



A study on clients satisfaction on User Interface (UI) and User Experience (UX) design by ACSASS-IT and ITES Chennai

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ABSTRACT:

The study examines how important User interface (UI) and User experience (UX) design planning are to advanced item achievement. It looks at how plan quality affects client's satisfaction, loyalty, and business outcomes. The reviews provides information about how ACSASS well planned User Interface (UI) and User Interface (UX) can enhance clients retention, transformation rates, and brand differentiation by dissecting the collection experiences, standards, best practices, and challenges in User Interface (UI) and User Interface (UX) planning. ACSASS looks into emerging trends, and advancements, such as how AR, VR, and simulated intelligence contribute to the ultimate success of a plan.

KEYWORDS: User Interface, User Experience, satisfaction, brand loyalty, brand awareness, quality, design, feedback and interaction.

INTRODUCTION:

A metric that assesses how satisfied client are with a business goods, services, and capabilities is called client's satisfaction. Client's satisfaction must be an organization top priority. This holds true for government agencies, service providers, industrial companies, retail and wholesale businesses, non-profit organizations, and all organizational subgroups.

The arrangements of a high level item are can address the final moment of its prospering in a modernized age where clients are surrounded by options. This study explores the importance of User Interface (UI) and User Experience (UX) design, examining how these components contribute to an entity's success. The goal is to understand the extent to which arrangement quality affects client's satisfaction, accountability, and business outcomes. The definition of a client-centred plan is more important than ever as we examine the automated scene. The goal of the study is to learn more about the role that UI/UX design plays in creating advanced products that clients adore and association thrive on.

User interface (UI) design:

The user's digital experience is shaped by the design of the User Interface (UI). It includes the visual and interactive components that users interact with on websites and mobile applications. User Interface (UI) design mainly performs two functions:

- Allowing the input from users.
- Displaying the outcomes.

The way people interact with information systems is defined by the User Interface (UI), According to Layman; a User Interface (UI) is collection of screens, bottoms, forms, pages and other visual components that are used to interact with a device. Each and every websites and applications has a user interface. To development of visuals, illustrations, and typographic and photographic artwork to improve the layout and presentation of a digital products in its different devices views is known as User Interface (UI) design.

Input controls (data fields, buttons, and drop-down menus) navigational elements-search fields, slider, icon, tags and information elements – progress bars, notifications, message boxes make up the interface.

Types of User Interface (UI) design

1. Graphical User Interface
2. Menu driven User Interface
3. Form based Interface
4. Touch User Interface
5. Voice User Interface

Value of User Interface design

A perfect user interface (UI) inputs on making user's interaction simple and efficient. Users have to appreciate a website with intuitive User Interface design that leads them towards their task in most engaging way. User Interface (UI) design focuses on thought of a user, what they expect to do when they visit the website and ensure that the User Interface has to have elements that are easy to access and understand.

User Experience (UX) design

User Experience (UX) design is how a user interact with and experiences a websites. It revolves around creating a comprehensive user journey with a website and application. Also includes crafting experiences that deeply connects the users encompassing branding, usability, functionality, and design. The goal of User Experience UX design is to develop product that gives users enjoyable and meaningful experiences and insights to the products. From digital expectations to tangible goods, UX design makes sure that every user interaction with a product is satisfying. UX design is essential to the success of any website and application in the current digital Era.

Core components of User Interface design:

User Experience (UX) design is being a main and most important components of the product designing. It means the process of designing the products while keeps in mind it's usability, ergonomic and the experience, it will offer to the users.

- **Usability:** Try to ensure that a product is simple to use and recognizable.
- **Accessibility:** Built product usable for people with a broad range of capabilities.
- **Functionality:** Make sure that product does what it's supposed to do.
- **Aesthetics:** Entails designing an aesthetically beautiful user journey interface.
- **Interaction design:** Concrete on creating engaging interfaces with logical and thought out behaviours.

EVOLUTION OF UI\UX DESIGN:

Overview of User Interface and User Experience Design

Designing a user interface (UI) and user experience (UX) are crucial elements of contemporary digital products. UX is concerned with the overall user experience and satisfaction, whereas UI concentrates on the visual and interactive elements.

Foundations and Early History

The concept of user interaction dates back to the 1940s with the development of human-computer interaction (HCI). Ivan Sutherland and other pioneers introduced graphical user interfaces in the 1960s with their Sketchpad system. Command-line interfaces (CLI), which allowed users to communicate with computers via text commands, were first introduced in the 1970s.

Graphic User Interfaces Ascent

The advent of graphical user interfaces in the 1980s was a watershed. The first graphical user interface (GUI) was created by Xerox PARC. In 1984, Apple Macintosh popularized the desktop metaphor, icons, and mouse. GUIs became widely used after Microsoft Windows quickly followed.

Evolution of UI/UX on Web and Mobile

Web interfaces emerged as a key component of UI/UX design with the introduction of the internet in the 1990s. Early websites were static and primarily text-based, but dynamic, interactive pages were made possible by the development of CSS and JavaScript. Mobile-first strategies and responsive design are two examples of the new innovations and challenges brought about by the late 2000s mobile revolution.

Contemporary Methods and Patterns

These days, user-centric design is the driving force behind UI and UX design. Micro-interactions, individualized user experiences, and minimalist design are examples of contemporary practices. The industry is dominated by tools like Figma, Sketch, and Adobe XD, and iterative design and usability testing have become crucial techniques.

Prospects for the Future

In the future, UI and UX will change in tandem with new technologies like artificial intelligence (AI), virtual reality (VR), and augmented reality (AR). In an effort to make digital experiences more widely accessible, designers are putting more emphasis on inclusive and accessible design.

THE DESCRIPTION OF ACSASS IT AND ITES SERVICES:

A leading service development company offers services in multi domains such as IT, ITES, Academic writing, media solution, design and development and digital marketing. ACSASS is a multi domain firm, and able to maximize professionals, key business insights, and a dedicated working process. They are a multifold domain firm, and able to maximize our expertise in serving our clients. They have a vast experience, team of skilled professionals, key business insights, and a dedicated working process. They strive to innovate and achieve our client goal on time. Operating in a strategic location in Chennai, we are definitely a great choice for companies with a wide, scattered market.

MOTO of ACSASS:

They are enable start-ups and enterprise to leverage our team which assists in transforming their ideas into successful business solutions. We boost your business capabilities by outsourcing it to our dedicated team. They are being leaders, thinkers and makers at your service and dedicating their knowledge to create user-centric designs backed by experience.

ACSASS believe in a process that draws upon the cons and leverages on the pros. Client's satisfaction is their priority which contributes towards constant enhancement for maintaining and improving client satisfaction. They are passionate about our industry, and we love what we do. We provide regular updates, calls, and product demos for clients.

OBJECTIVES OF THE STUDY

- Source information about the client's satisfaction towards websites UI and UX design.
- Know about how the User interface and User Experience made the clients satisfied on the website.
- Find out the prominent area of dissatisfaction.
- Enriching the client's satisfactions towards User interface and User Experience
- Enhance the brand loyalty, and gain recognition among public.
- Study on business client's need on their businesses page.
- Study to find out where the IT industry lacks behind and how can it improve and also help to understand the satisfaction levels of clients.
- Implement of total quality management.
- Study on clients reviews on User Interface (UI) and User Experience (UX) design by ACSASS IT and ITES.
- How ACSASS IT and ITES meets the clients' requirements.

HOW ACSASS DELIVERING THE UI AND UX DESIGN?

ACSASS IT and ITES were designing the products by client's requirements, after researched about the client's needs, some specifications are only mentioned by the clients, and other things were designed by ACSASS. After finishing up the product was tested, and clients can ask for any rectification and improvement, alterations in the UI and UX design of the product. ACSASS won't negotiate or avoid the client's pain points and modifications; they will prioritize the client's requirements and take efforts to meet the client's satisfaction on the product.

ACSASS provide products in fusion on designing the UI and UX design on the product by using new and recent patterns meet the client's trendy requirements. So the product will be unique and user friendly one.

These practices were made their product to meet the client satisfaction and it been a strategy to deliver a quality products to the clients.

Solutions driven by technology

Utilizing cutting edge technologies like cloud computing, automation, and artificial intelligence, providing clients across arrange of industries with specialized IT solutions.

A customer focused strategy

Delivering comprehensive product with a perfect user interface and user experience based on client requirements, ensuring the provision of top notch assistance and services.

The economical model of outsourcing

ACSASS providing IT, BPO, and KPO outsourcing services at competitive pricing, making use of near shore and off short outsourcing models.

International market development

ACSASS were serving their products to international customers and building brand awareness in international market.

Talent management and skilled workforce

ACSASS had the talented and skilled human resource, retaining and providing well qualified services.

PROCESS OF UI AND UX DESIGNING BY ACSASS IT AND ITES:

- **User research:** Research about the clients requirements and need on the products, so that ACSASS can deliver the product to meet client's satisfaction.
- **Design alternatives:** ACSASS providing a wide range of design and explore new patterns, trends in the market, they focuses to design a product with better solutions than the existing products.
- **Colour theory:** ACSASS were designing their User interface with application of colour schemes, colour wheels. They choose a dominant colour which is related to the business, then creates a palette of three colours which has set with that dominant colour. We have our 3 colour

palette ready, we can apply those colours to the user interface by the 60 - 30 - 10 rule. This rule basically means that 60% of a particular element in the background, 30% is the main element, and the 10% is the centre of the element that we want to highlight or user's attention.

- **Typography:** ACSASS improve the product's readability and aesthetic appeal, it entails selecting typefaces and fonts, creating text layouts, and altering font styles. This guide examines a number of typographic topics, such as the design of logo typefaces, handwriting and cursive styles, and the application of typography in various media, such as T-shirts, artwork, and posters.
- **Visual design:** The goal of visual design is to make things appear appealing and simple to comprehend so ACSASS focus on visual design to convey messages through the use of layouts, images, typography, and colours. Visual design, one of the most significant sub fields of digital design, empathize both functionality and aesthetics to increase the interactivity of Website, apps and ads.
- **Wire framing:** Wire framing is a way to visualize the structure of the websites or application before diving into visual design and development. Mainly focuses on the website's layout, content, placement, and user flow. ACSASS designing the UI by wire framing are low fidelity, high fidelity and medium fidelity. ACSASS used these tools for wire framing the products -balasmiq, sketch, canvas, figma.
- **Prototyping:** Prototyping used for interactive, functional models to stimulate user interaction and testing the user experience. ACSASS used tools for prototyping in vision, Sketch, Orgami Studios and Adobe XD, Lean and Agile.
- **Evaluation:** ACSASS design the product and to make sure that the user experience is enough or reached the client's needs so they test the products by evaluating the client's feedback to confirm

SWOT ANALYSIS OF ACSASS:

A SWOT analysis on ACSASS IT and ITES solutions, perungudi Chennai would evaluate the strength, weaknesses, Opportunities, and Threats in their industry.

- **STRENGTHS:**

Strategic locations

Perungudi is an active IT hub in Chennai offering access to top-notch infrastructure and qualified professionals. ACSASS can serve a wider range of clients if it offers a variety of services and secured a separate space in the market for them.

Cost effective operations

ACSASS placed their products in a market with a competitive pricing and affordable and also superior quality than other major IT centers.

Established client base

ACSASS's market position is strengthened if it has reputable clients for long-term contacts. They provide a customer service without any negotiation; it creates the brand loyalty and customer retention.

- **WEAKNESSES:**

Competition

Chennai is being a IT hub. ACSASS is not that much familiar than other IT companies in Chennai. There is wide range of competition for them.

Scalability challenges

Rapid expansion could be challenging if resources or infrastructure are scarce. ACSASS is growing in their industry and not having that much of human resources for expansion.

Dependence on specific clients

ACSASS relying too much on a small number of important clients may be uncertain financially.

Needs for newest technology upgrades

ACSASS should focus on keep up with the newest development in IT, on-going investments are required (cloud computing, AI, cyber security).

- **OPPORTUNITIES:**

Growing IT demand

Worldwide demand for software, outsourcing, and IT services is rising. So ACSASS is being a competitive and specialized provider for IT services.

Digital transformation Trends

Companies moving towards digital solutions and rapid changes, offers chances in cyber-security, cloud computing it makes the business into next level.

Government support

ACSASS can use the Government financial support for IT and startup growth policies use these support to enrich the business.

Emerging technologies

ACSASS can set itself apart from opponents by investing in automation, artificial intelligence and Data analytics to bring out specialization and digitalization.

- **THREATS:**

Intense Competition

Chennai's IT and ITES industries are fiercely competitive and well-known firms like TCS, Infosys, and Wipro already control a large portion of the market. ACSASS might have a hard time standing out from the competition and gaining market share.

Cyber security Risks

ACSASS needs to be on the lookout for growing cyber security threats as a provider of technology services. Insider threats, phishing, ransom ware attacks, and data violates could erode stakeholder and client's trust.

Economic Instability

Cost-cutting, lower spending on IT services and a drop in revenue can result from global economic downturns, changes in trade regulations, and recessions in significant markets. If ACSASS operates in several foreign markets, exchange rates that fluctuate may have an effect on its profitability.

Legal and Regulatory Risks

Modifications to IT regulations and data privacy laws (like the GDPR) in both domestic and foreign markets may make compliance more difficult. Legal penalties and harm to one's reputation could follow noncompliance. Because of the nature of the IT and ITES industries, there is a chance that proprietary technology and solutions could be violated or misused, putting intellectual property at risk.

Technological Obsolescence

ACSASS could turn obsolete if it is incapable to keep up with the quick changes in technology. Customers are increasingly searching for businesses that offer state-of-the-art solutions for technology and are prepared for the future.

CONCLUSION

To conclude clients were satisfied with the ACSASS's User Interface and User Experience in the website and application with their unique designing feedback.

Area of dissatisfaction in ACSASS'S User Interface and User Experience Design often stem from a disconnect between user needs and the final products, such as complex navigation, slow load times, inconsistent design, poor mobile experience, overcomplicated interfaces, unclear visual hierarchy, lack of user feedback, accessibility issues, overuse of pop-ups/modals, Inadequate on-boarding.

Client need a product with user friendly and usefulness of the product by the User should be in smooth and slow loads should be a avoided, mobile experience of the product should perform well. ACSASS have to focus on that to make more client's satisfaction towards their products.

To gain more satisfied clients and also new leads for the product, ACSASS should focus on proactive communication, timely issue resolution and continuously improvement based on clients feedback and it help to reach lead generation.

ACSASS products were designed with uniqueness but not following up with the current trends, so they have to focus on AR, VR and AI in their products. So that the product will be unique and survive in the market among other products.

ACSASS should implement on a strategy for clients retention by deliver high-quality work, capture the client's business need, post project support, anticipate future needs, consistency on maintaining design quality, collect testimonials, offer value added services, offering loyalty programs, set realistic expectations.

To maintain the client's loyalty, ACSASS should emphasize efficient resource allocation, proactive risk management, clear planning, and effective communication.

ACSASS have to build their own product's website for brand awareness and brand exposure such as brand voice, visual identity, regular content sharing, blogging, SEO, video content, collaboration, sponsor events, client's reviews, promotions etc. make the brand visible.

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