

# SCANDIT

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# UI / UX DESIGN PROCESS

## SCANDIT DEMO APP



## THE PROBLEM

The Scandit Demo App is widely used application by customers all over the world; however, the application had its limitations. Even though it was very simple and showed clear iconography, it was not very easy to use when a customer wanted to scan a specific barcode. The design of the application UI itself had also become dated over time and the Scandit SDK had new technology to be implemented.

## THE SOLUTION

The Scandit Demo App would need to be redesigned from the ground up with new UI functionality and have a way to easily access nearly any barcode at any time. It would have to be an application that can be expanded over time so that it not only could the design be updated, new functionality could be added as well.

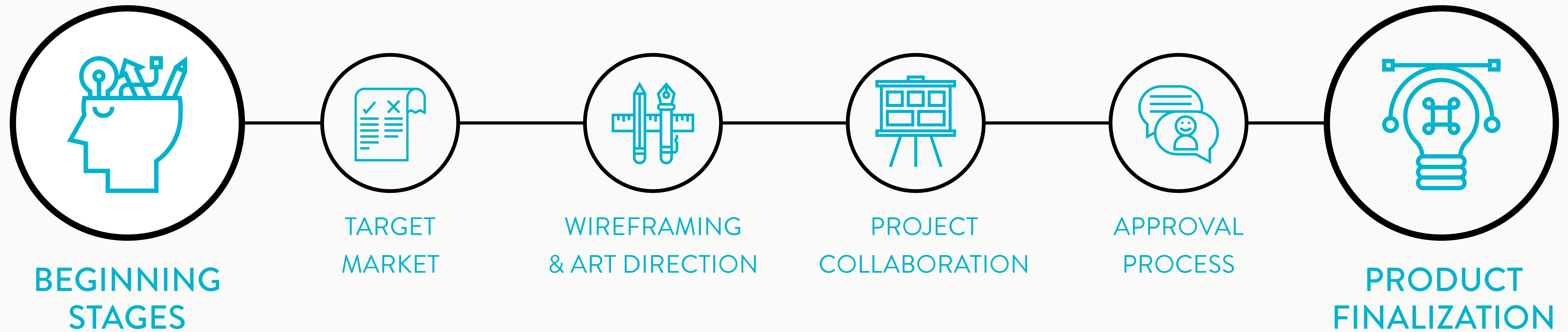
## WHY?

The Scandit Demo App was in need of a refresh of the design and a new implementation of their SDK so they could advertise more barcodes easily. Scandit wanted something that made them feel different from other barcode scanners in the consumer atmosphere, a sense of authenticity.

### SCANDIT DEMO APP: 2015







## VISION & IDEA

Having the ability to easily scan any barcode is something Scandit really wanted in the new Scandit Demo App. I had an idea and decided to put-forth an easy solution to make this app a reality.

## THE PROCESS

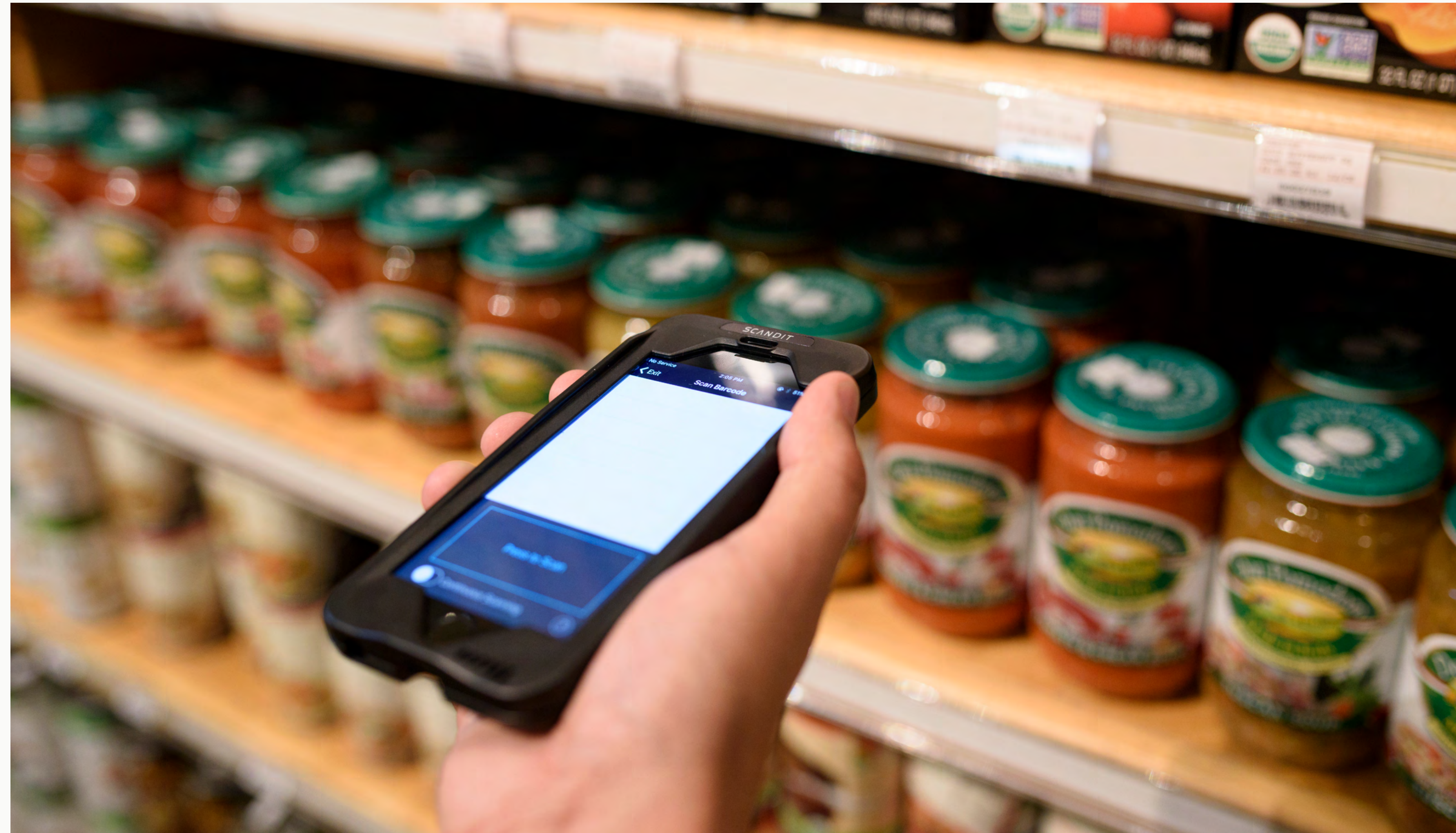
From drafting out 3 different wireframes, to the final stages of the process, it was very important to collaborate with the team at Scandit to design a nice and easy-to-use app.

## FINALIZATION

After the final design and userflow was approved, the designs were sent to the development team to prepare the assets for different mobile devices.



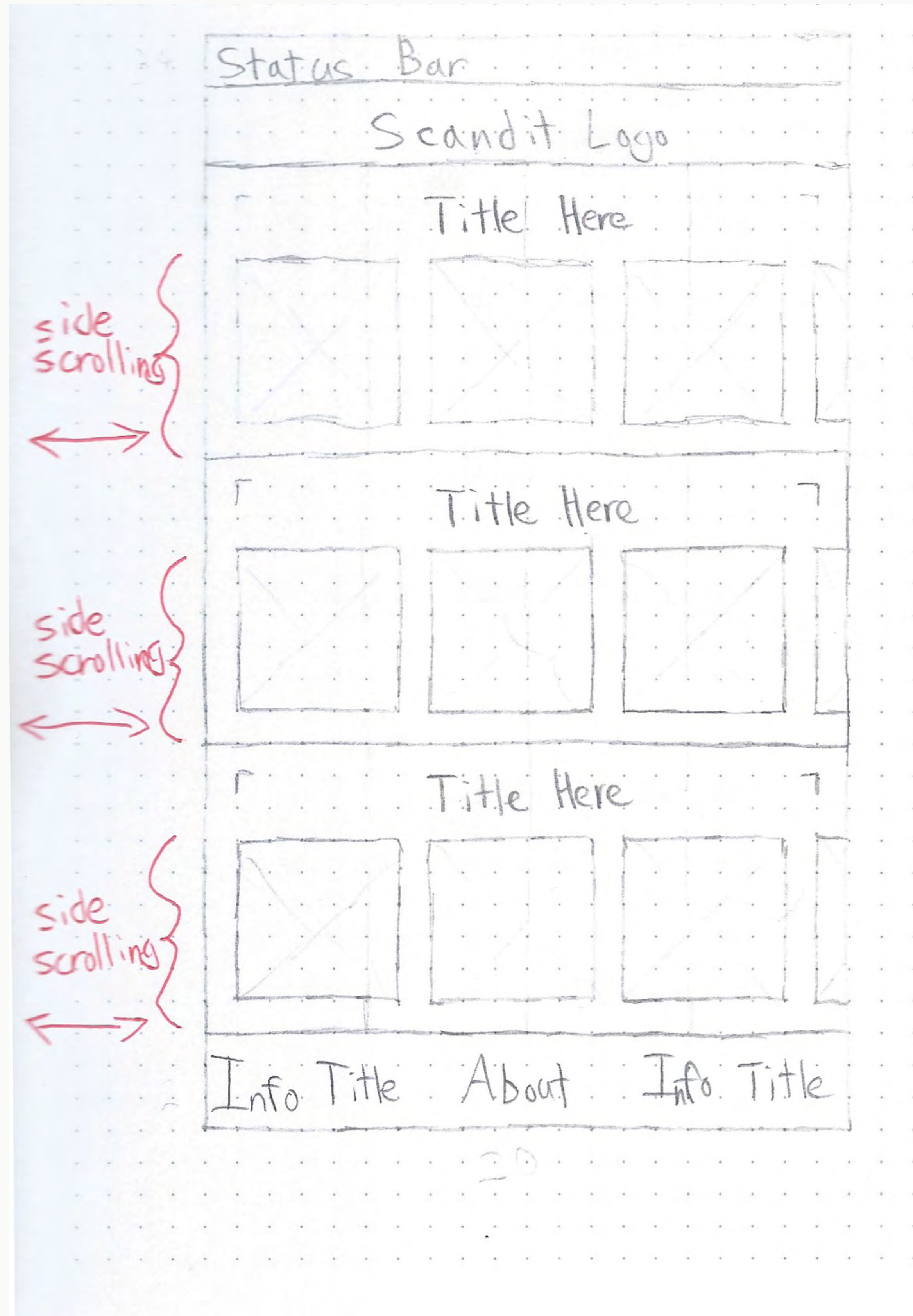
TARGET MARKET: SCANNING ENVIRONMENTS



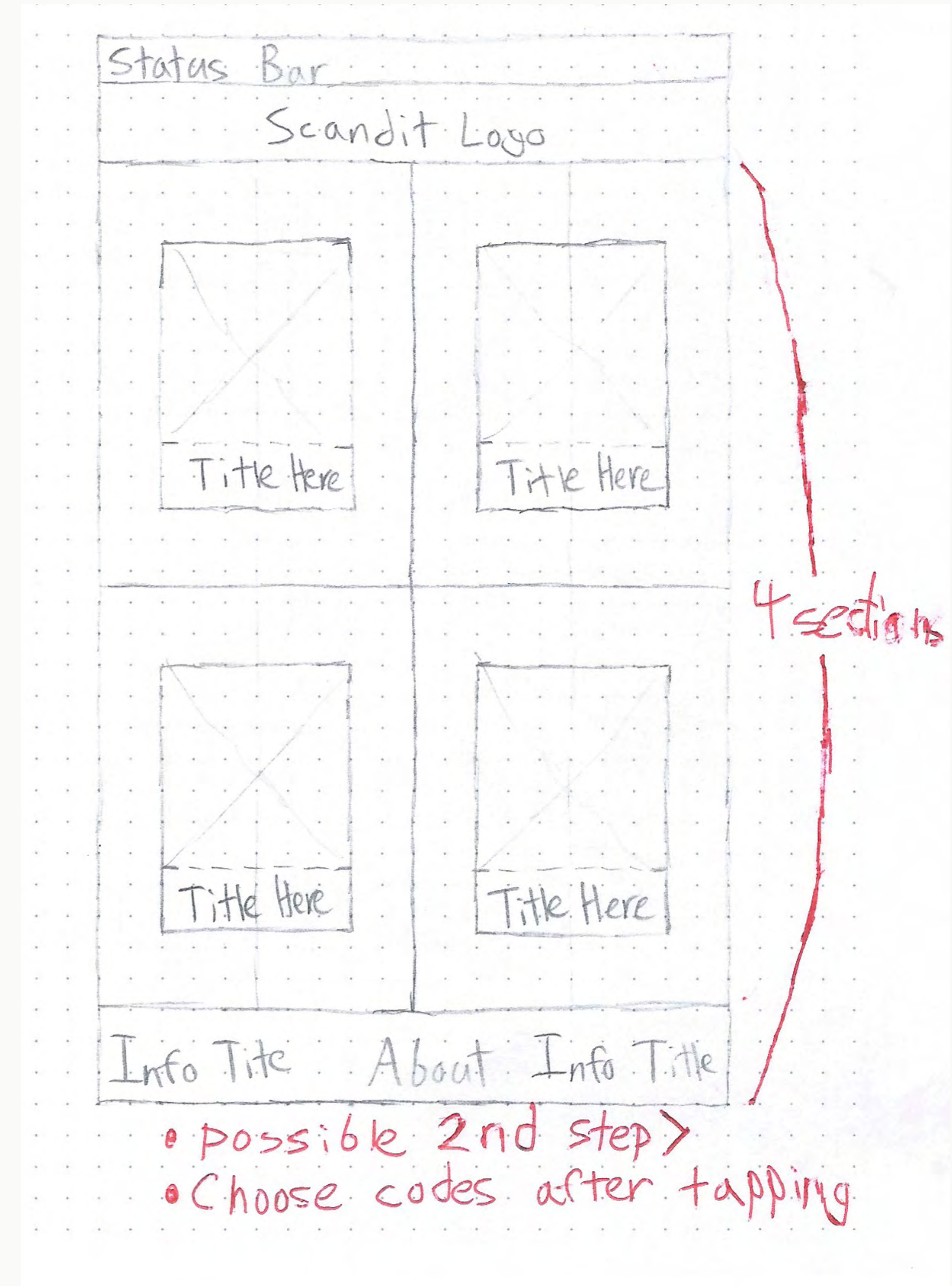


WIREFRAMING: DEMO APP WIREFRAMES - ALTERNATES

WIREFRAME V1: SIDE-SCROLLING METHOD



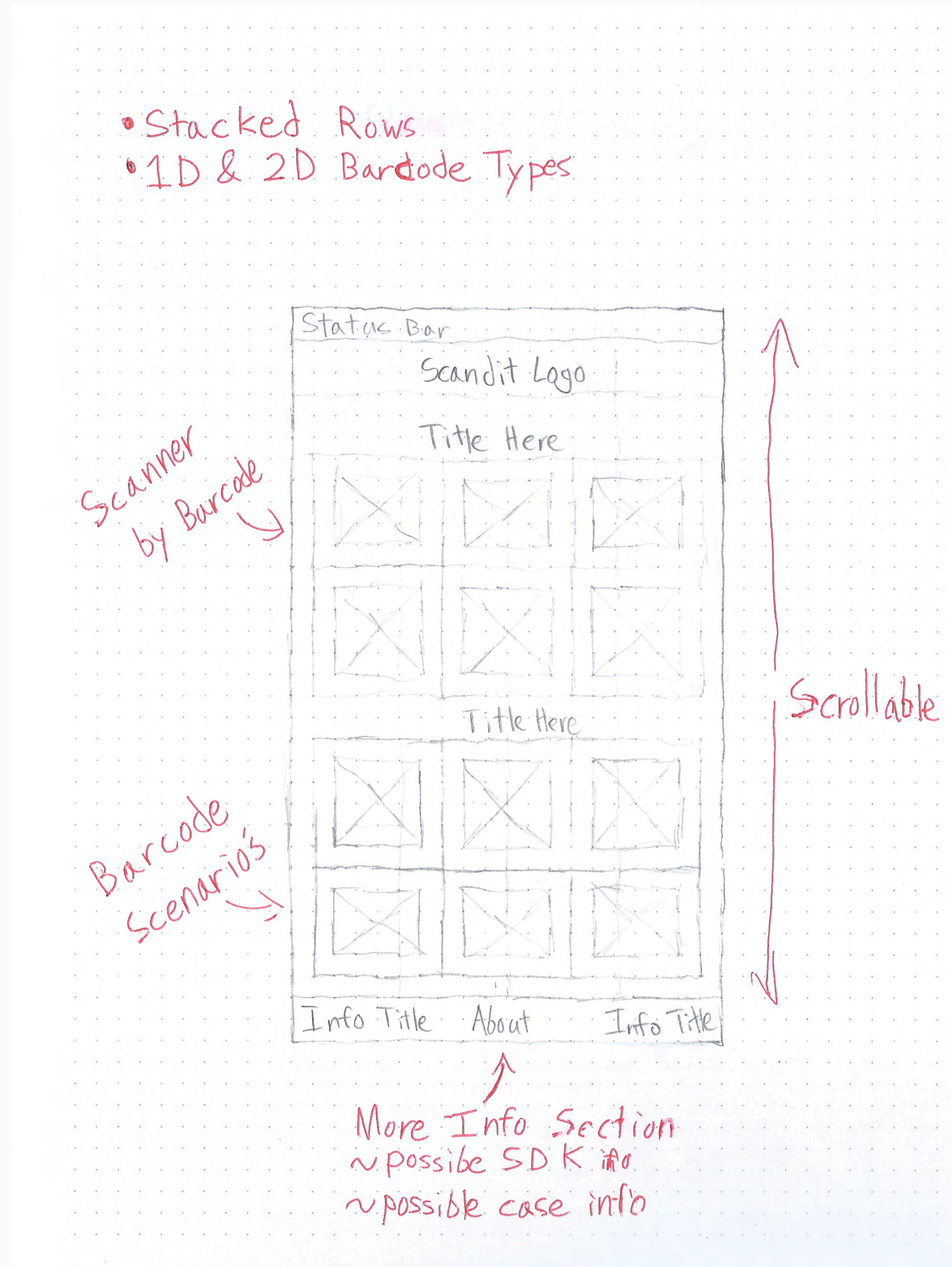
WIREFRAME V2: MINIMAL BOXED METHOD





## WIREFRAMING: DEMO APP WIREFRAMES

## WIREFRAME V3: STACKED LAYOUT METHOD



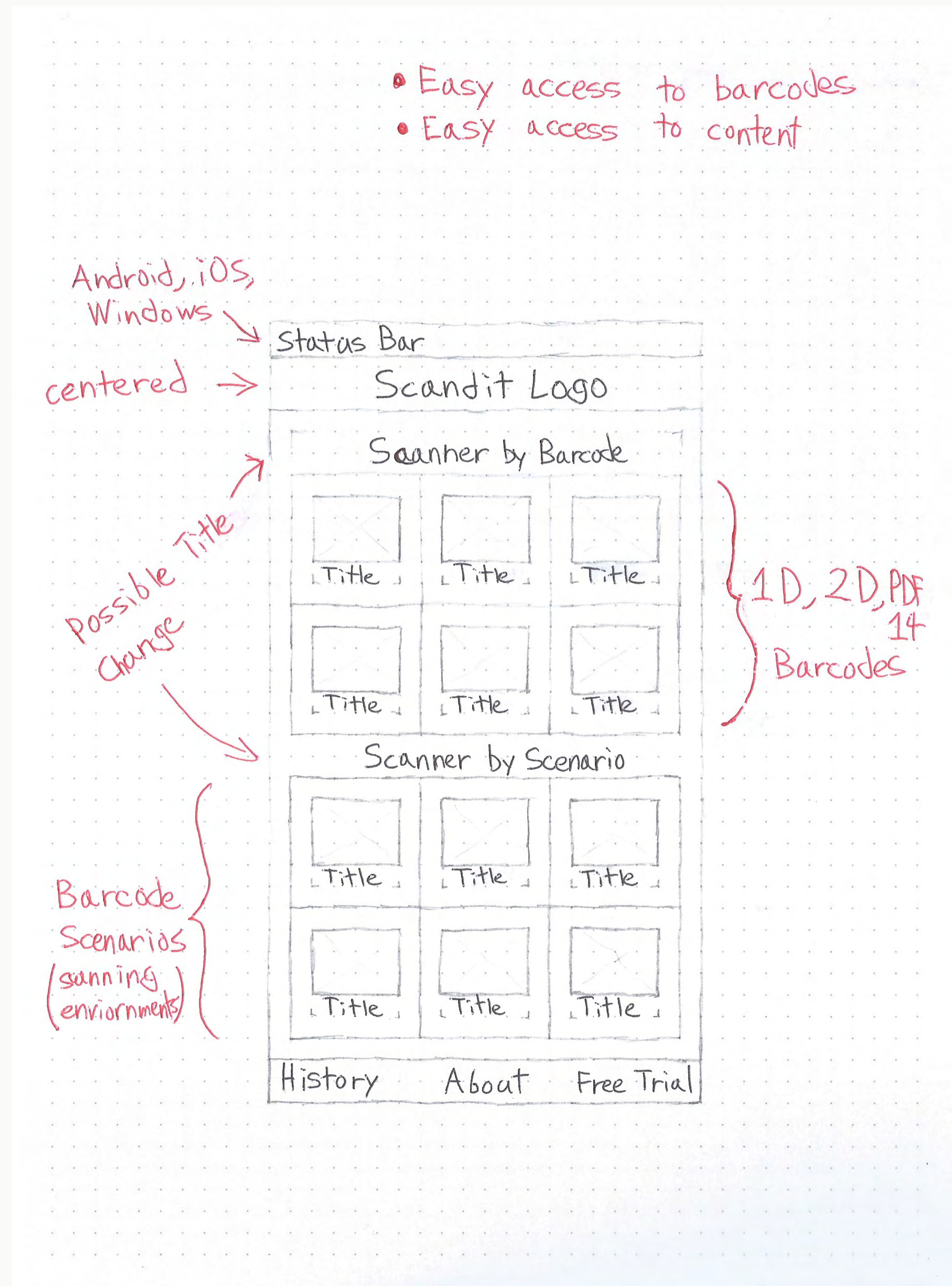
## APPROVED BY SCANDIT

This layout method was approved by Scandit because it would clearly show every barcode and allow easy access to every single demo feature. It also had the potential to allow for the addition of more elements in the future.



WIREFRAMING: DEMO APP WIREFRAMES

REVISED WIREFRAME: STACKED LAYOUT METHOD



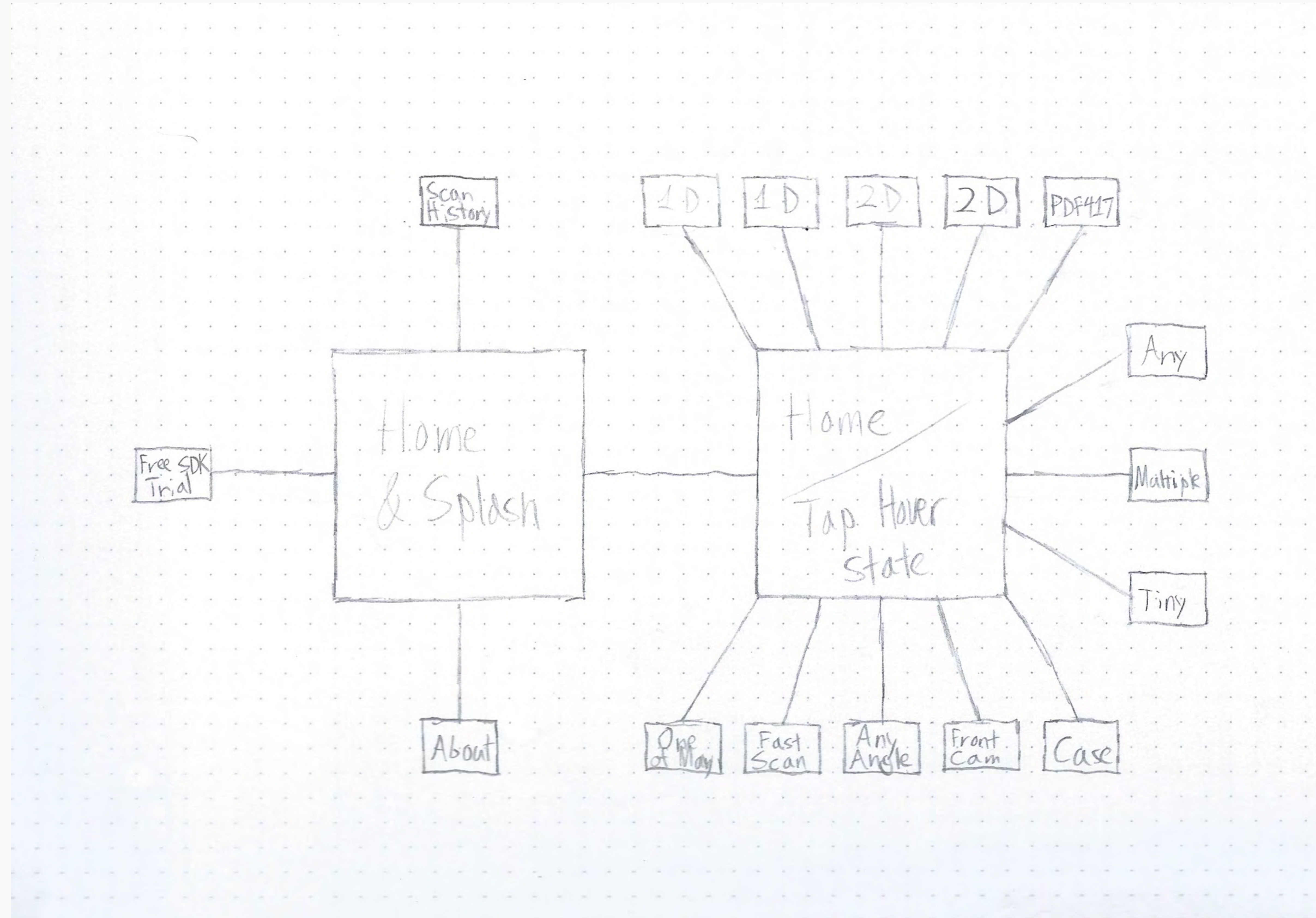
## REVISED WIREFRAME

This is a revised wireframe that came from the earlier design. It was important to get a good visual sense of where certain elements and headings would go in the app. There was also newer feedback provided at this stage to create a slightly better wireframe than before.



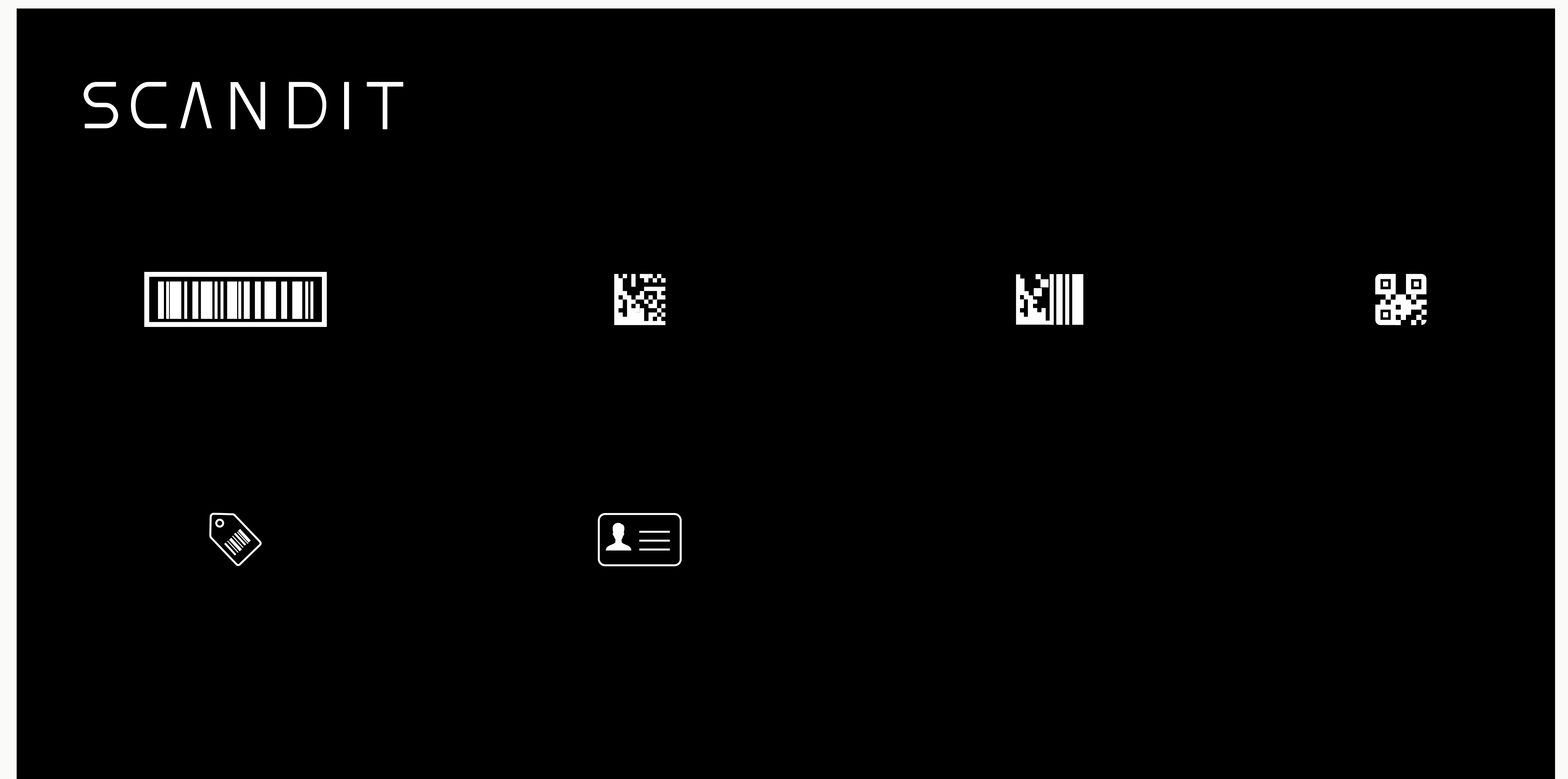
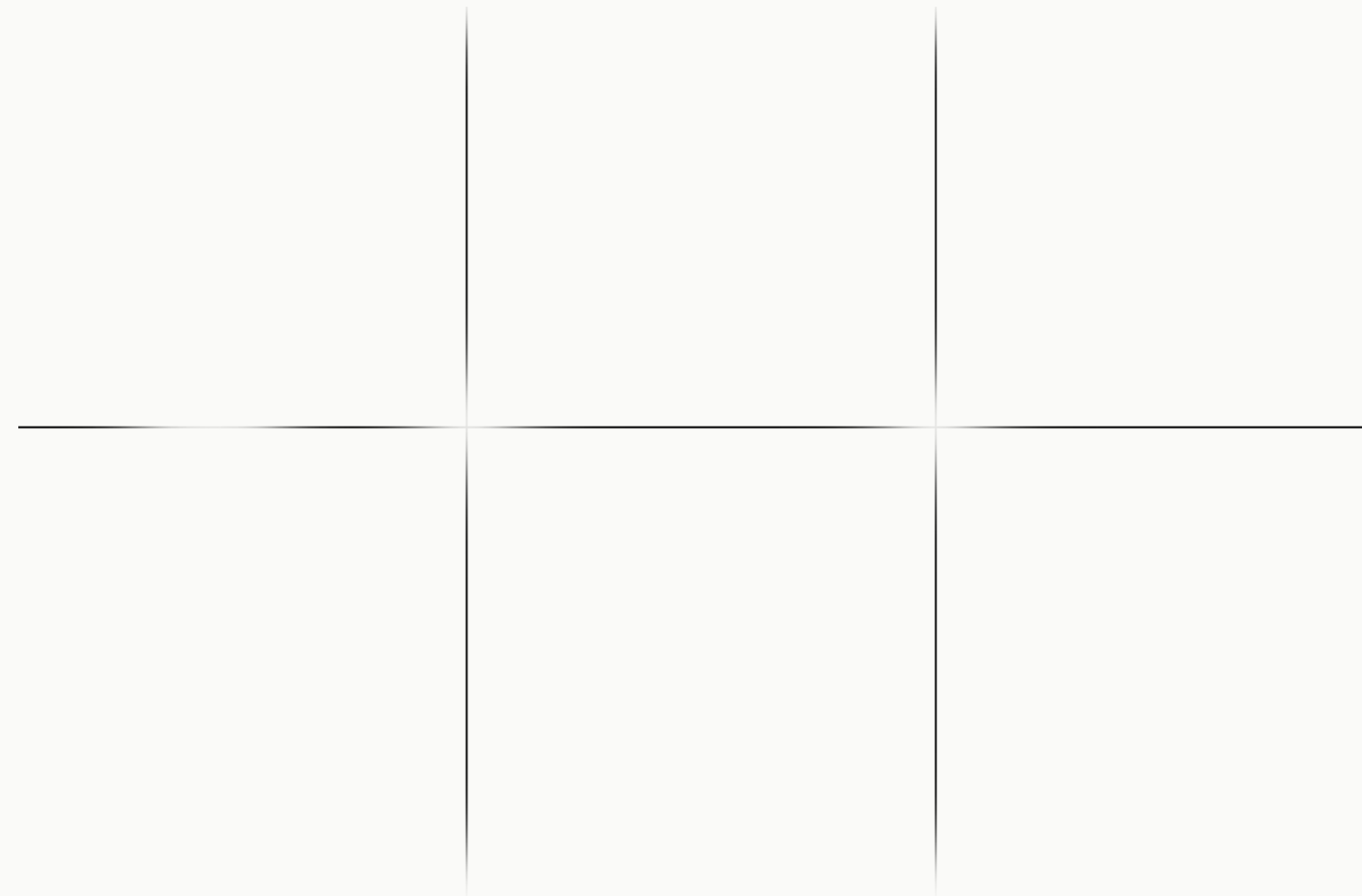
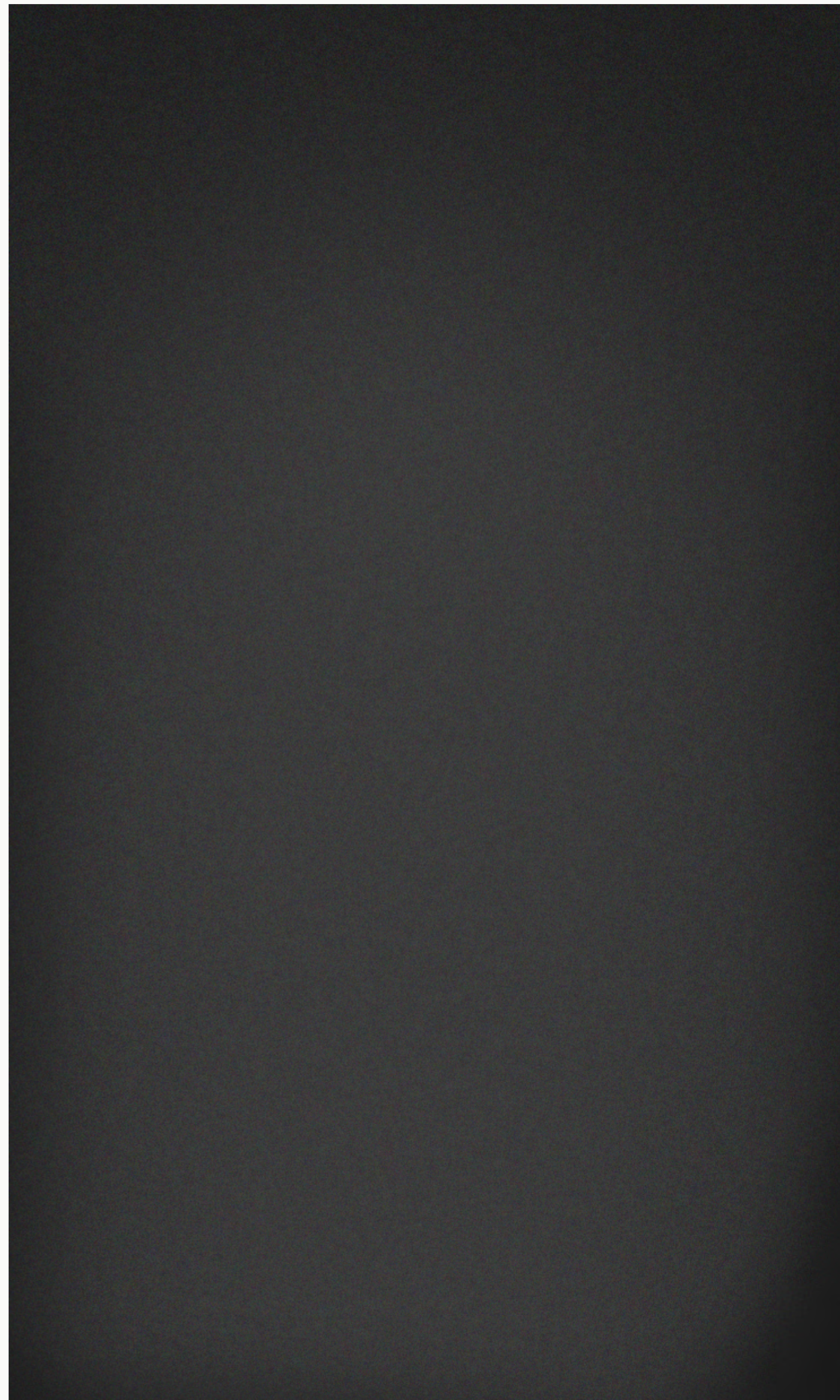
WIREFRAMING: USERFLOW WIREFRAME

USERFLOW WIREFRAME: POSSIBLE DIRECTION FOR USERS





ART DIRECTION: APPLICATION ASSETS



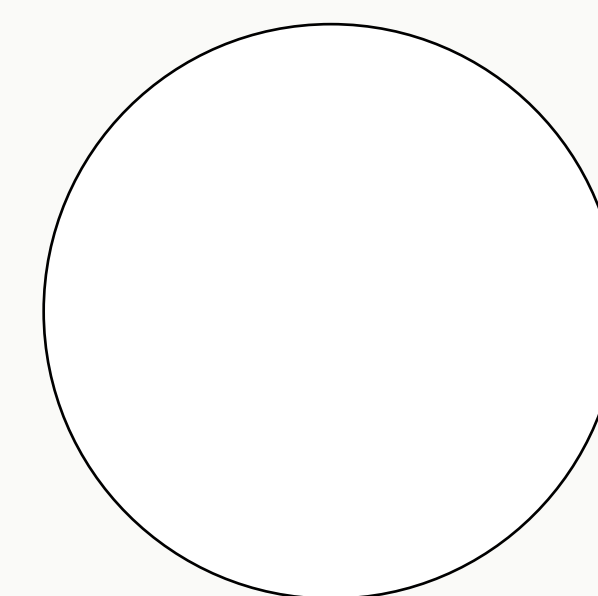


ART DIRECTION: APPLICATIONS FONTS & COLOR PALETTE

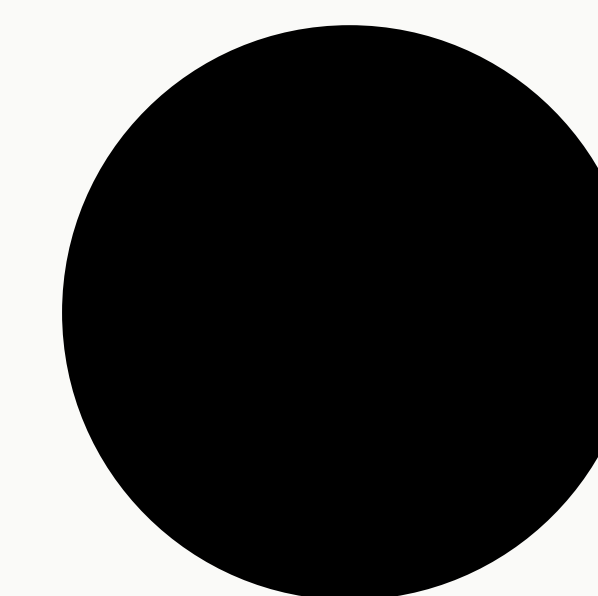
**OPEN SANS BOLD 24PX / COLOR: #999999**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 (){}/";:<>[]-\*&^%\$#@!?.

**HELVETICA NEUE 30PX / COLOR: #FFFFFF**  
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 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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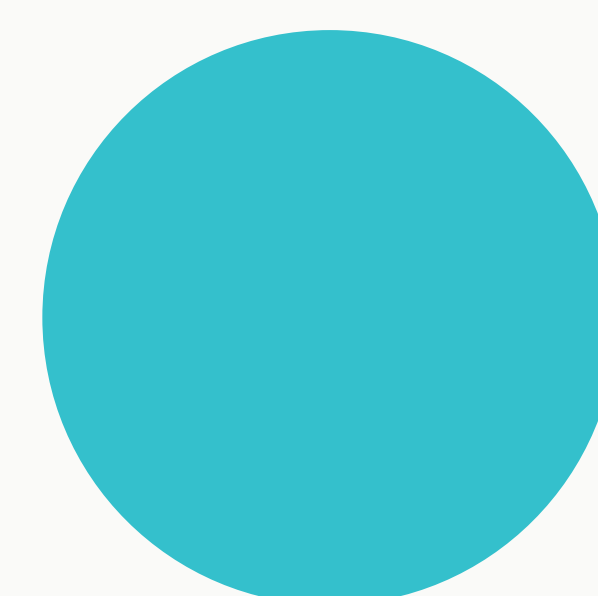
**OPEN SANS SEMIBOLD 24PX / COLOR: #32BFCB**  
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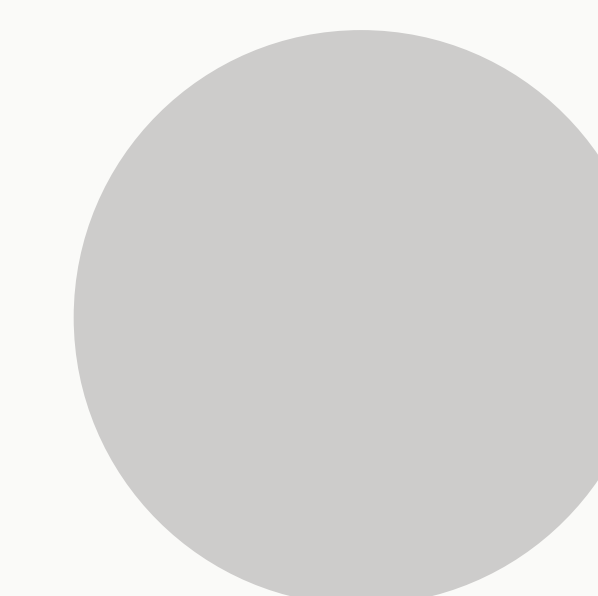
BARCODE ICONS  
 R: 255 G: 255 B: 255  
 #FFFFFF



BOTTOM LINK BAR  
 R: 0 G: 0 B: 0  
 #000000

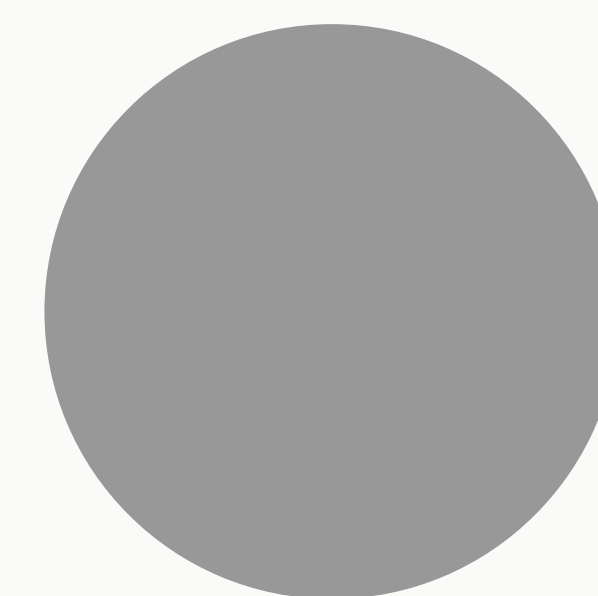


SPLASH SUBTITLE  
 R: 50 G: 191 B: 203  
 #32BFCB



PARAGRAPH TYPE  
 R: 203 G: 203 B: 203  
 #CCCCCC

**OPEN SANS LIGHT 36PX / COLOR: #CCCCCC**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 (){}/";:<>[]-\*&^%\$#@!?.



BOTTOM LINKS & BARCODE TITLE  
 R: 153 G: 153 B: 153  
 #999999



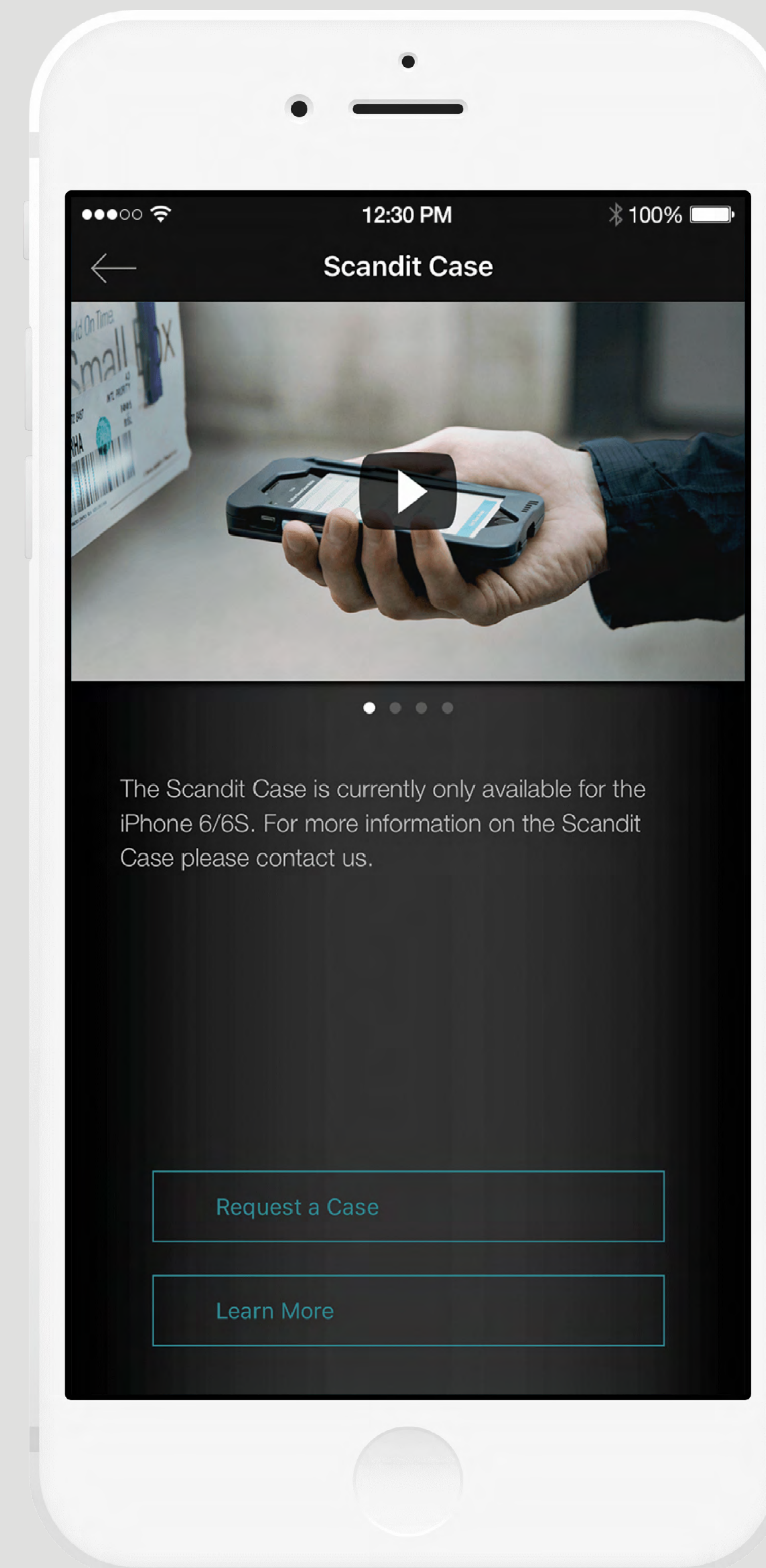
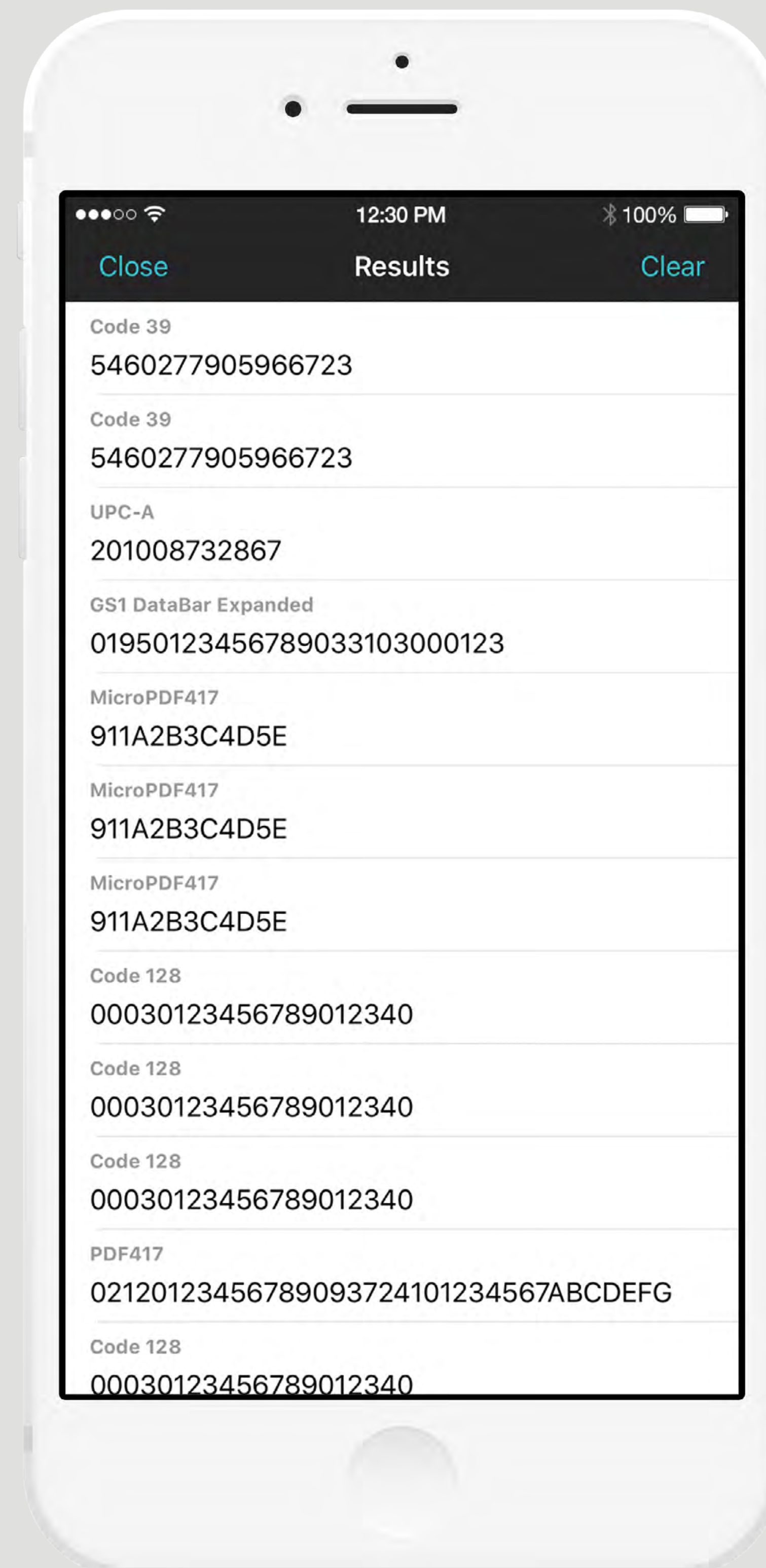
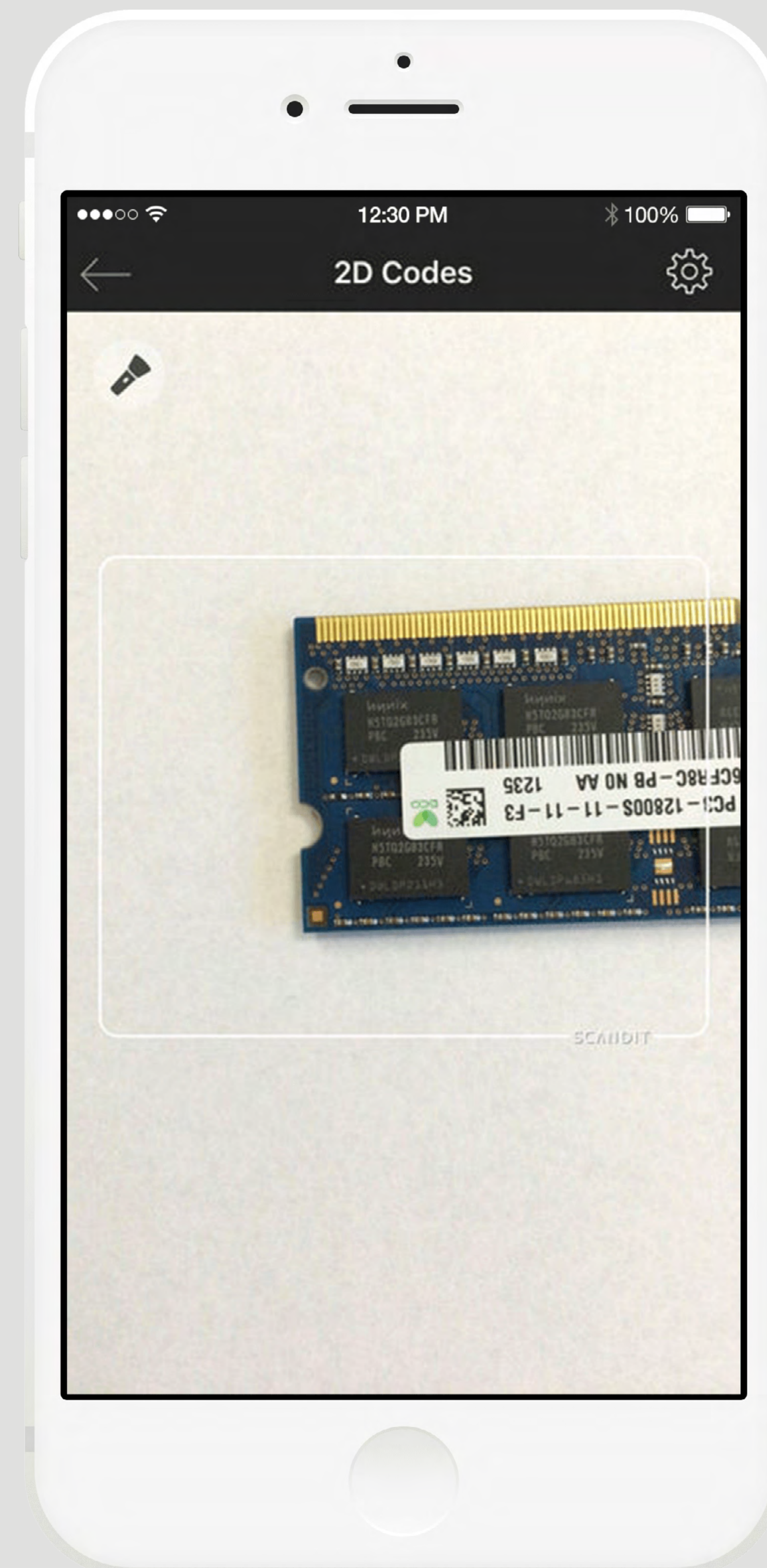
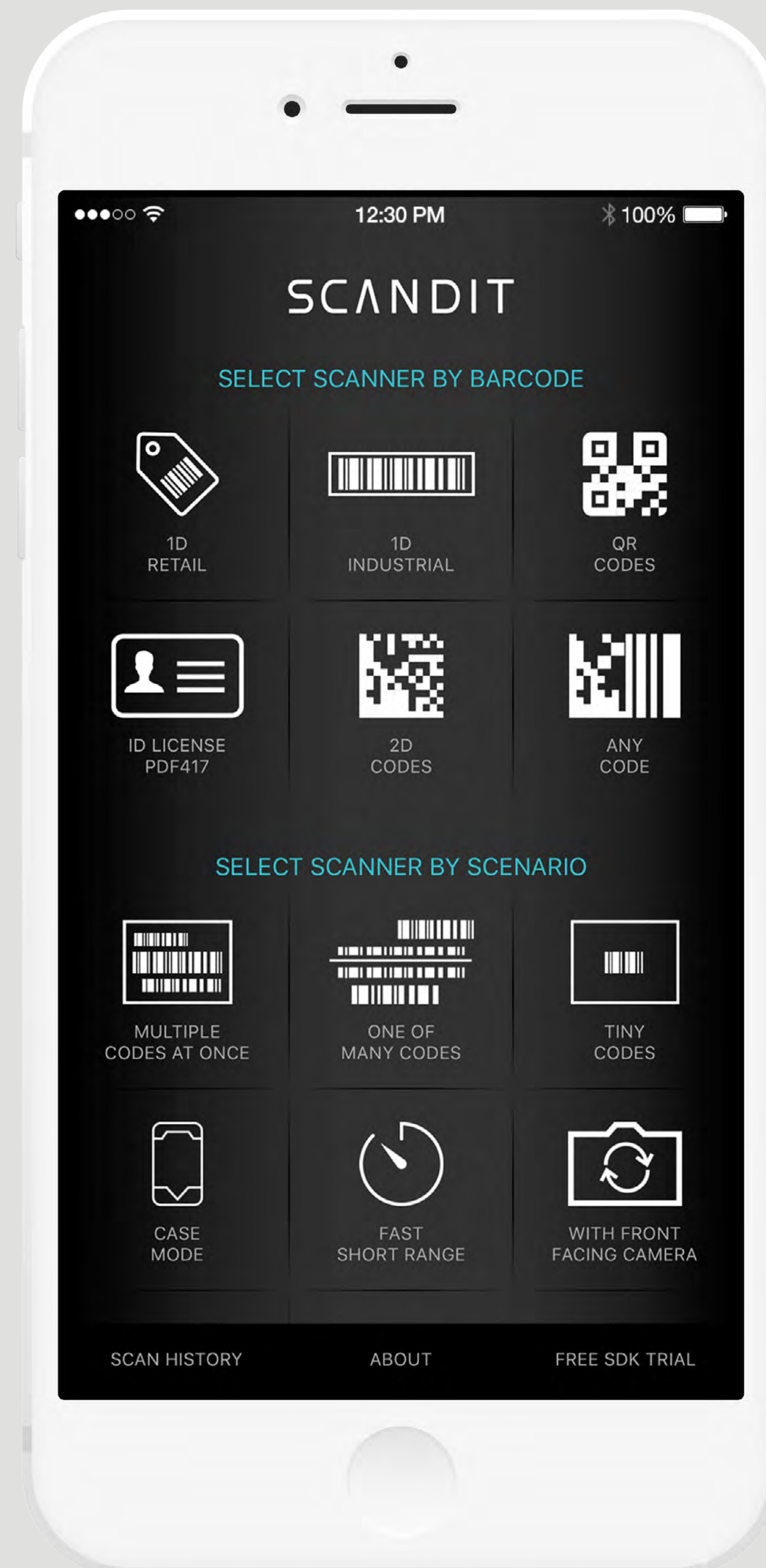
PROJECT COLLABORATION & APPROVAL: USERFLOW MOCKUP DESIGN





PROJECT FINALIZATION: USER INTERFACE STAGING

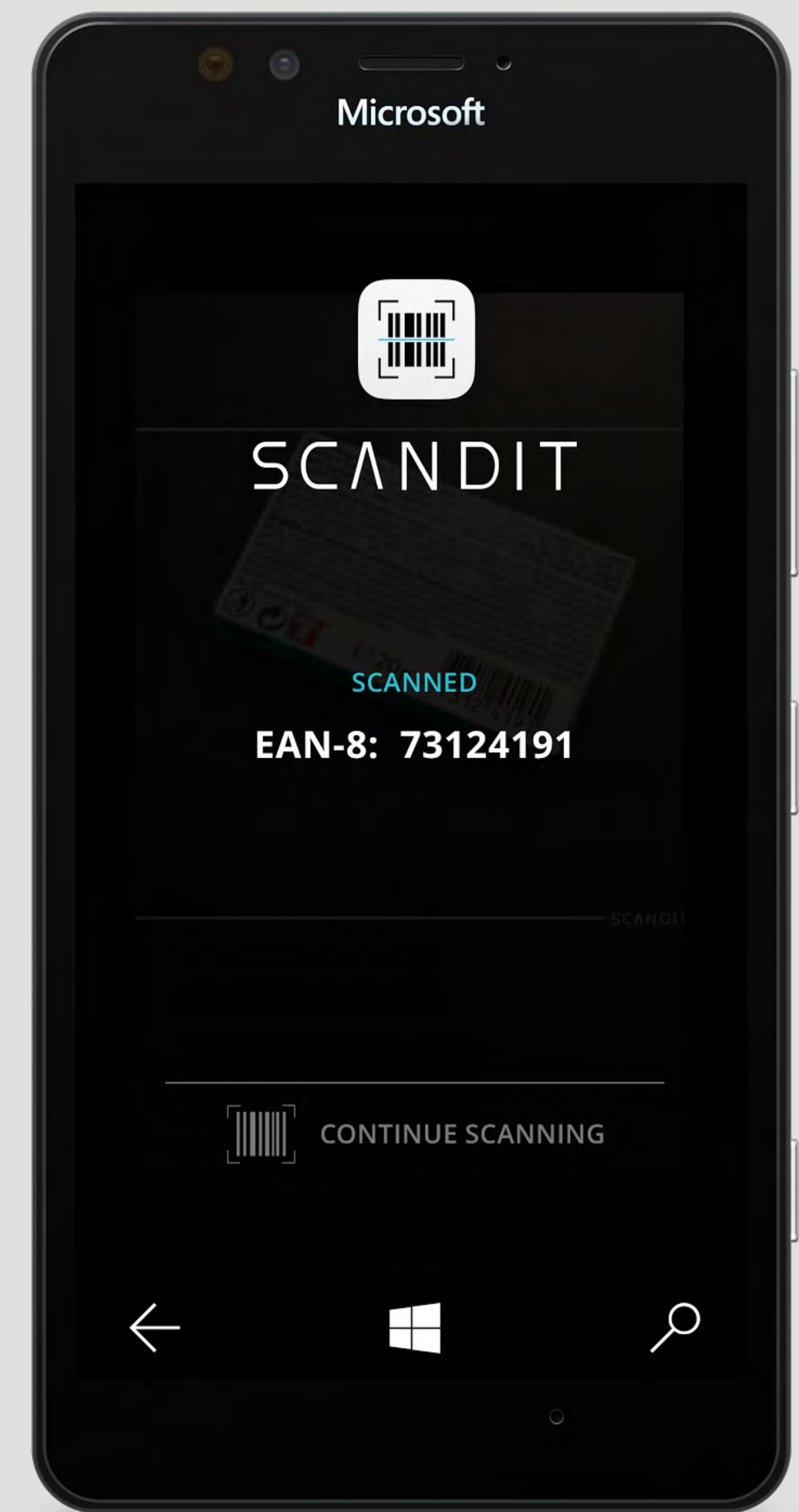
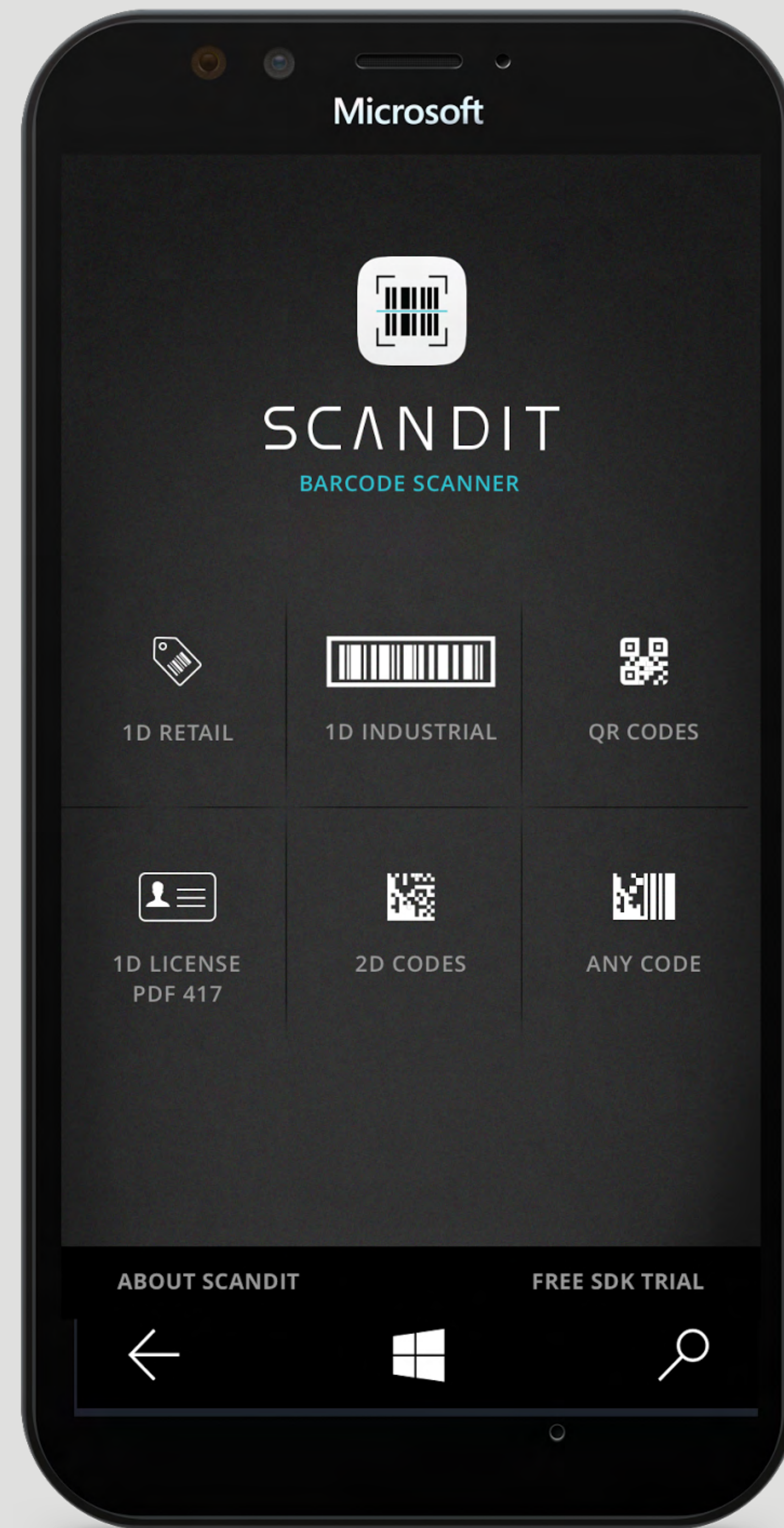
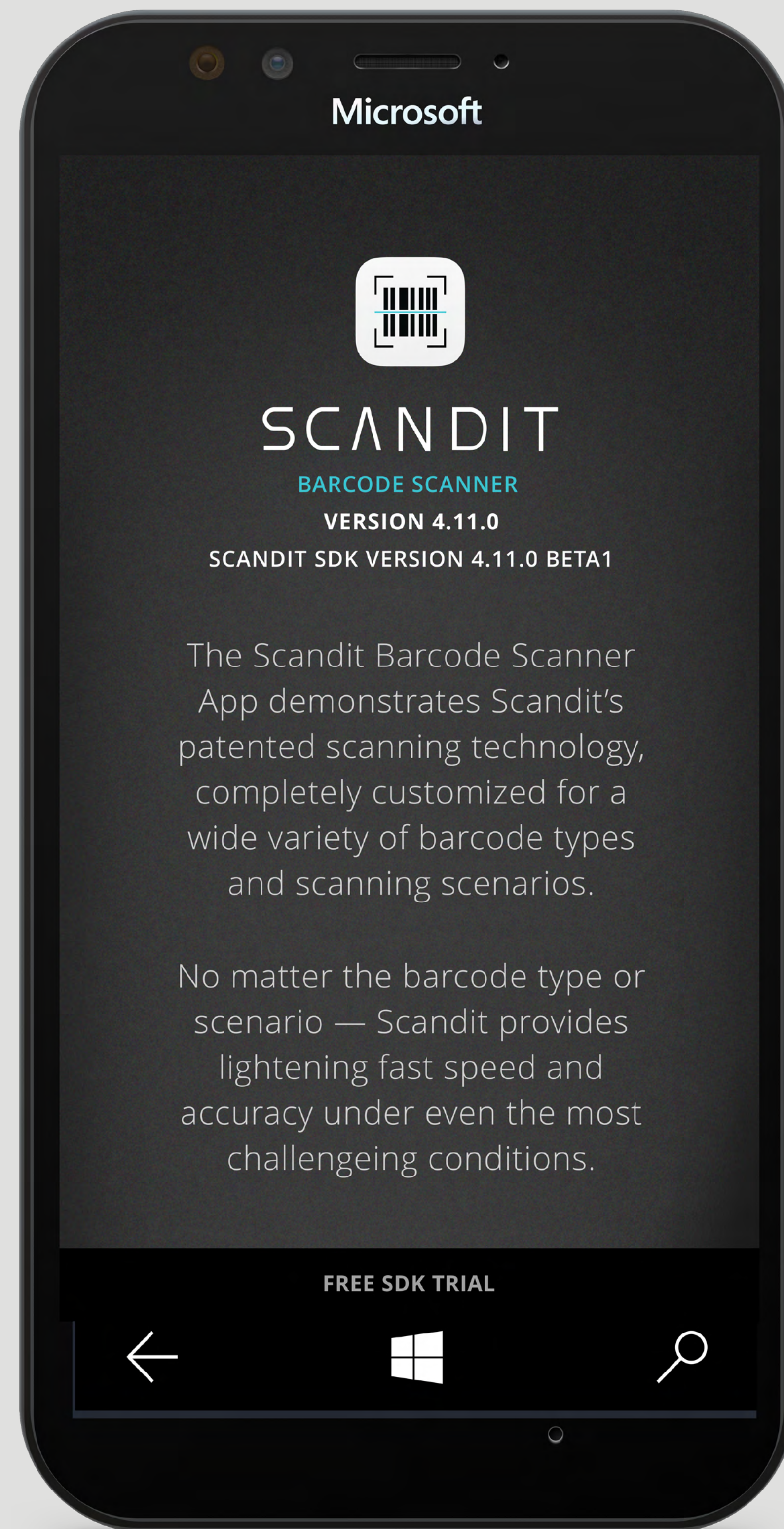
APP PLACEMENT: IPHONE 6/7





PROJECT FINALIZATION: USER INTERFACE STAGING

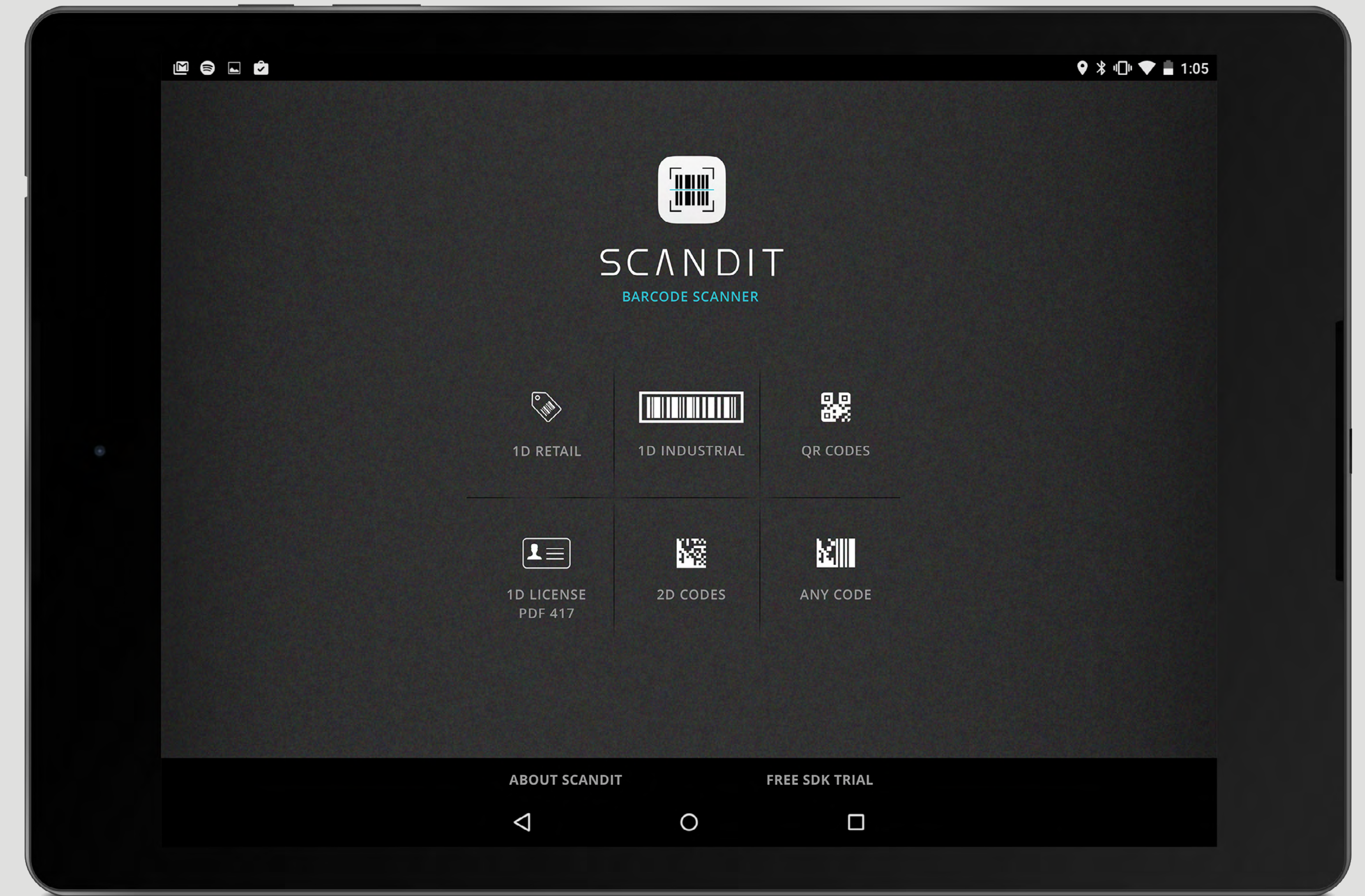
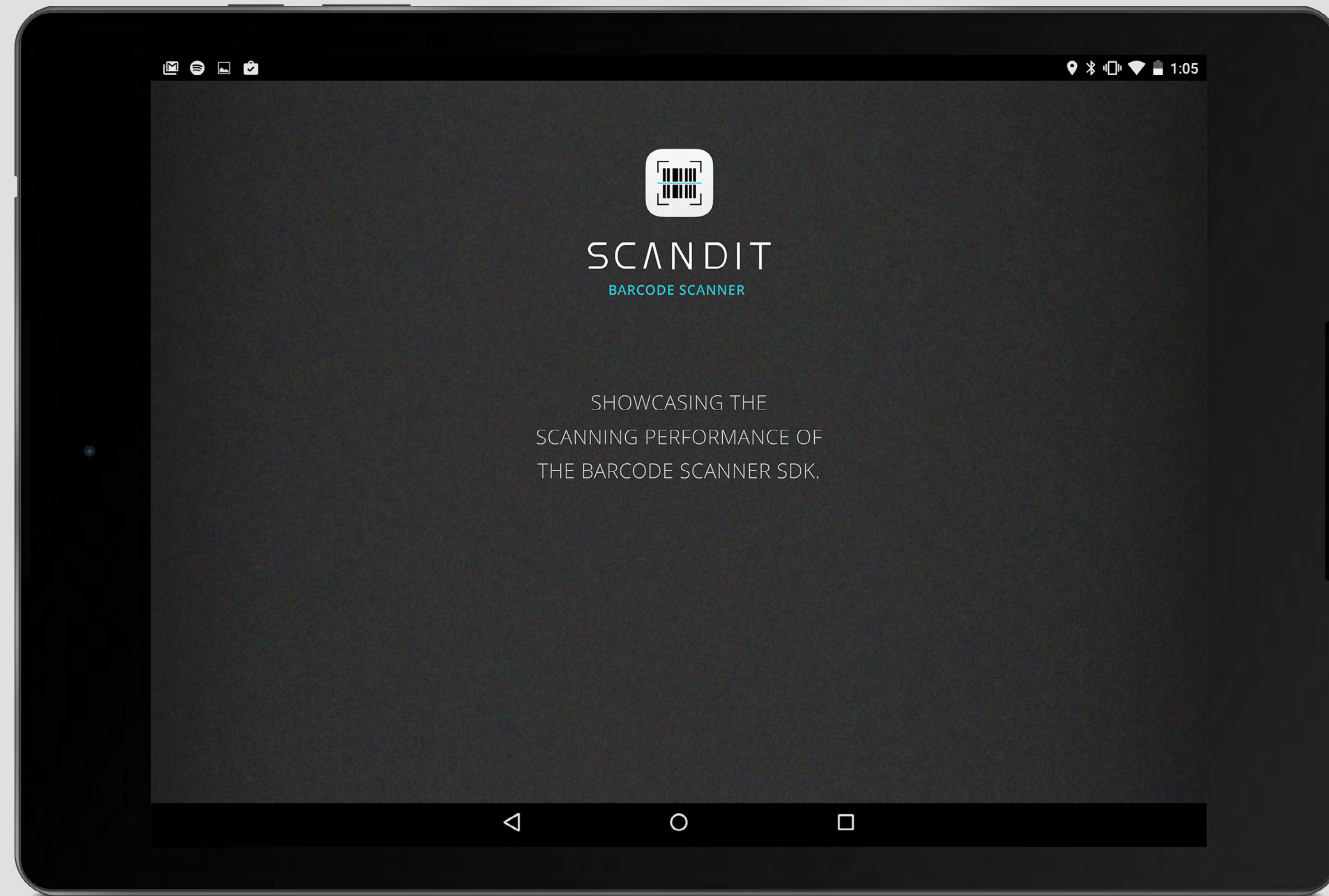
APP PLACEMENT: WINDOWS PHONE





PROJECT FINALIZATION: USER INTERFACE STAGING

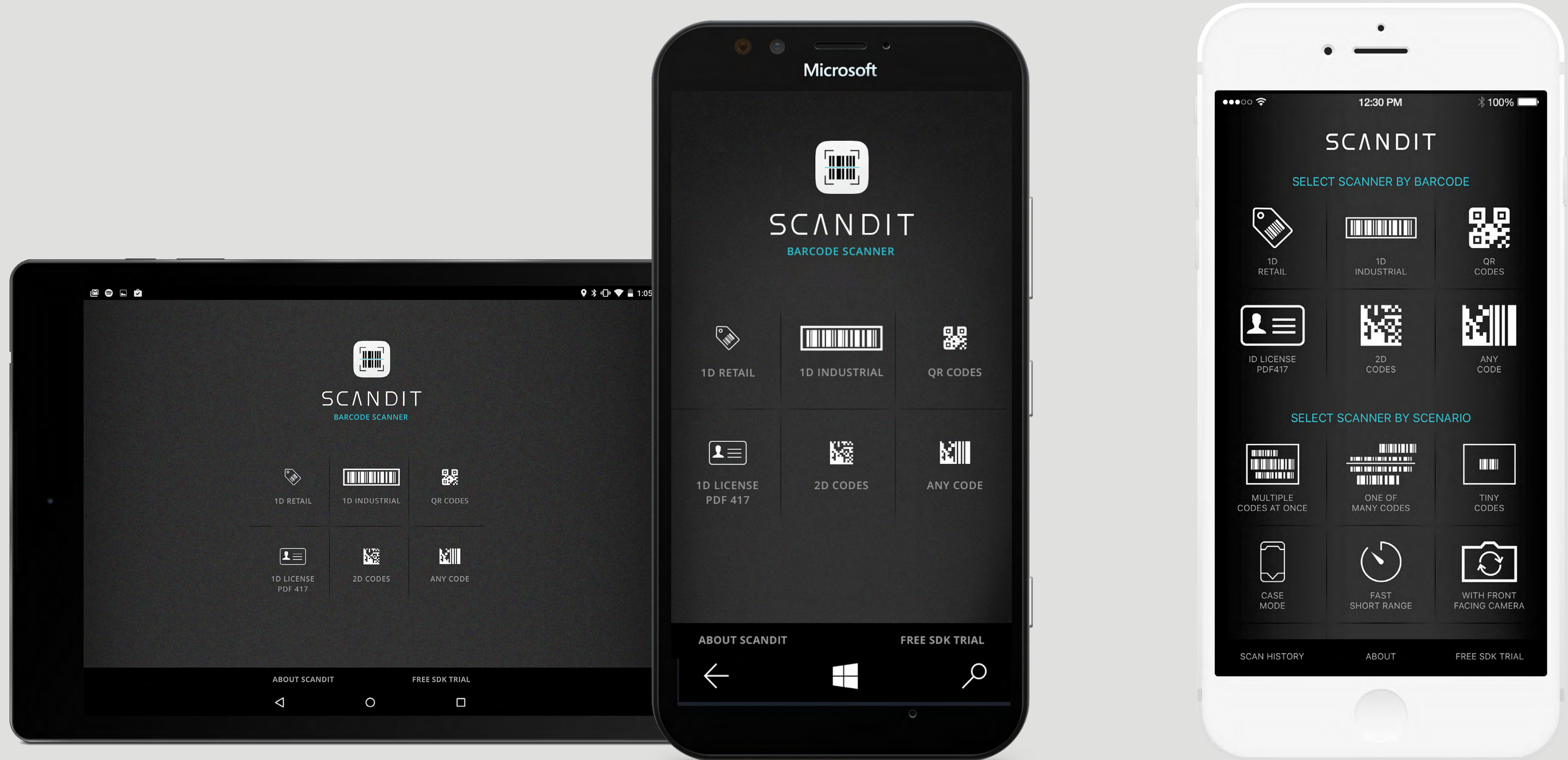
APP PLACEMENT: NEXUS 9 TABLET





PROJECT FINALIZATION: USER INTERFACE STAGING

APP PLACEMENT: MULTIPLE DEVICES





# THANK YOU

DANIEL DURKEE