

User Experience Essentials

Motivation

User Experience (UX) is not just about clean layouts, it's about how well your product supports real people in real world situations. A strong UX reduces friction, builds trust, and enables users to achieve their goals more easily and confidently.

Good UX leads to better outcomes: fewer errors, higher engagement, smoother flows, and stronger user loyalty. Poor UX, on the other hand, remains one of the top reasons users abandon digital products, even if the required functionality is present.

This offering helps your team shape the product experience from the user's perspective — from first contact to completion. The result is a product that feels intuitive, meaningful, and made for its users, while also supporting business KPIs like conversion, satisfaction, and retention.

What we bring

With 20 years of experience designing and developing digital products for many of the world's largest enterprises, PRODYNA brings deep UX expertise grounded in NN/g-certified methods and human-centered design best practices.

We support you in creating purposeful and scalable UX by:

- **Applying core usability heuristics:** including visibility of system status, user control, error prevention, and clarity over complexity
- **Designing around user intent:** using flows, structures, and language that match how real people think and act
- **Combining research insights with flexible frameworks:** so your UX adapts as your product evolves
- **Leveraging AI-powered tools:** to accelerate workflows, support decisions, and surface user patterns faster
- **Prioritizing clarity, simplicity, and accessibility:** so your product works confidently for all users

Whether you're starting from scratch or improving an existing experience, we guide you through a structured UX process that delivers better decisions, stronger collaboration, and long-term product success.

What you need

To get started, all you need is:

- A clear product vision (see our separate Product Vision offering)
- An understanding of your target users, their goals, and challenges

We will guide you through the rest, from flows to wireframes.



Benefits

- Clear, intuitive user flows for higher engagement
- Faster, more structured design decisions
- Reduced project uncertainty
- Better Design-Dev collaboration
- Reusable, well-documented assets
- Consistent, meaningful digital experiences



Quick facts

- **Duration:** 4-7 weeks*, depending on scope of work
- **Outcome:** A foundational UX framework tailored to your product needs
- **Next Steps:** Enable advanced prototyping and User Insights & Testing while progressing with User Interface Design and Content Design



What you get

With our User Experience Essentials offering, you'll receive a complete, user-centered foundation for your digital product. Our structured approach delivers clear, actionable outcomes, tailored to your users, your business goals, and your product context.

DELIVERABLE	ACTIONS
User Flows (2-10 days*)	We define and visualize the key steps users take to complete tasks, ensuring logical, intuitive paths through your product. This includes collaborative iteration loops and stakeholder reviews to align flows with business goals and user expectations.
Sitemap (1-3 days*)	We create a structured overview of your product's content and features, organized into a clear information hierarchy. This enables intuitive navigation and helps users find what they need quickly and efficiently.
Wireframes (10-20 days*)	We design low-fidelity screen layouts that define the placement of elements, content structure, and interaction logic. These wireframes act as the blueprint for UI design, testing ideas early while aligning cross-functional teams.
UX Writing (2 days*)	We craft concise, action-oriented interface copy that helps users navigate with clarity and confidence. This includes clear labels for buttons, menus, and links, as well as contextual instructions, tooltips, and error messages that support a seamless user experience.

*Estimates may vary depending on scope and complexity. Final timelines will be defined and agreed upon after an initial scoping discussion. This represents our standard methodology, proven in past projects, and we're happy to tailor it to fit your organization's specific needs, tools, and workflows.

Get started

To learn about pricing and how to get started, please contact info@prodyna.com.

About PRODYNA

PRODYNA is an innovative IT consultancy specializing in creating custom software solutions and serving the needs of corporates and enterprises across the European continent. Please visit www.prodyna.com for more information.

User Experience Additional

Motivation

To enhance our User Experience (UX) Essentials, we offer additional services that improve quality, reduce development costs, and speed up time-to-market. Together, they ensure your product is functional, efficient to build, and enjoyable to use.

What you get

With our User Experience Additional offering, you achieve greater precision and business predictability by streamlining design and development.

You can additionally choose from these actionable deliverables:

DELIVERABLE	ACTIONS
UX Principles (3–5 days*)	<p>We provide Design principles, which are fundamental guidelines that ensure digital products are user-friendly, accessible, and effective. They define the creative direction and behaviour of the product's experience. Grounded in your product vision or brand guidelines.</p> <p>These principles guide all digital disciplines and stakeholders, ensuring design and development decisions align with the product's core values.</p> <p>Preconditions: Defined product vision; optional: brand or digital guidelines.</p>
Low-Fidelity Prototyping (1–3 days*)	<p>We create low-fidelity prototypes as a fast, collaborative way to explore your product or service ideas. These are built using standard design tools, include basic interactions, and help clarify structure and actions. Prototypes can be responsive or device-specific, and are easily adapted to feedback.</p> <p>Preconditions: Wireframes of required user flows in standard design software; optional: access to required frontend components.</p>
UX Documentation (2–5 days*)	<p>We deliver UX concept documentation as a clear handover from concept to execution. It includes concise specs for design and development, such as layout notes, component usage, and design tokens. On request, we ensure seamless handovers aligned with your workflows, including as Scrum or Kanban.</p> <p>Preconditions: UX concept as user flows or wireframes; optional: product vision.</p>
UX Governance (0,5 – 2 days per week*)	<p>We offer long-term support through UX Governance to help your teams create consistent, high-quality user experiences. It strengthens collaboration, guides priorities, and keeps everyone aligned on clear goals. With practical tools and a user-focused approach, we support smarter decisions—leading to better products, more efficient processes, and long-term cost savings.</p> <p>Preconditions: Defined product vision and brand or digital guidelines; if these are not defined, we assist in developing them.</p>

*Estimates vary with complexity. Exact timelines will be customized and agreed upon after an initial discussion.