

Spatial UX

con•terra

Individual – user-oriented – continuously digital



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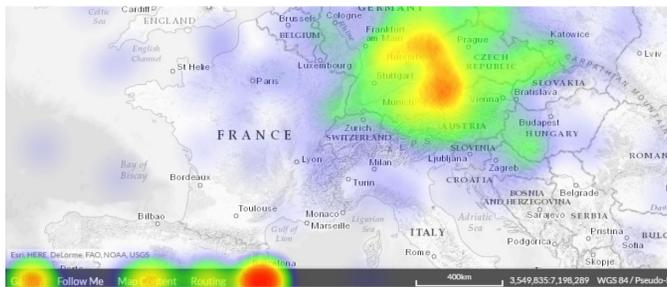
Individual – user-oriented – continuously digital

The success of digital solutions is based on their usability and on the positive user experience (UX) made by the person applying them. The more exactly the expectations of a product are met, the more pleasant it is for the user to use this product, and the higher the acceptance is – and this acceptance is the basic prerequisite for successful and sustainable solutions.

With Spatial UX, con terra addresses prospective customers who want to gain insight and enthusiastic users with integrated geo-based services.

We focus on the user

Complex application cases, comprehensive data, and strongly networked systems require an intelligent usability engineering. For this reason, in its design and development of a solution con terra focusses on the users and their requirements by actively involving the user into the development process. con terra agilely develops digital solutions from a users' perspective which permit a task-centred, closed, and continuous use. Our solutions are stable, logical, and have an appealing design.



Heat maps supply chargeable data about the click behaviour.

Design Thinking

Since decades, con terra has been working on the basis of a deep IT know-how in the geo field. Thanks to this know-how, the user experience of con terra can be transformed into a Spatial UX. Especially the multidimensional nature of the potential starting points represents a particular challenge in the field of the usability engineering in the GIS environment. In this context, our answer is: Design Thinking, a systematic and creative approach for complex problems. However, this approach contains much more than the appealing design of the graphic user interface (GUI). In particular, in addition to the integrated processes and system requirements also specific users' points of view are considered.

Procedure

According to the problem definition, con terra focusses on a combination of quantitative and qualitative methods. Thanks to a procedure based on key figures con terra specifically optimises the usability of geo solutions in a user-centered design (UCD) context.



Comprehension – We observe the users in the application context and ask targeted questions – at site, by phone or video conference.

Specification – We prioritise requirement gatherings and add new ones. We have the courage to critically question requirements.

Design – We design customised solutions exactly aligned to the users' needs. For the visualization we use drawings, mock ups, and paper and high fidelity prototypes.

Evaluation – The draft evaluation is a continuous process. The empirically determined results are based on objective feature sizes like effectiveness, efficiency, and satisfaction. We work according to the norm DIN ISO 9241.

Our strengths

- Spatial UX as the key for success
- Acceptance by strictly focusing on the user
- Attractive, efficient solutions which are also delightful
- Preconceived layouts which are easily adaptable
- Sustainable project success by constant adaptation
- Short development times without change requests
- Efficient: reduced learning curve and low error quote
- Barrier-free, can be adapted with clear operating concepts