



**IDC**

International Development Company LLC

# INTERNATIONAL DEVELOPMENT COMPANY L.L.C

**Application Design and UIUX**



# About IDC

- IDC operates in the oil, gas, power & water, petrochemical and project construction sectors, delivering services, equipment and know-how with globally leading (more than 100+) partner companies



# 45

YEARS OF EXISTENCE

**IDC** is an Abu Dhabi based, well-established company with 4 decades of standing relationship with ADNOC group going back to its inception 43 years ago in 1978

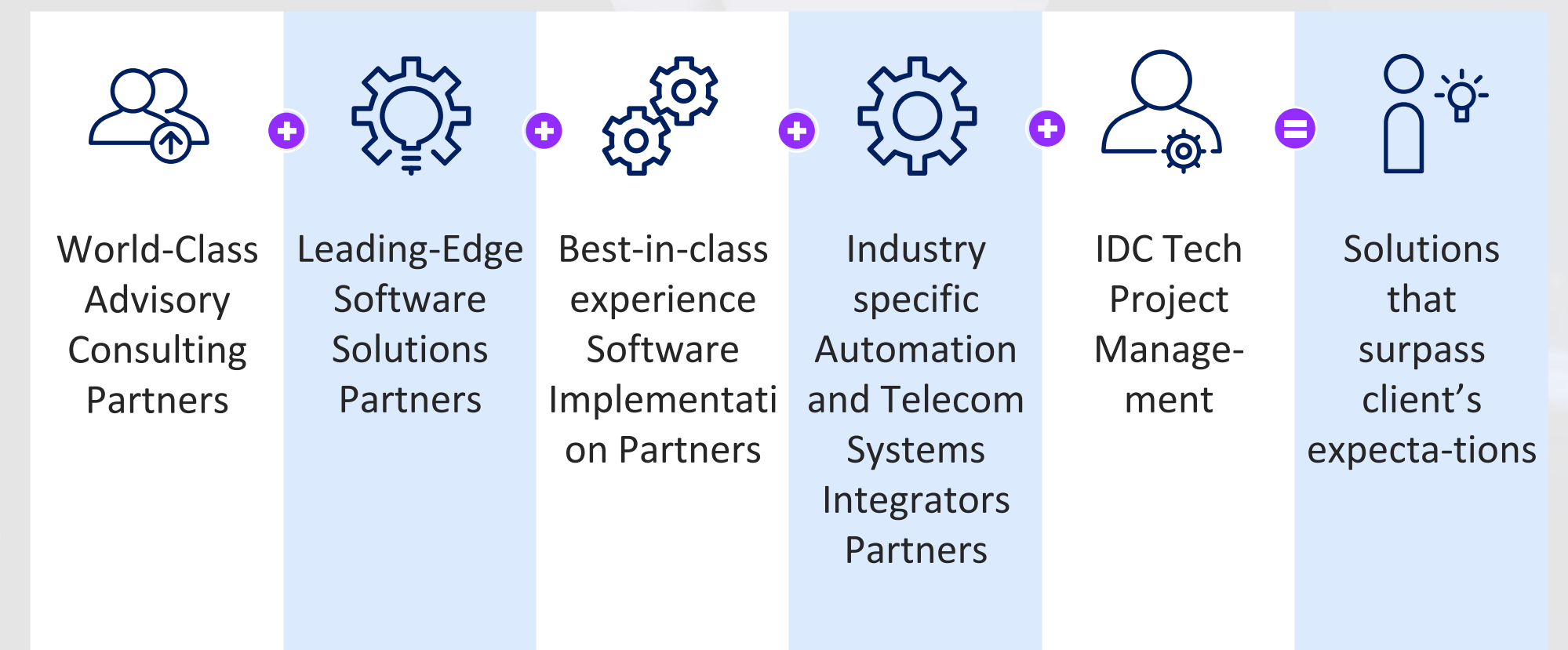
### Brief about IDC:

- IDC is known to consistently deliver on its commitments to its clients and principals, and as such, have an unsurpassed track record of excellence as service providers, equipment suppliers, companies' representatives, and project development entity.
- Now with its IDC Technology and Professional Services unit – IDC Tech IDC has diversified into innovative technology services. IDC is committed to bringing the innovative technology product and solutions to the UAE market along with the implementation capabilities directly or with the help of leading partners.



### IDC Tech business model

- We have unique capabilities in partnering with cutting edge IT solution providers, access world class specialists and having established partnership with automation and telecom engineering and engineering Service providers
- We undertake challenging Industry oriented digital transformation journeys no matter how complex these are.
- We are in a unique position - due to our deep client relationships and indigenous industry expertise - to undertake pursuits in the areas of Digital Oil Fields, Oil and Gas Production Systems Optimization and Industrial Internet of Things projects, Digital Twins, etc...



# About Application Design and UI/UX Project

- Application Design and UI/UX projects encompass a wide range of activities and outputs focused on creating user-friendly and aesthetically pleasing digital interfaces. In this document we will be share some of thing that Application Design and UI/UX can do.
- The technologies used in Application Design and UI/UX projects span a wide array of tools and platforms, tailored to different phases of the design and development process. In this document we will be share some of technologies that can be used in Application Design and UI/UX projects, along with the types of projects they are typically applied to.





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# Application Design and UI/UX key aspects



## 1. User Research and Analysis

- **Survey Tools:** Google Forms, SurveyMonkey, Typeform.
- **Usability Testing Tools:** UserTesting, Lookback, Optimal Workshop.
- **Analytics Tools:** Google Analytics, Hotjar, Mixpanel.

## 2. Information Architecture

- **Diagramming Tools:** Microsoft Visio, Lucidchart, OmniGraffle.
- **Card Sorting Tools:** OptimalSort, xSort, Simple Card Sort.

## 3. Wireframing and Prototyping

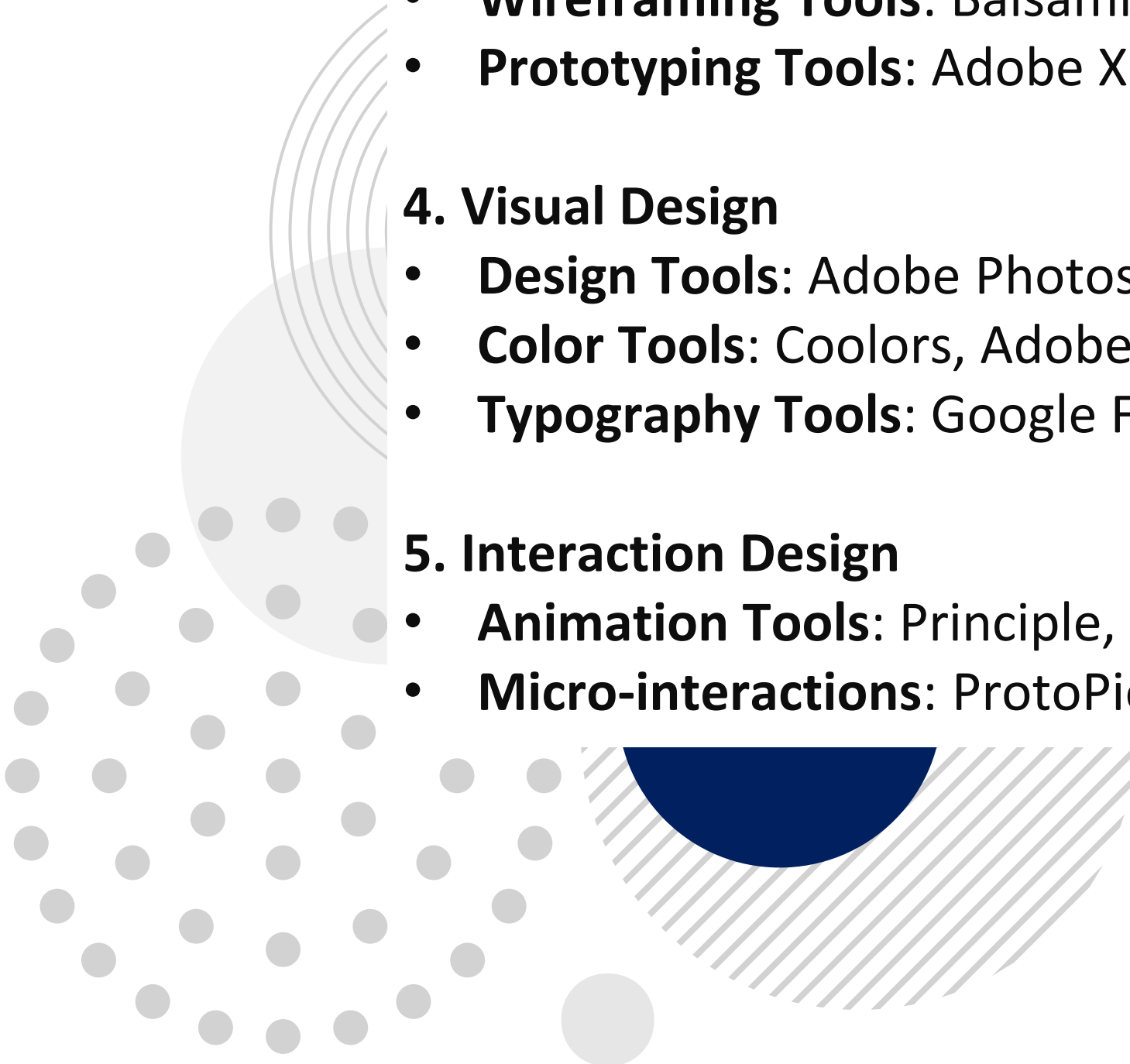
- **Wireframing Tools:** Balsamiq, Wireframe.cc.
- **Prototyping Tools:** Adobe XD, Figma, Sketch, InVision, Axure RP.

## 4. Visual Design

- **Design Tools:** Adobe Photoshop, Adobe Illustrator, Figma, Sketch, Affinity Designer.
- **Color Tools:** Colors, Adobe Color, Paletton.
- **Typography Tools:** Google Fonts, Typekit, Font Squirrel.

## 5. Interaction Design

- **Animation Tools:** Principle, Adobe After Effects, Lottie, Framer.
- **Micro-interactions:** ProtoPie, Flinto, InVision Studio.



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# Application Design and UI/UX key aspects



## 6. Front-End Development

- **HTML/CSS/JavaScript Code:** Implementing the visual designs into functional front-end code.
- **Responsive Design:** Ensuring the application works well on various devices and screen sizes.

## 7. Accessibility

- **Accessibility Audits:** Evaluations to ensure the application is usable by people with disabilities.
- **Compliance Checklists:** Ensuring the application meets standards like WCAG (Web Content Accessibility Guidelines).

## 8. Performance Optimization

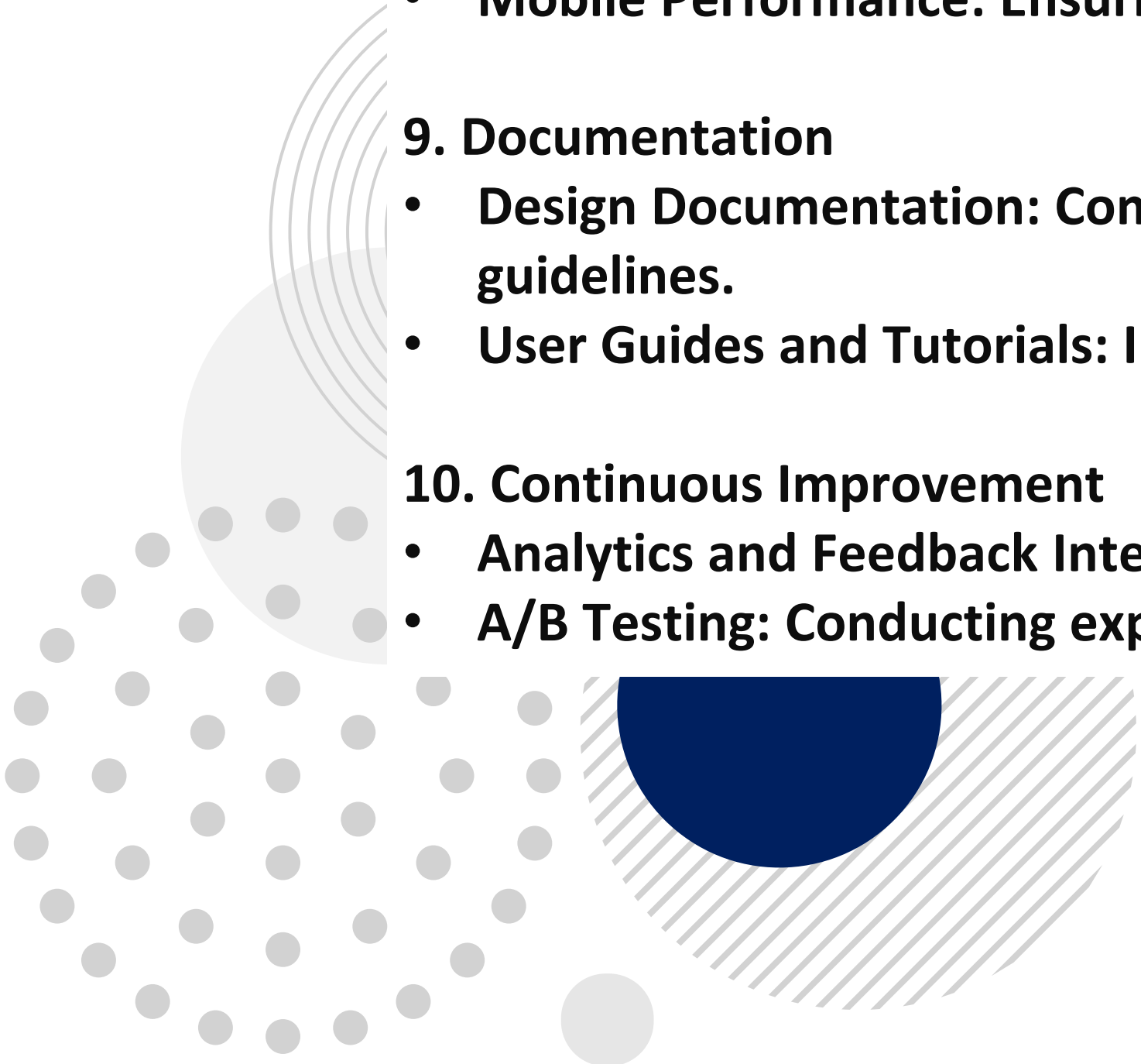
- **Load Time Analysis:** Identifying and optimizing elements that slow down the application.
- **Mobile Performance:** Ensuring the application performs well on mobile devices, with efficient use of resources.

## 9. Documentation

- **Design Documentation:** Comprehensive documentation covering all aspects of the design process, decisions, and guidelines.
- **User Guides and Tutorials:** Instructions and help guides for users to effectively use the application.

## 10. Continuous Improvement

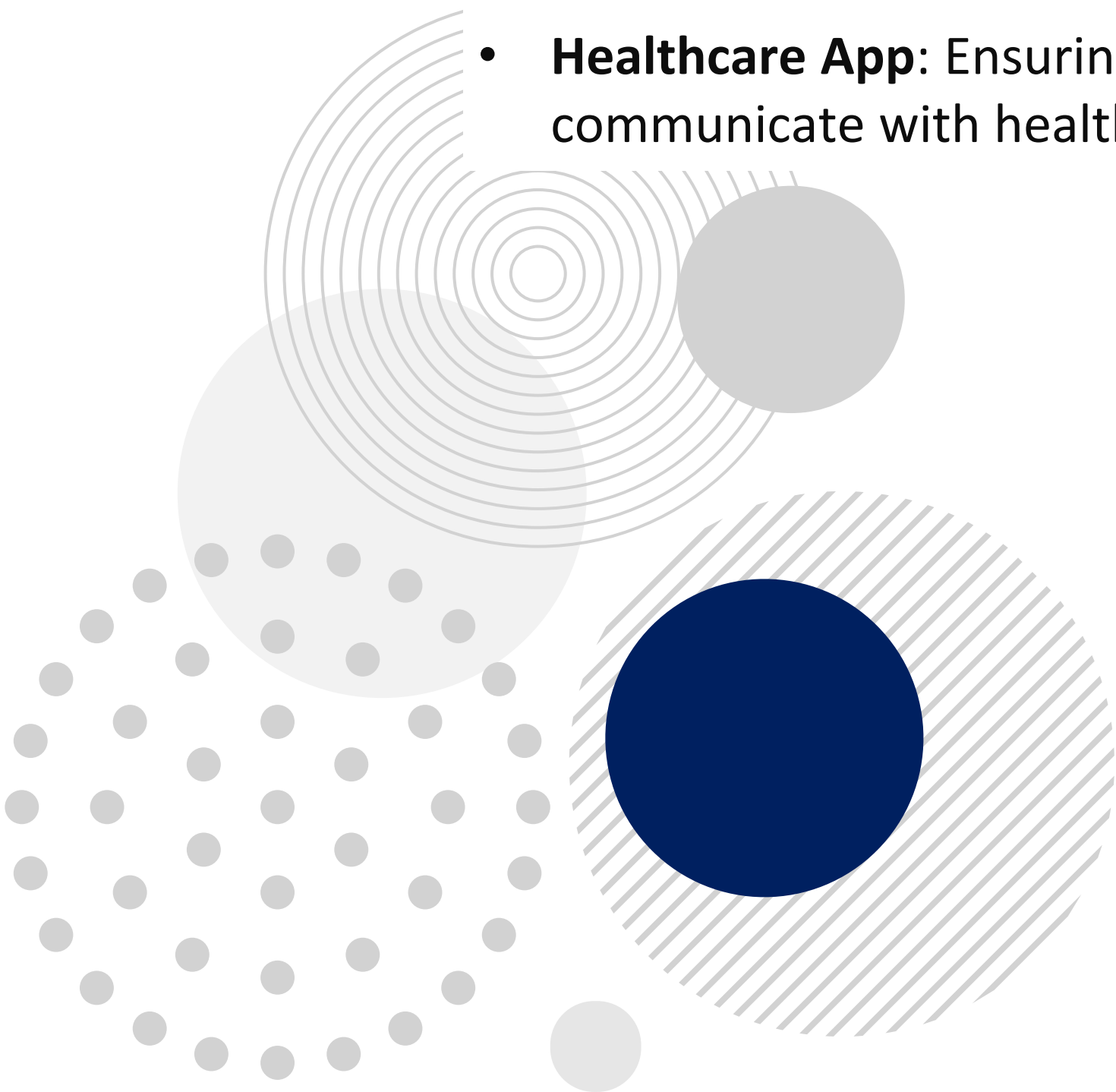
- **Analytics and Feedback Integration:** Setting up tools to gather user data and feedback for ongoing improvements.
- **A/B Testing:** Conducting experiments to compare different versions of a design to determine which performs better.



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# Examples of Application Design and UI/UX Projects:

- **E-commerce Platform:** Designing and optimizing the user journey from product discovery to purchase, ensuring a seamless and secure checkout process.
- **Mobile Banking App:** Creating an intuitive interface for managing finances, making transactions, and accessing customer support.
- **Social Media App:** Developing engaging user interactions, personalized content feeds, and efficient notification systems.
- **Healthcare App:** Ensuring accessibility and ease of use for patients to book appointments, access medical records, and communicate with healthcare providers.



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# Application Design and UI/UX Technologies



## 1. User Research and Analysis

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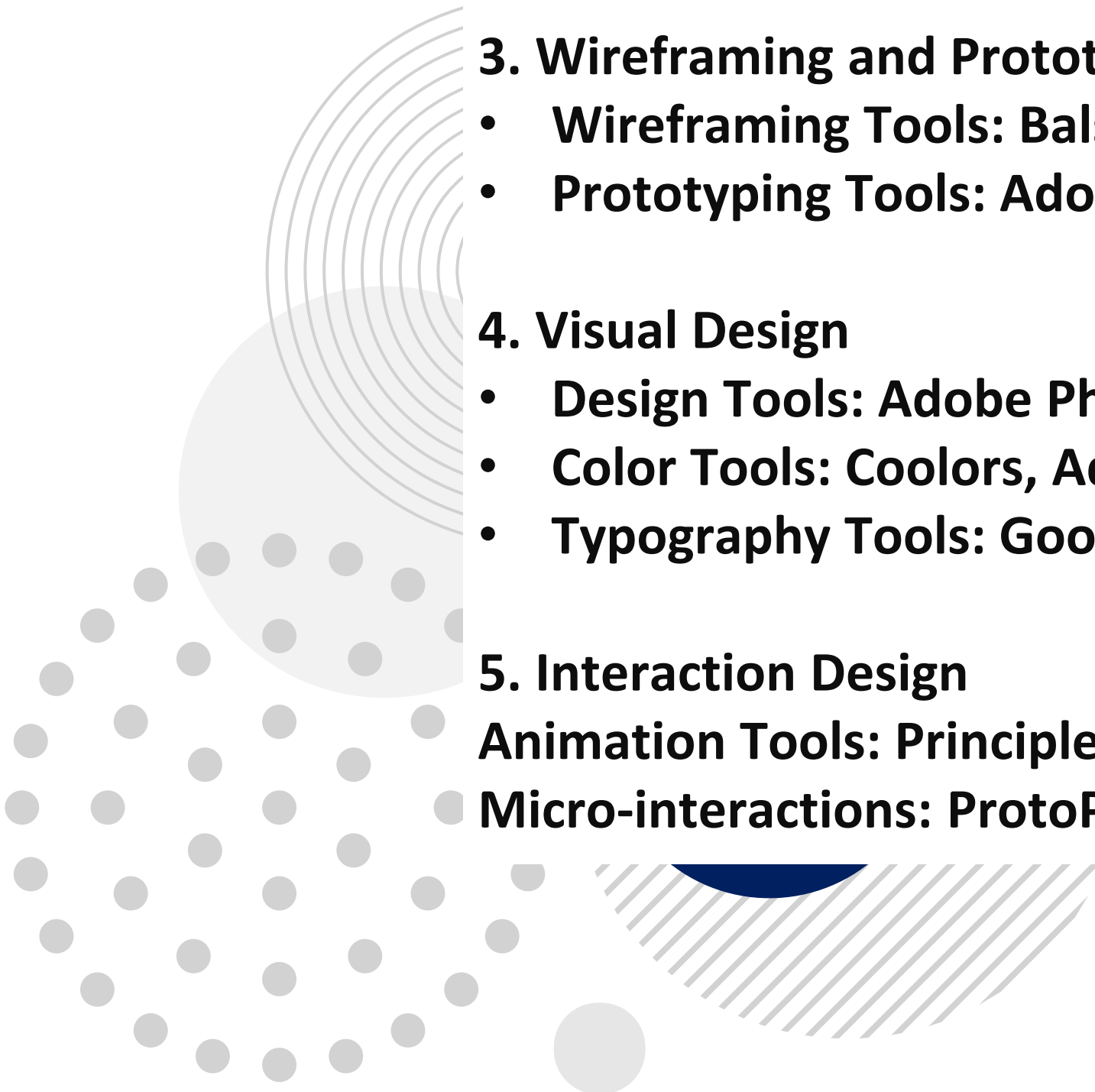
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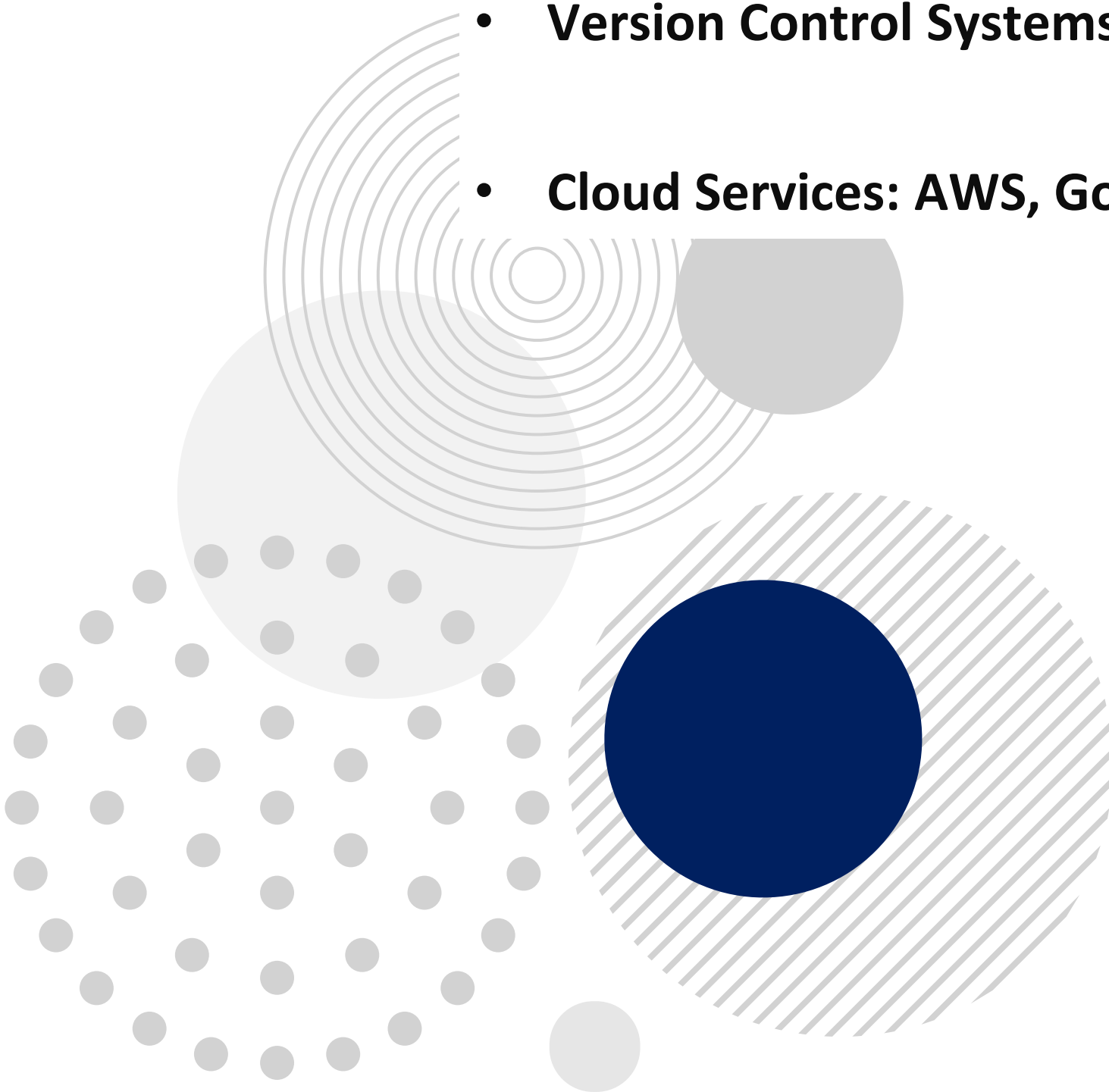


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# Additional Tools and Technologies

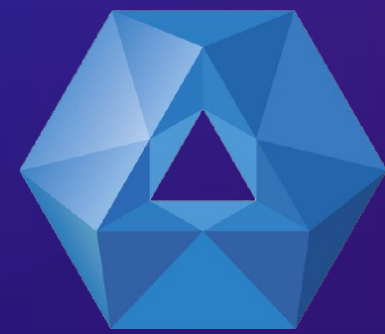


- **Integrated Development Environments (IDEs):** Visual Studio Code, Sublime Text, Atom.
- **Collaboration Tools:** Slack, Microsoft Teams, Trello, Asana, Jira.
- **Version Control Systems:** Git, GitHub, GitLab, Bitbucket.
- **Cloud Services:** AWS, Google Cloud Platform, Azure.





THANK YOU



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