

DESIGN **MINDSET**

BlackLogic Technologies Principles
— Slide Deck Assets

BLACKLOGIC.

DESIGN **MINDSET**

How we think before we design. Problem-solving with intention and African excellence.

PRINCIPLE 01

Problem Before Pixels

We do not design screens first. We design solutions first. A beautiful interface that solves nothing is a failure.

? What problem are we solving?

? Who is experiencing it?

? Why does it matter?

User-Centered Thinking

"If the user struggles, the design has failed – not the user."

REFERENCE

User over Ego

GOAL

Effortless Flow

OUTCOME

Human Trust

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CAPTURE SLIDE 03

Simplicity is Intelligence

Simple does not mean basic. It means clear, intentional, and focused. Complexity is easy. Clarity takes skill.

Design With Purpose

Every element must have a reason to exist. If it doesn't serve a purpose, it doesn't belong.

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Empathy Drives Design

We design for human emotion: Stress, Confusion, Confidence, Trust. Great design feels supportive.

PRINCIPLE 06

Consistency Builds Trust

REUSABLE PATTERNS

Components that work across the whole ecosystem.

PREDICTABILITY

Users move faster when they know what to expect.

UNIFIED VISUALS

One brand voice across every single touchpoint.

PRINCIPLE 07

Progress Beats Perfection

Design is iterative, not static.



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CAPTURE SLIDE 07

PRINCIPLE 08

Think Systems, Not Screens

A system grows. A screen breaks. We design
design-tokens and scalable components.



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Accessibility is Not Optional

INCLUSIVITY

Design must work for everyone, not just "ideal" users.

READABILITY

Proper contrast and logical navigation at all times.

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CAPTURE SLIDE 09

Design Reflects Values

"Your design speaks before you do."

01	INNOVATION
02	DISCIPLINE
03	INTELLIGENCE
04	AFRICAN EXCELLENCE
05	GLOBAL STANDARDS

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