

BLACKLOGIC TECHNOLOGIES

Design Principles: Discipline, Creativity & Intelligence

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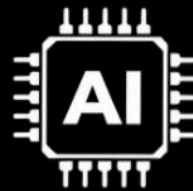
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COMPANY VISION & OVERVIEW

SOFTWARE & HARDWARE AIMS:

- ✔ **Lead Uniquely:** Drive the market with cutting-edge AI solutions.
- ✔ **Real-World Solutions:** Solve actual problems with discipline, creativity, perfect UI/UX, and intelligent systems.
- ✔ **Culture of Excellence:** Establish a high standard for every designer and engineer.

🌐 "Leading the next generation of African AI."



BLACKLOGIC
TECHNOLOGIES

WHY PRINCIPLES MATTER



GUIDANCE

Provide strict guidelines for excellence in every single design interaction.



SCALABILITY

Ensure repeatable, scalable quality across all Blacklogic projects.



ONBOARDING

Enable new team members to immediately execute at Blacklogic standards.

"Discipline fuels creativity. Rules empower innovation."

PRINCIPLE 1: DESIGN THINKING

Core Idea: Know what problem you are solving and why.

1. Result Determine the final outcome.

2. Architecture Plan software like construction. Pinpoint problems first.

3. Purpose Ask: Why am I building this?

1. Strategic thinking, foresight, and structure.

Welcome back, John

Measure your advertising ROI and report website traffic.

Pageviews

50.8K

25.4%

Monthly users

23.6K

15.8%

New sign ups

756

3.1%

Total revenue

\$240.8K

34.8%



Reports overview

Select date

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PRINCIPLE 2: USER-CENTRIC DESIGN



ALWAYS KEEP THE USER IN MIND

- ✔ **Simplify UX & UI:** Create a welcoming experience.
- ✔ **Analyze Competitors:** Find weaknesses and design better solutions.
- ✔ **Ecosystem:** Integrate lifestyle features to create preference.

♥ Shows empathy, market awareness, and intuition.

| PRINCIPLE 3: THE 50/50 RULE



Build designs that balance research and innovation. 50% based on familiarity/data, 50% based on creative problem solving.

PRINCIPLE 4: PROMPTING & AI

Leverage AI intelligently to optimize design. Merge output with human creativity.

PROMPTING

Communicate precisely with AI tools
(Gemini, Canva, Adobe).

ARTIFICIAL DESIGN

Merge AI output with research & creativity.

FINE-TUNING

Adjust prompts until results match desired
outputs.

FINAL POLISH

Modern, efficient, and human-verified
solutions.

| FROM EXPERIENCE TO PRINCIPLE



THE JOURNEY

Built from 2 years of intensive AI & software engineering expertise. We converted UX/UI missteps into structured principles.



THE OUTCOME

Mastering design principles practically, now codified. Any employee can now follow these to replicate excellence.

"We graduate from companies, not schools."

- Blacklogic Philosophy

At Blacklogic, rules guide growth. Not for control, but for empowerment.



THE LEGACY VISION

Setting standards for Design, AI, and Software in South Africa.

Integrated with LogicHub, VibeCoding, NewGen Innovators.