



# Interaction Design

## Making the complex intuitive

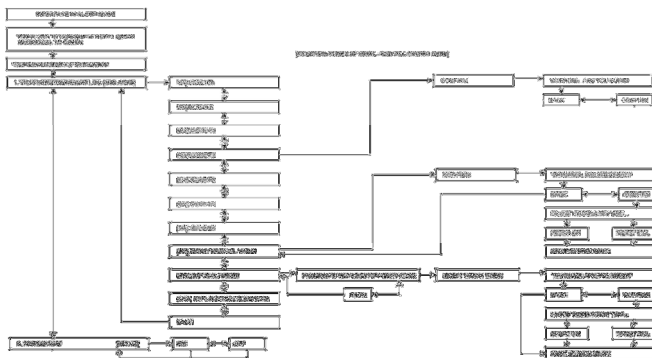
- Graphical (GUI) and physical (HMI) user interfaces
- User-centred design
- Information architecture development
- Understanding user priorities and scenarios
- Interface iconography and display development

## Optimise your user experience

Designing product interactions that are simple, intuitive, coherent, and aligned with brand values can make a product a pleasure to use.

At Lucid we use very basic prototypes to work with users, observing and mapping every potential interaction with an idea.

Understanding how people will really use your product, our team creates design options for the most intuitive experiences possible.



## Focus on the simplicity

We design for people, not machines. Technology often enables organisations to offer functionality that is of marginal value, and can devalue the user experience with unnecessary complexity.

Our team carefully researches what people actually want to do. We layer functionality to prioritise frequently used or safety-critical features.

When stripped back, complex interactions are often simpler than originally envisaged.



## Inclusive design

As an ISO 13485 accredited medical device design team, our designers are focused on risk reduction in every aspect of design. Considering people of varying abilities is an important part of the process.

By seamlessly integrating every aspect of a user experience into a design your product will be more competitive.