

# UX/UI Design

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Your expert for smart user interfaces

# About us

We are experts in user experience and user interface design and have cross-industry domain know-how:

- Smart Industry
- Automotive
- Railway
- Medical Technology



## Certificates



## Your expert for smart user interfaces

Systems and products designed with a user-centered approach enhance efficiency, effectiveness, safety, and satisfaction. This leads to customer loyalty and competitive advantages.

We bring user insights to your project and translate complex requirements into smart user interfaces that are simple and intuitive to use. Our services range from consulting and creation to the evaluation of digital and physical products, including support of the interdisciplinary implementation of your system.

Want to know more? Let's get in touch!

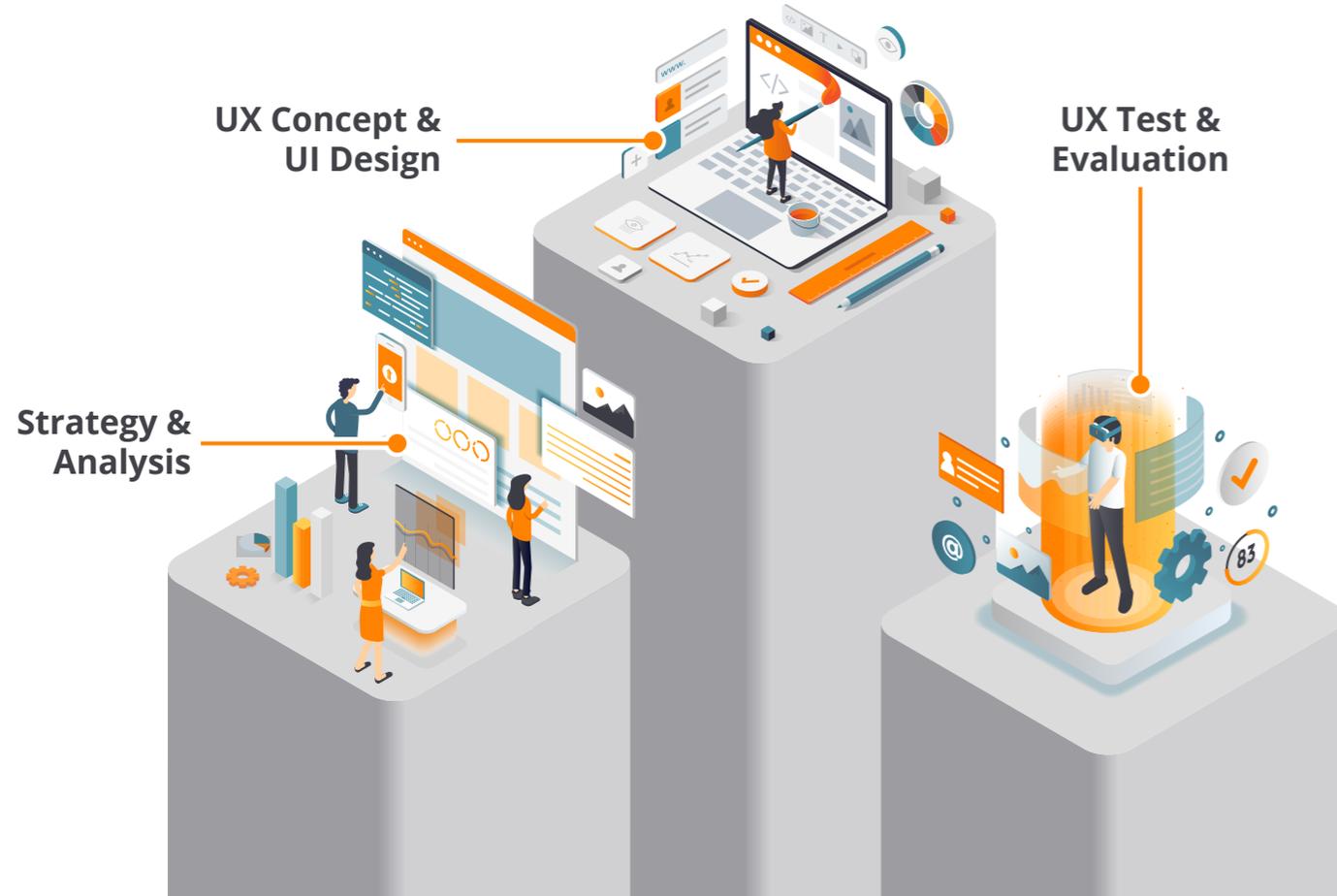
[design@in-tech.com](mailto:design@in-tech.com)



**We create user-centered designs that stand their ground in a fast-paced world. By combining strategic intelligence with creative intuition, we achieve customized UX for solutions that inspire.**

Michaela Wilhelm, Head of UX/UI Design

## Our Services



## Benefit from our expertise:



### Interdisciplinary network of experts

in the fields of smart industry, automotive, railway and medical technology



### Goal-oriented, transparent way of working

at eye level



### Proven process model

for successful software and product development

# Strategy & Analysis

## Are you looking for experts ...

who develop creative solutions for complex requirements in a structured way?



## Our UX/UI designers ...

identify and structure your requirements and coordinate the design process throughout the entire duration of the project.



## The results ...

are the contents and basic structure of the system as well as a targeted plan for your path to implementation.



**Generating a shared vision!**



**The basis for a successful product is a range of functions with high customer benefits, that enable a rapid market launch.**

Lisa Hufner, Project Lead UX/UI Design



**Even the first impression significantly influences the subjectively perceived quality and often remains indelibly in mind.**

Sebastian Jarrass, UX/UI Designer

## UX Concept & UI Design

### Are you looking for experts ...

to give your application a facelift, integrate new features or design a completely new user interface?



### Our UX/UI designers ...

create intuitive, customized UIs and make concepts tangible through early prototyping.



### The result ...

is a validated interaction concept, including a design system, ready for implementation.



**Agile, transparent & interdisciplinary!**

# UX Test & Evaluation

## Are you looking for experts ...

to evaluate your application?  
Or would you like to carry out user studies?



## Our UX/UI designers ...

validate concepts and uncover valuable user insights for your project. Make strategic decisions based on real findings.



## The results ...

are evaluations and recommendations for action to eliminate potential problems at an early stage.



**With empathy & analytical expertise!**



**A study by Jakob Nielsen shows that 85% of usability problems are discovered with only 5 test persons. This saves time and money!**

Jasmin Peuker, UX/UI Designer



# Project References



## Vehicle and insurance become ONE

Innovative showcase where insurance and vehicle become one.

The appealing visualization in the infotainment system presents recorded vehicle data and makes the use of assistance systems tangible. This playfully motivates people to drive safely.



## Driver display for construction machinery

Modern display series for material and telehandlers.

The entire product family benefits from the new design and consistent interaction concept. It visualizes machine states clearly and precisely, for full control - even at top performance.



## Analysis tools for eye diagnostics

Well-founded further development and optimization of analysis tools for eye diagnostics.

International user tests and the evaluation of the existing system provided important findings. On this basis, extensive improvements and a seamless expansion of the tool were carried out.



## Dashboard for KPI monitoring

Responsive web application with dashboard for real-time monitoring and evaluation of key production figures.

Each user group benefits from individual drill-down functions, intelligent filters and personalized views on a variety of end devices.



## Operating solution for charging stations

Customizable HMI for charging stations for electric vehicles.

The flexible HMI was developed for use on different hardware platforms and guides users intuitively from payment options and plug selection to the successful completion of the charging process.



Scan QR code for more references!

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## Your Benefits

Good user experience makes your solution shine!



Enhancement of  
product quality



Customer loyalty  
& satisfaction



Competitive  
advantage



Economic  
success

**Welcome to the**  
**#nextlevel**

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