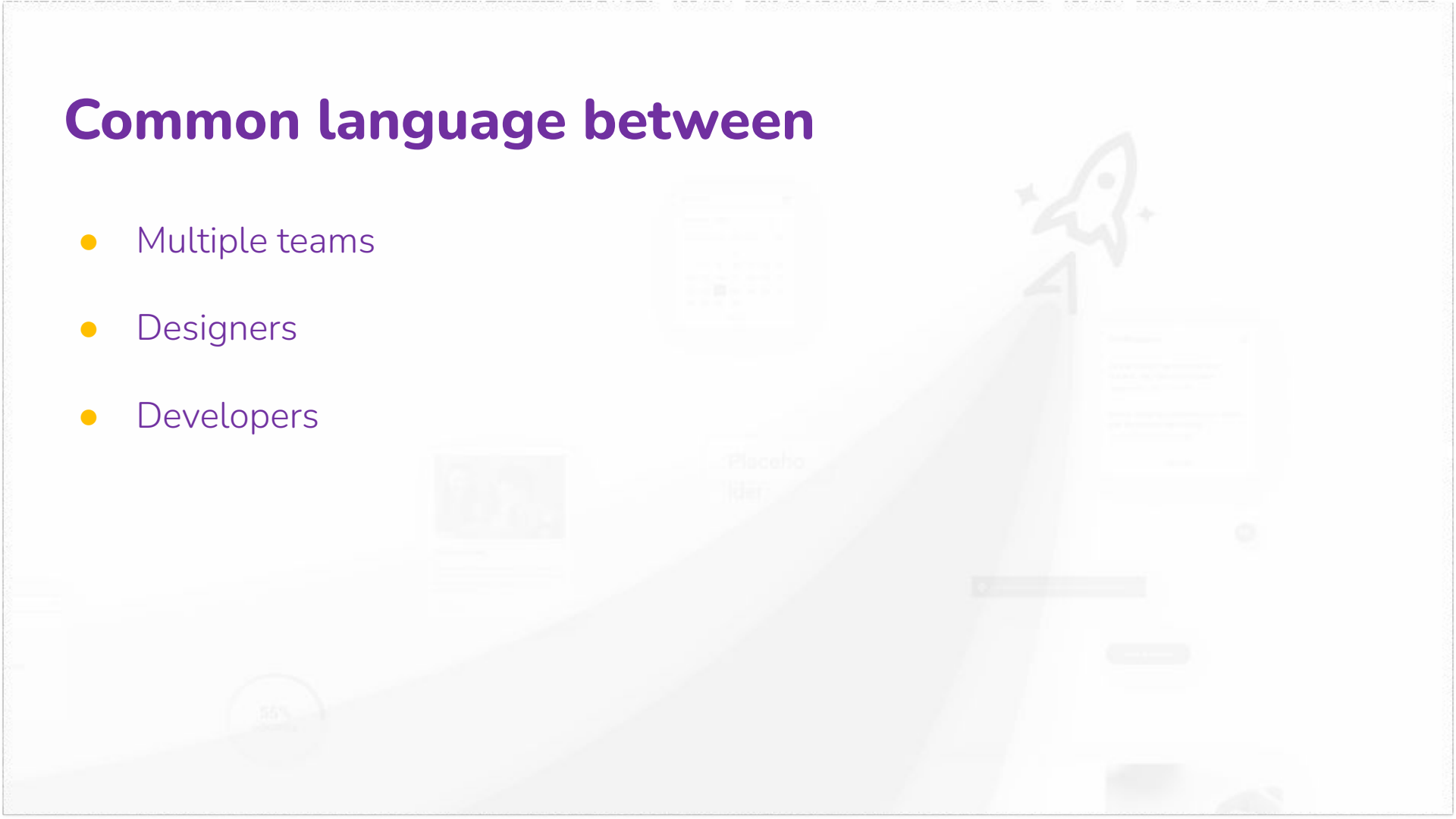
Atlas UI

Button

The importance of documenting your user interface

Common language between

- Multiple teams
- Designers
- Developers



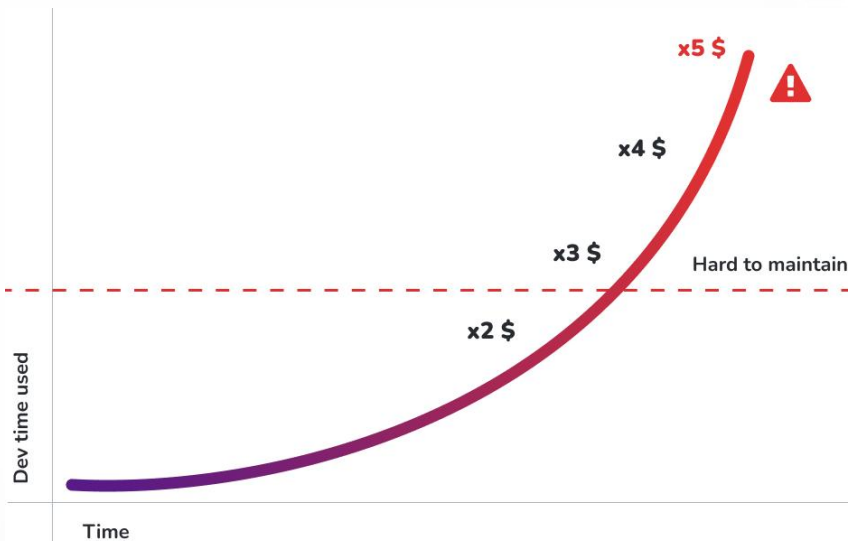
The background features a light gray rocket ship icon in the upper right, with a bright beam of light emanating from its base and extending diagonally across the frame. The beam is composed of several overlapping, semi-transparent light gray shapes that create a sense of motion and focus. Faint, stylized icons of a smartphone and a document are also visible in the background, suggesting a digital or design context.

Design Systems as a process

The background features a large, faint number '4' on the right side. A rocket is depicted launching from the top of the '4', with a trail of smoke and stars indicating its upward trajectory. The overall aesthetic is clean and modern, with a light gray color scheme.

Why a design system will help your user experience

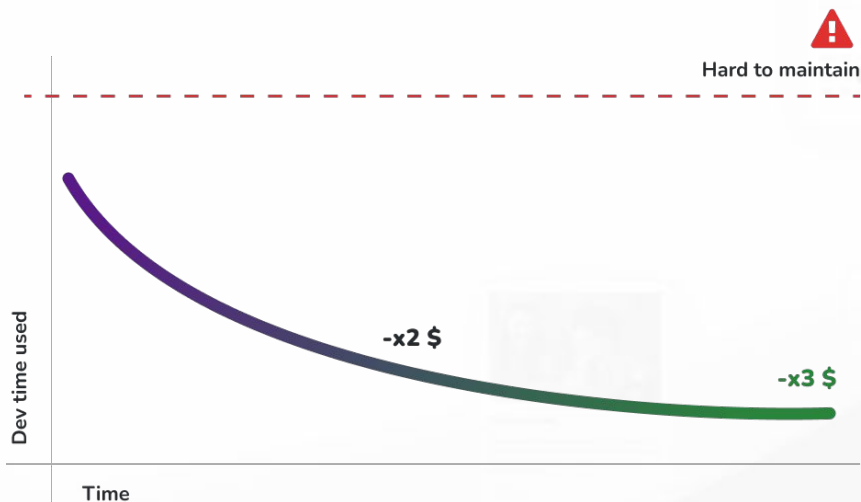
Without a Design System



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



- 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.

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

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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[linkedin.com/company/mediaweb-creations](https://www.linkedin.com/company/mediaweb-creations)