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# Designing an Intuitive User Interface for a New Mobile Device

The developers of Woox, a new mobile device, sought Base Creative's assistance in designing the User Interface (UI) for the product.

#### **Business Strategy**

Business Model Adaptation Business Process Changes Organisational Empowerment

#### Brand Strategy

Management Interviews Brand Workshop Brand DNA Brand Differentiation Brand Architecture Brand Strategy Book Ongoing Brand Management

### **Design and Touchpoints**

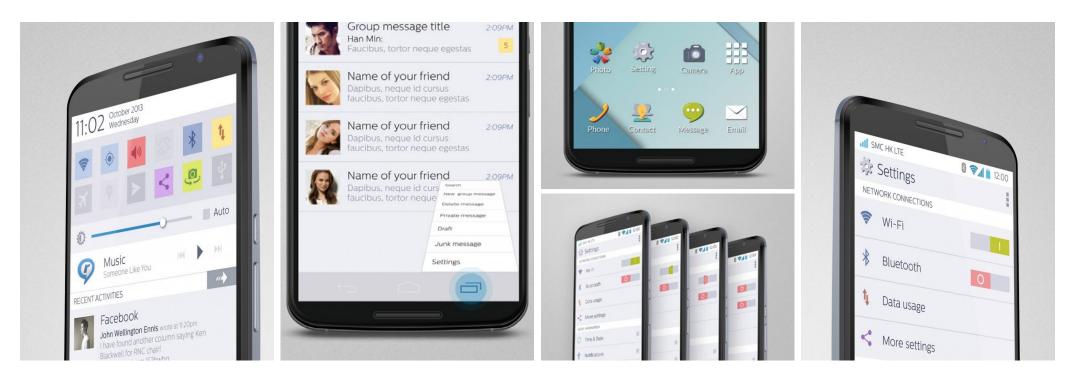
Brand Identity Brand Grid Refreshment Product Photography Writing & Translation Booth Design Advertising Design

#### **Digital & Social Media**

UI and UX Design Brand Website Ecommerce Website Social Media Managemen Social Media Advertising



## Woox User Interface Design Designing an Intuitive User Interface for a New Mobile Device



In fulfilling this assignment, Base Creative's key objective was to combine aesthetic appeal and an uncluttered look with intuitive ease of use and flexibility.

**Business Strategy** Business Model Adaptation Business Process Changes Organisational Empowermer Brand Strategy Management Interviews Brand Workshop Brand DNA Brand Differentiation Brand Architecture Brand Strategy Book Ongoing Brand Managemen Design and Touchpoints Brand Identity Brand Grid Refreshment Product Photography Vriting & Translation Booth Design Advertising Design Digital & Social Media UI and UX Design Brand Website Ecommerce Website Social Media Management Social Media Advertising Analytics

