



CAPLIN DESIGN

We are an integrated part of Caplin Systems.

A team of User Experience Designers with a strong focus on Single Dealer Platforms, and Real-Time Web Trading.

This presentation is an introduction to our way of working and the part it plays in a successful project.

We will show you....

What we do

Why you need it

How we do it

Who we do it for



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What we do

optimise user experience

For Caplin Design, optimal user experience means excellent ergonomics matched with a superb feel.

ergonomics

“....people’s efficiency in their working environment....” OED

feel

“a sensation given by an object or material when touched....

....the impression given by something.” OED



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What we do

optimise user experience

In practical terms any Caplin solution is designed around the user with the following objectives....

Maximize speed and accuracy

Minimize error and fatigue

Create a pleasing & practical interface

Present the client's brand values



Why you need it

An SDP is a dangerous machine.

Or more accurately a machine that does a potentially dangerous job,
but can reap significant rewards, and the user interface is the control panel.



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Why you need it

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Or more accurately a machine that does a potentially dangerous job, but can reap significant rewards, and the user interface is the control panel.

Your SDP represents you.

As with any interaction with customers or employees, beyond the actual purpose of the activity there is a broader communication about the brand taking place.



Why you need it

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Minimize error and fatigue

If users can work better they are more productive.

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Present the client's brand values

If users enjoy the experience, and are not frustrated by it, they work better.

It also builds brand loyalty amongst customers.



How we do it

Understand the problem

Study the user. Study the task. Apply our domain, user and functional knowledge. Test what we've discovered against our experience. Scope and define the project.



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Develop a solution

Work in partnership with our clients, subject experts and our developer teams. Design and deliver in line with agile principals: Early delivery, flexible approach, fluid design process.



How we do it

Integrated
Experienced
Creative
Agile



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Who we do it for



We work with Banks and financial sector clients all over the world.



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