Software Design

From ideation, event triggers, mockups through high fidelity prototypes.

Phase Breakdown and Deliverables

1. Discovery & Research
Event storming, stakeholder interviews, user personas, competitive analysis

2. UX Strategy & Flow Mapping
Journey mapping, feature prioritization, wireflows, app architecture

3. Low-Fidelity Wireframes
Lo-fi layout for key screens, quick iteration, internal testing

4. High-Fidelity UI Design
Full visual design, brand integration, layout, color, typography

5. Interactive Prototypes
Figma or Framer prototypes to demo real flows

6. Design Tokens & System Setup
Define colors, spacing, typography, and CSS-ready naming

7. Dev Handoff & QA Support
Style guide, token export, Figma inspection, implementation reviews

8. Optional Iteration & Retainer
Post-launch design updates or continued UX consulting

Design tools