

User-Centered Design Services

Reduce lead time through an iterative design approach

In today's fast-paced digital ecosystem, companies are facing scaling challenges to ship better products, faster, while maintaining a cohesive user experience. Capax Global can help you leverage the power of design systems to differentiate yourself from the competition.



What is a Design System?

Many teams have issues with communication gaps between development and design. This forces development into a holding pattern until design can be clearly communicated. By establishing a design system, companies can increase the efficacy of all future design and development efforts without continuously reinventing the wheel. Design system's document and connect design components—including colors, fonts, icons, and more—to create a sustainable system across all teams.



The Value

- Generate brand awareness and consistency
- Improve cross-team communication
- Prevent design from being a development blocker



The Proof

- First impressions are 94 percent design-related
- Reduced development and design cost over time
- Improved credibility by increasing user satisfaction and brand trust



The Outcomes

- User personas—get a full view of who your users are
- User flow—map out how a user will interact
- Iterate and translate design decisions efficiently

What the industry is saying

"10 percent of your IT staff should be user-experience (UX) professionals and 10 percent of your budget dedicated to UX. By putting a larger emphasis on user centered design principles and practices, you can make iterative improvements and avoid costly large-scale rework."

—*Human Factors International, HFI*

The Capax Difference

Our user-centric design system engineering will set your company up for long-term success and minimize design churn. Create brand consistency internally and for your end users.

At Capax Global, our team has an unmatched background in commercial application development which makes our modern application development, data platform modernization and advanced analytics practices enterprise class. We will be with you for your entire journey, no matter where you are starting from, using our IDEA-based approach: Innovate, Design, Execute, and Achieve.