

NOESIS

UX/UI Revival: Unlock Your Application's Potential

Does your application need a UX/UI refresh?

At **Noesis**, we believe that technical excellence must go hand in hand with experiential excellence. Many platforms fail to translate their technical complexity into simplicity for the user. This gap results in operational barriers, low team adoption, and untapped business opportunities.

Our specialized intervention acts precisely at this intersection between technology and human experience. We work to unlock your application's full potential, transforming it into an intuitive, efficient tool that is strategically aligned with your business goals.



Improving Usability

A difficult-to-navigate interface or complex processes not only slow down daily work but are also one of the main reasons for user frustration. We intervene methodically to deconstruct and simplify the entire experience, ensuring that technology serves people and not the other way around.

- **Intuitive Flows** | We redesign critical journeys to eliminate redundant steps—speeding up tasks, reducing human error, and aligning the experience with users' real goals.
- **Inclusive Accessibility** | We ensure compliance with WCAG 2.1 guidelines, ensuring readable interfaces that are fully keyboard navigable and compatible with screen readers.
- **Impact** | Reduced training needs, increased daily productivity, and greater end-user satisfaction.

Update the Design

The first impression of an application is visual, and an outdated or inconsistent design conveys an image of carelessness and lack of innovation. More than just aesthetics, a modern design is synonymous with clarity, guidance, and trust, which are fundamental elements for retaining and attracting users.

- **Humanized Interfaces** | We combine minimalist aesthetics with meaningful micro-interactions, creating digital empathy that connects the user to the platform.
- **Adaptive Responsiveness** | We ensure visual and functional consistency on mobile, tablet, and desktop, regardless of the resolution or device used.
- **Strategic Trends** | We implement contemporary standards, clear visual hierarchy, and modular components, respecting and reinforcing the brand's visual identity.
- **Impact** | Projection of an innovative image, reduction in bounce rates, and reinforcement of brand trust.

Optimization for GEO and SEO

Improving the experience does not end within the application. We ensure that your users or potential users can easily find your platform/portal through organic searches, using strategies focused on SEO and GEO, which are fundamental for increasing qualified traffic, interaction, and conversion rates.

- › **Optimize Technical Performance** | We optimize the speed of the platform/portal (Core Web Vitals) and implement structured data for maximum visibility in search engines.
- › **Master Local Search & Geo-Targeting** | We ensure that your platform dominates local and regional searches through geo-specific optimization and multilingual structures.
- › **Conquer Answer Engines & AI Search** | We adapt content to be cited by LLMs such as ChatGPT, Perplexity and others, where users search for answers.
- › **Capture Strategic Search Intent** | We identify high-value keywords and create strategic content that attracts, educates, and converts throughout the entire journey.

Increase Conversions

In a digital context, user experience is one of the most critical factors for conversion and loyalty. A confusing purchase process, complex forms, or unclear calls-to-action directly result in abandonment and lost revenue. We optimize each element to guide the user in a natural and persuasive way to the final goal.

- › **Focus on Business Metrics** | We redesign calls-to-action, forms, and purchase flows to reduce cart abandonment and increase the average value per order.
- › **Contextual Personalization** | We dynamically adapt content and navigation according to the user's profile, anticipating needs and behaviors.
- › **Impact** | Higher conversion rates, greater customer retention, and maximized ROI on e-commerce platforms.

We ensure that this entire transformation occurs in an integrated manner, without ever compromising the stability or technical architecture of your project.



Why choose us?

Our approach is distinguished by a deep understanding that a successful redesign is one that balances form, function, and measurable return.

- › **Technical UX/UI Experts** | We deeply understand the challenges of complex, business-oriented applications, which allows us to create solutions that are both technically feasible and exceptional in the experience they provide.
- › **Agile and User-Centered Methodology** | We develop rapid prototypes and conduct iterative testing with real users, ensuring that every design decision is validated and refined before final implementation.
- › **Unwavering Focus on ROI** | We guide every aspect of the project based on clear metrics and measurable business objectives, ensuring that the investment translates into tangible returns and competitive advantage.