

What a Non-Technical Founder Needs to Know About UI and UX Design

Why UI and UX design should be important to a non-technical founder and what business can learn from basic UI/UX.

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/EINPresswire.com/ -- There's a common misconception in the business world that you have to be a technician in order to be able to launch a stellar software product. That if you can't code, you run the risk of looking unqualified in the eyes of your potential investors, partners or even employees. But the stories of non-technical founders' success prove that to successfully launch a software product you don't have to know how to make software.

A technical business owner's role is pretty straightforward - you are responsible for the building of the product. But as a non-technical founder, you need to assume a part of Jack of all trades by possessing a wide range of skills. From accounting and managing to business development and marketing. And consider taking on another one - UX Design.

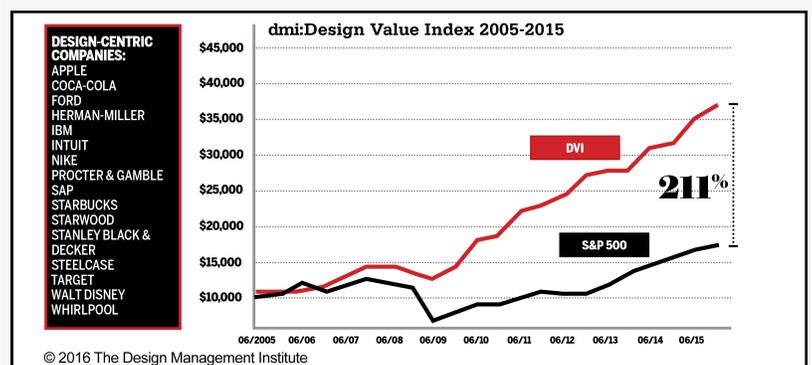
Why Should UX Matter to Non-Technical Founder

UX Design has been on the rise for quite a while. Today it is tech's fastest growing field with UX designers being as in demand as software engineers. And we are nowhere even close to its limits.

Earlier this year Adobe reported that 87% of managers consider hiring UX designers as a top priority for their company. The demand is only going to increase. And the reason is simple - like it or not, UX design stands behind all of your digital experiences . It's the foundation of desktop websites, responsive websites, mobile, apps, wearables, virtual reality, gaming. UX



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Design Value Index results

Naturally, the business took notice of the ever present role of UX design by adopting a design-centered culture. Design Management Institute and Motiv Strategies, funded by Microsoft, have been studying for ten years companies that made design a fundamental part of their business strategy. Their [Design Value Index \(DVI\) report shows](#) that design centric companies like Apple, Coca Cola, Nike, Starbucks outperformed the S&P 500 by massive 211%! And the tendency will only continue.

Design is becoming key to innovation, to moving businesses forward, helping them to stand out in the crowd and stay ahead of the crowd.

Absolutely, the fonts, the colors and the pixels are all important to design but the tools that design thinking is using are more than that. The three main values at the core are empathy, collaboration, and experimentation. And they are all united by the same goal - solving a business problem. Design thinking is human-centered.

In order to successfully implement this mode of thinking, companies have to put design thinking at the core of their business strategy and be open for a change to see the outcome. But the result pays off, design thinking can be applied to products, services, processes, virtually anything that needs to be approved.

What is there to learn about basic UI/UX

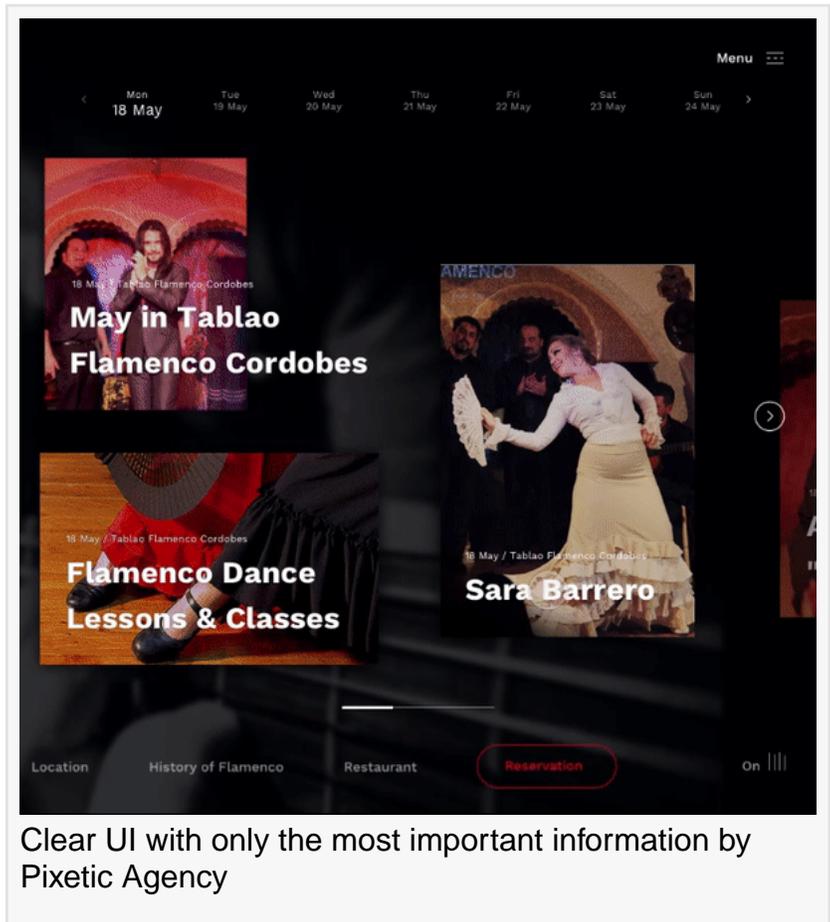
Having realized that UI/UX design is now primarily oriented at helping business advance and business has come to need design, developing some basic understanding of how UI/UX design works is not a skill to be ignored. And here are some of the basic things you need to know:

1. UI and UX are not interchangeable

The first thing any designer will tell you when asked what you should know about UI and UX design is that it's not the same thing. UX design is responsible for how the end product feels to a user, how it works and how the user interacts with it. While UI is responsible for its layout and how that product looks.

2. Bad design will cost money

Jakob Nielsen has been trying to make us understand for years that it's expensive not to know and understand the importance of design. When UI design is not clear, it can cost a company lost opportunities and sales. The minute customers deem your product frustrating and hard to follow, they



Clear UI with only the most important information by Pixetic Agency

will ditch it. The interface has to be simple and include only the most important. No one has time to click on everything.

Being careless about design at the initial stage will only cost you more money in the long run and sooner or later but you will have to go back to it.

3. Design is a business differentiator

Design differentiation is not about using the most popular fonts or creating a compelling logo, it's all the ways a customer interacts with your product. UX design is here to help you create ease at all stages from implementation to use and finally support. Design has the capacity of making your product unique and to give it a competitive advantage.

4. It pursues the same goals as business

The questions UX design is trying to answer are the same as for business - conducting research of the market, interviewing users to find out their needs and issues. UX designers explore different options on their way to resolving a user problem. They conduct in-person tests to observe behavior, define interaction models and user task flows, communicate scenarios and end-to-end experiences and finally develop and maintain wireframes and mockups. In the end to create a product that knows its users and how to find them.

About [Pixetic](#)

Pixetic is a [digital design agency](#) committed to building unique digital products to help brands grow, attract new markets, and reach new customers. Pixetic creates engaging digital products using the latest trends. Agency's area of expertise also includes deep assessment of all projects to identify aspects that need improvement, development of product's concept and business strategy by analyzing marketing conditions, competitors and the needs of the end users to make products that stand out. Pixetic crafts logical, simple interaction with the close attention to the tiniest details. Experts at the digital agency specialize in: wireframes, interaction design, prototyping, design concept, motion design, and illustrations.

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