

# BLACKLOGIC TECHNOLOGIES

Design Principles: Discipline, Creativity & Intelligence

Quinn Asanda

Mkhetho Blacklogic

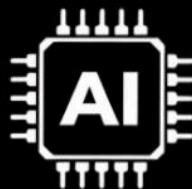
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## COMPANY VISION & OVERVIEW

### 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?

*↳ Strategic thinking, foresight, and structure.*



## 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.

之心 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

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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.