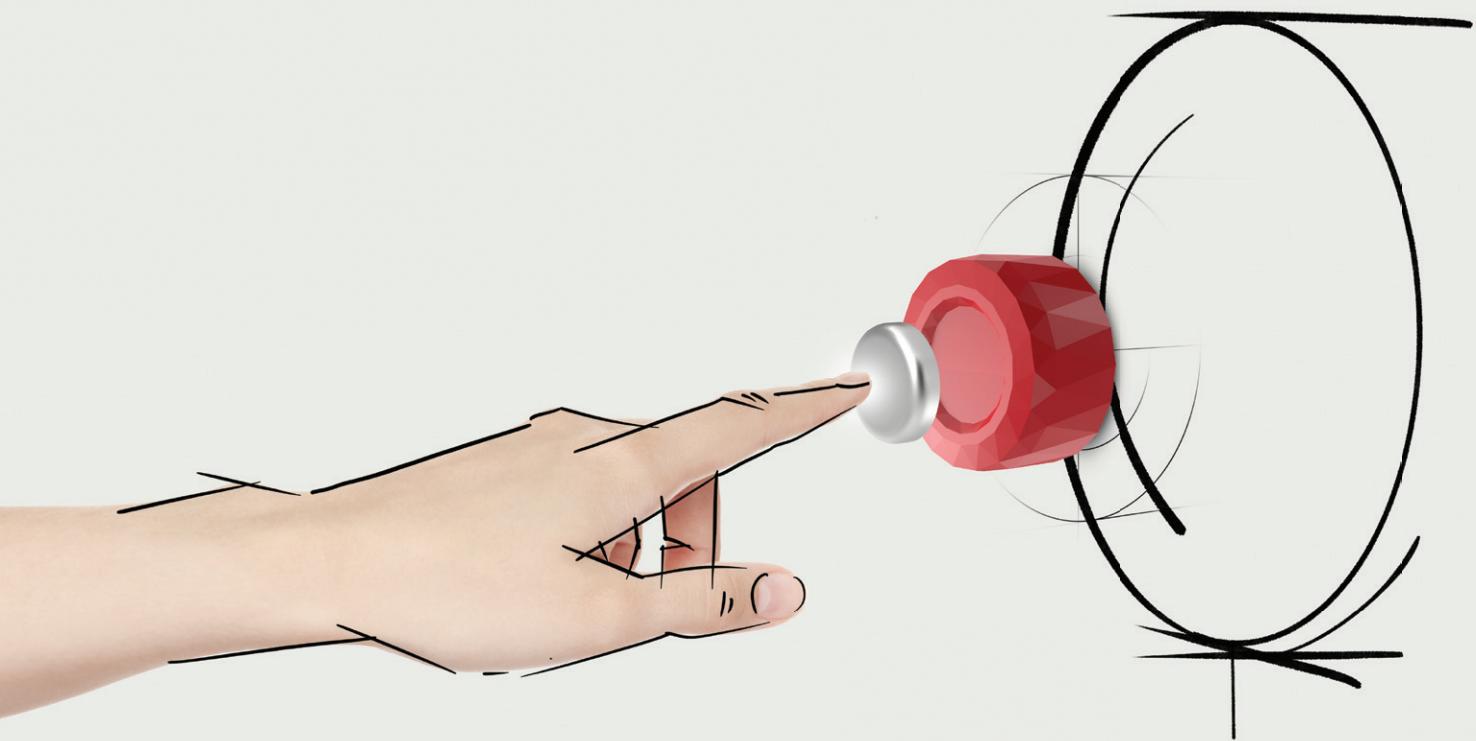


EAO ID and UX Design

Better design process. Better product designs.

www.eao.com/id-ux



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Better design process. Better product designs.

EAO now offers customers even better support in their search for optimal customised HMIs – thanks to additional competences in industrial and user experience design.

Industrial and UX design processes are the foundation for good design and superior product performance in terms of function, aesthetics and usability. They guide all the necessary steps and phases that a design project passes through until the desired result is achieved. The purpose of the product design service is not simply to create a two- or three-dimensional result; design decisions and commitments are actually of increasing strategic significance for manufacturing companies.

Companies that have difficulty using technology or functionality to differentiate themselves from competitors must find distinguishing features. Essential areas where these can emerge include in the design of a product, a service, a brand experience, or even holistic design. This highlights that, the design process is a fundamental component of a company's value creation process, and one which requires corresponding expertise.

EAO develops ideas, solution approaches and concepts for product functions or products based on market-driven and customer-specific requirements. A key component of industrial design is user-centred design thinking that leads to the creation of hands-on prototypes and design mock-ups to

test customer benefits. In turn, these tests lead to refined prototypes which are then tested again to move towards the ultimate product. The success of a good product often rests on its ergonomics and usability.

The new in-house design service from EAO brings us closer to customers, and ensures we can respond to the needs of specific users and markets. This enables us, from the outset, to design and develop products that provide our customers with effective added value.

An EAO customer, you benefit directly from our services

- **Product design**
Products and systems designed to be user-oriented in terms of their function, aesthetics, ergonomics, and userfriendliness.
- **UX design**
User experience holistically considers any user impressions and the user's experience of interacting with a product, service, environment, or device. The purpose of UX design is to create a positive user experience.
- **HMI design and interaction design**
Design of interfaces between people and the physical or digital product. This could refer to classic controls as well as the design of user interfaces in hardware and software.

Award-winning Series 09

EAO has won several prestigious design awards with the Series 09 Rugged Keypads, including a UX design award, the Good Design Award, and an IF design award.



Advantages.

- User-oriented product development and positive user experience
- Value-added features such as attractive design, high quality, and outstanding user-friendliness
- Fulfilment of all customer requirements regarding design and function
- Striking differentiation from competitors
- Innovative, efficient design thinking method and quick hands-on prototyping

UX design in an industrial design context

The term UX refers to the user experience, and is typically closely associated with the design of websites, apps, software and IT systems. It is also relevant to any kind of product interaction, including non-digital, physical use. User experience describes all aspects of a user's sensory impressions and experience when interacting with a product, service, environment or facility.

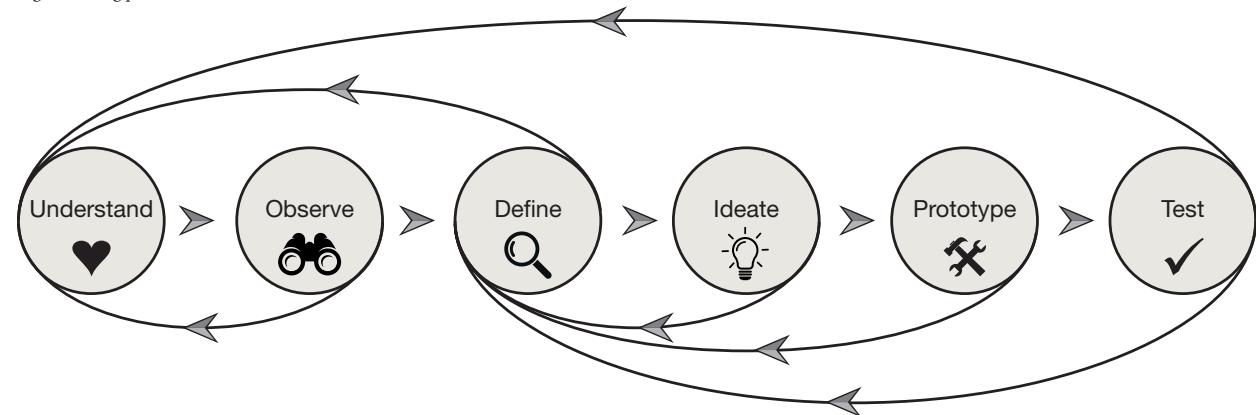
We can achieve a successful user experience by using the design thinking process. Incorporating UX into industrial design helps us design a new product in a way that brings added value to the end user and simultaneously helps the product stand out from the competition. UX means understanding the expectation, satisfaction and the fulfilment of the usage – before, during and after.

Building-in the design thinking process

As illustrated below, design thinking is an innovation approach that fosters creativity, constantly focuses on customer needs and consistently makes the user the centre of attention. And because it's an iterative process, design thinking is effective for problem-solving and the development of new ideas that ultimately generate new or better products and services.

EAO has now implemented a new, internal process that will enable our sales people to access design support in the initial design phase. This could take the form of advice on design topics or the creation of concept sketches as a basis for discussion with the customer. Visualised thoughts are very helpful for capturing and implementing the customer's needs.

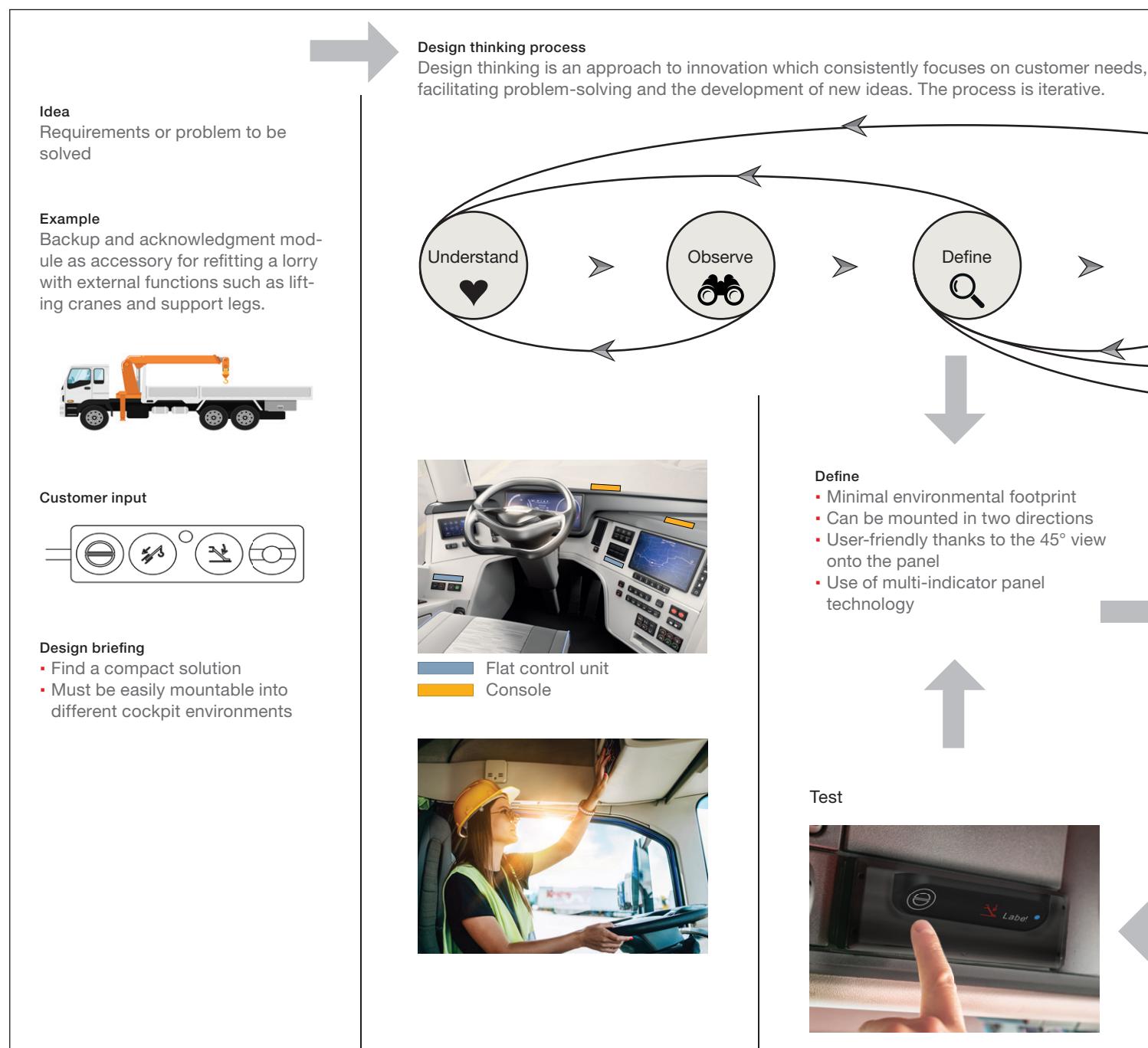
Design thinking process.



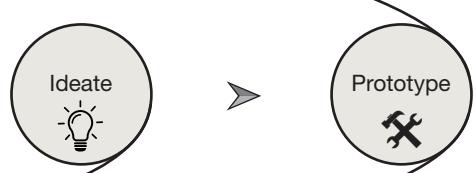
Find out more or contact us at
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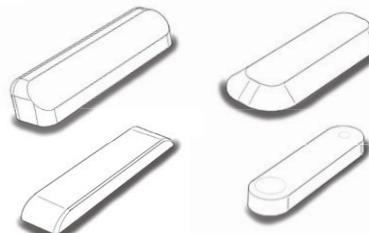
ID/ UX process illustrated with an example.



while



Design, prototype and test
Find the right mounting



Design and integration into the cockpit



Design mockups



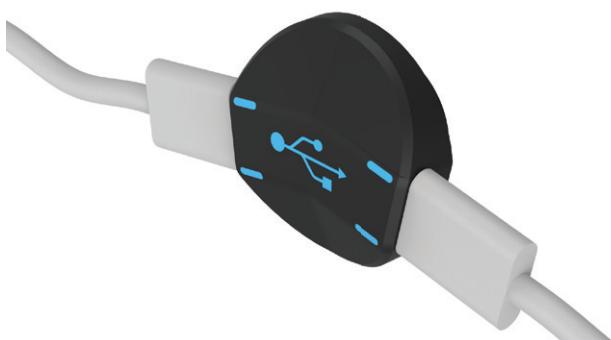
Product concepts



Solution
Final product with added value for customers and users.

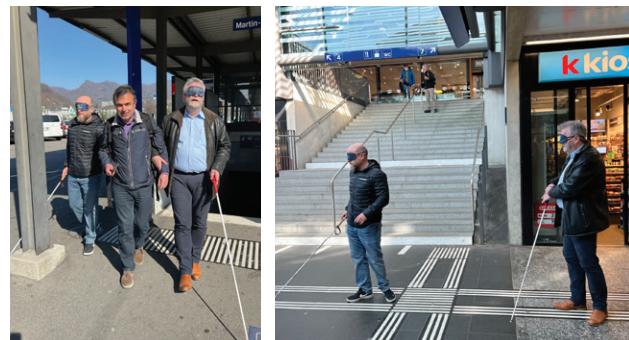


EAO examples of ID and UX value-added.



USB charger
ID and UX design

The compact USB charger offers a range of value-added features based on its innovative terminal arrangement. The terminals are hygienically separated and are routed parallel to the wall to prevent kinking. This design also prevents ingress of liquids if they are accidentally spilt on the unit.



User experience workshop
UX design

To better understand the needs and challenges of user groups, in this case public transport users with visual impairment, EAO listens to the practical experiences of the relevant passengers. These invaluable real-life experiences show how passenger interaction with EAO passenger-access HMIs can be made even safer and more intuitive.



Programming kit for the Multi-Legend Display *UX and UI design*

The programming kit software for the Series 57 Multi-Legend Display is designed to be intuitive and self-explanatory, to the extent that no separate instruction manual is required. Menu-based installation of the cable interface is just as helpful as the user interface design, which is pared down to the bare essentials to support clear, easy-to-understand user guidance.



Series 09 Evaluation Kit *Industrial and UX design*

The Evaluation Kit has been designed with a user-friendly arrangement of terminals and cable routing, and is easy to operate. Outstanding features of the Evaluation Kit include its functional, contemporary design and two-colour feedback illumination. An integrated cover provides access to extended terminal and configuration options. The sturdy housing also protects the printed circuit board against contamination and damage.

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