

# WEB DESIGN AND USER EXPERIENCE

## WHAT IS IT?

The introduction to the digital world has been changing the way in which we interact with each of the digital systems that are presented to us, one of the important aspects of this interaction is the experience that users have when browsing and consuming the information provided by the software development. With a correct experience of our users, we achieve that they perceive useful, usable and desirable products for them, making this user feel satisfied and delighted.



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## WHAT DO YOU USE IT FOR?

By having a system or software we must “put ourselves in the shoes of users”, in order to know what they think, how they behave and, more importantly, how they consume digital assets. Through user-centered design we can optimize functionality and positively influence an optimal experience.

We make use of research, evaluation, data analysis and information architecture in order to know the user's needs and combine them with the business objectives.



## WHAT ARE THE BENEFITS?

By having a correct user experience, we will have the ability to improve the perception of the brand and the company, additionally, there will be an increase in the interaction of users with our digital asset by they feel identified and comfortable. In this way, we will obtain an increase in conversion rates, as well as a decrease in costs and optimization of process times.



## HOW IS IT IMPLEMENTED?

Through research and analysis of user data, we can know ethnographic and demographics aspects that allow us to optimize and profile experiences, aligning them with business objectives. We focus our efforts on three main fields of action: usability, accessibility and interaction, we do this through usability tests, adjustment of the information architecture, interaction design, optimal content strategy, visual design and selection of right indicators.

