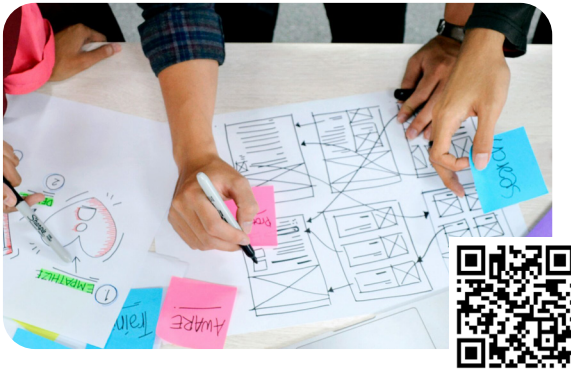




## About Us

NTX Embedded is a global leader in delivering innovative solutions for industrial devices, specializing in HMI systems, control boards, and rugged displays. Leveraging advanced technical expertise and tailored designs, we create solutions that optimize performance, enhance usability to meet the specific needs of diverse



## User-Centric Design for HMI

UX/UI design at NTX Embedded focuses on crafting intuitive, functional, and visually engaging interfaces tailored for HMI systems. It bridges the gap between users and technology by applying user-centric principles, we transform complex industrial systems into efficient, user-friendly solutions that drive productivity and innovation.

### Enhance Usability

UX design accelerates tasks and enhances performance.

### Boost Efficiency

Intuitive interfaces reduce errors and onboarding time.

### Increase Satisfaction

88% of users prefer seamless, user-friendly systems.

## Why UX/UI Matters in Industrial Design

- Simplifies complex workflows.
- Increases user satisfaction and productivity.
- Reduces training time and support costs.
- Helps devices stand out in competitive markets.
- Bridges the gap between technology and user.



# UX/UI PROCESS AT NTX EMBEDDED

## Our Approach to Transformative UX/UI

At NTX Embedded, our user-centered design process ensures every solution is intuitive, functional, and tailored to the unique needs of our clients:



**Empathize**



**Define**



**Ideate**



**Prototype**



**Test**

### Discovery & Research

We dive deep to understand user needs, conduct interviews, and analyze data to define the project scope and objectives.

### Implementation

Using insights from research, we develop wireframes, mockups, and testable prototypes to validate design.

### Ideation & Prototyping

We build and seamlessly integrate designs into devices, ensuring efficiency and compatibility.

### Testing & Iteration

Continuous usability testing and user feedback drive refinement, guaranteeing optimal performance and user satisfaction.

**68%**

#### Trust Built

Users trust devices that feel intuitive and reliable. We ensure seamless interactions that inspire confidence.

**95%**

#### First Impressions

First impressions are shaped by design. Our solutions create impactful, user-friendly experiences from the start.

**300%**

#### Business Growth

Investing in UX drives measurable business growth. By smart design strategies, we deliver maximum returns.



## Elevate Your UX/UI with NTX Embedded

Why Choose NTX Embedded?

- **Proven Expertise** with deep specialization in HMI systems, rugged industrial devices, and UX/UI design, we deliver tailored solutions.
- **Comprehensive Process** from initial research to seamless implementation, our end-to-end design process ensures precision at every stage.
- **Measurable Impact** our designs go beyond aesthetics—enhancing usability, streamlining workflows, and delivering tangible results for our clients.