



SOLIDCO SERVICES

User Experience & User Interface

Intuitive digital experiences that make your brand easier to understand, easier to use and easier to trust - on any device.

ABOUT SOLIDCO

We are SolidCo, a full-service digital studio crafting clean, high-performance experiences that feel intentional, fast and built to last.

We design, build and refine websites, applications and digital systems for businesses that want to stand out and move fast. With one clear point of contact, straightforward communication and experienced designers and developers behind every project, we keep the process focused and the details considered. From the first idea through to launch, support and everything that follows, every project is built on solid thinking and made to leave a lasting impression.

We also believe good work means staying connected to the industry that shapes it. SolidCo is a member of the Australian Web Industry Association (AWIA) and the .au Domain Administration (auDA), a Microsoft AI Cloud Partner, and part of the Amazon Web Services (AWS) Partner Network. Behind the scenes, we subscribe to industry alerts for security vulnerabilities (CVEs) and stay across the Australian Cyber Security Centre's (ACSC) cyber threat alerts - so the work we ship stays current, secure and supported.





HOW WE WORK

Bold ideas, solid delivery

01 Discover

We learn your goals, audience and constraints, then map a clear plan with real priorities.

02 Design

We shape the structure, brand and interface – refining together until it feels right.

03 Build

We develop with clean, tested code and prepare for a smooth, confident launch.

04 Support

After launch we keep improving – updates, new features and support.

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OVERVIEW

Intuitive digital experiences that make your brand easier to understand, easier to use and easier to trust – on any device.

Great UX and UI is invisible – it simply guides people to what they came for. We research how your audience thinks, map the journeys that matter, and design interfaces that are clear, accessible and built to convert.

WHAT'S INCLUDED

- | | |
|-----------------------------------|-------------------------------|
| ✦ User research & journey mapping | ✦ Wireframes & prototypes |
| ✦ Interface (UI) design systems | ✦ Interaction & motion design |
| ✦ Conversion-led layouts | ✦ Reusable design components |
| ✦ Usability testing | ✦ Accessibility-first design |

The result: Interfaces people enjoy using – that quietly guide them to act.

How we deliver it

01 Research

We learn your users, their goals and where the current experience falls short.

02 Structure

We map journeys and wireframe the key flows before any visual design.

03 Design

We craft clean, accessible interfaces and interactive prototypes.

04 Validate

We test with real people and refine until it feels effortless.

GOOD TO KNOW

Do you test with real users?

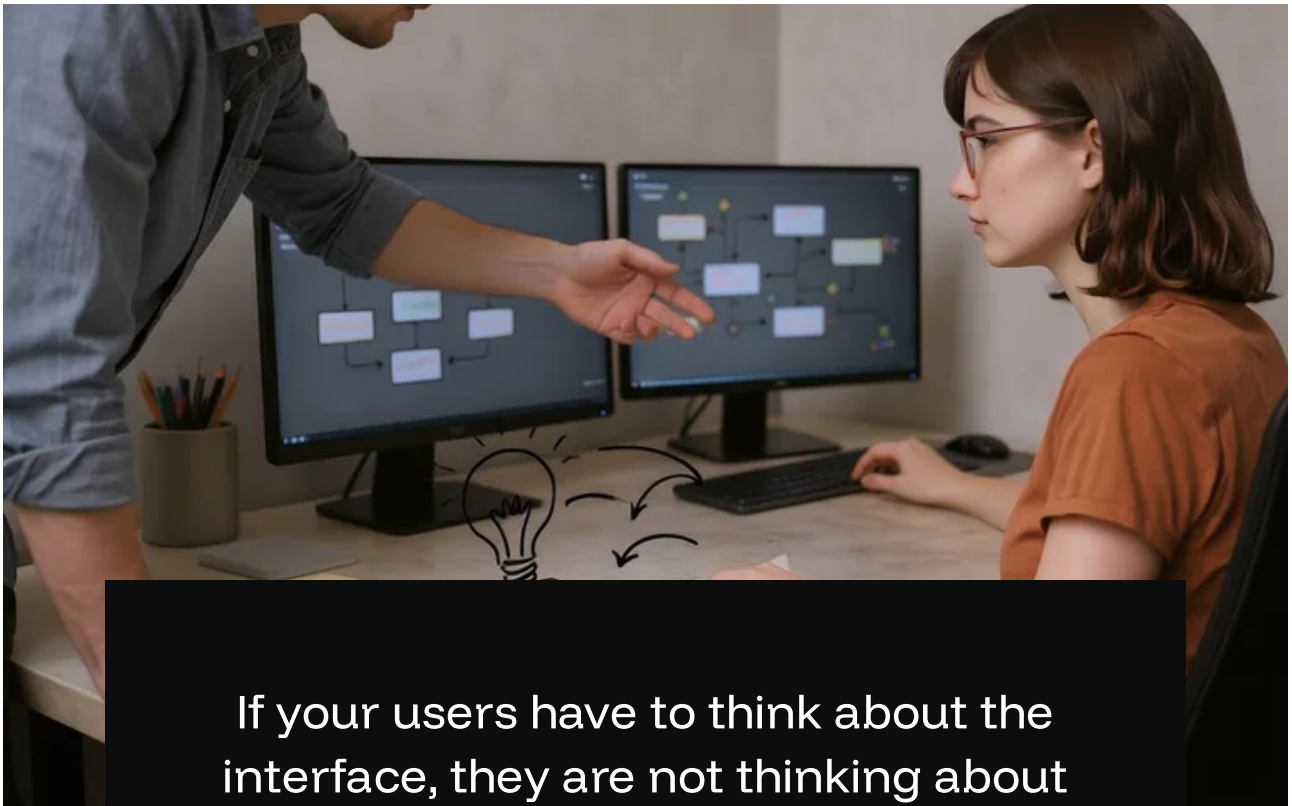
Where it adds value, yes. Usability testing helps us catch problems before launch.

Can you design and build?

Yes - our design and development teams work together, so nothing gets lost in handover.

Is accessibility included?

We design accessibility - first so your site works for everyone and meets modern standards.



If your users have to think about the interface, they are not thinking about your product.

THE INVISIBLE CRAFT

Good design is the door you walk through without noticing it was a door

The best interfaces disappear. Nobody praises a door handle that just works – they only notice the one they pull when they should have pushed. UX is the discipline of never making people feel stupid.

THE INVISIBLE CRAFT

Every confusing form, every mystery-meat button, every wait-where-do-I-click moment is a small tax on your customer's patience – and patience is the one currency you cannot refund. We design to remove those taxes. Not by adding more, but by taking away: fewer steps, clearer choices, one obvious next move at any given moment.

It starts with research, because you are not your user. What is obvious to the person who built the thing is often a maze to the person seeing it for the first time. We map the journeys that actually matter to your business, then wireframe them in plain grey boxes before anyone argues about colour – because if the flow is wrong, no amount of beautiful is going to save it.

Only then do we make it look good, and looking good is not vanity. Visual hierarchy tells the eye where to go. Motion reassures people that something happened. Whitespace gives a decision room to breathe. Done well, the interface guides someone toward action so gently they will swear it was their own idea all along.

And we design for everyone, on purpose. Accessibility is not a compliance checkbox we tick at the end; it is a better product for all of your customers – the ones on old phones, bright trains, slow connections and every kind of ability.

THE INVISIBLE CRAFT

An experience that works for the person having the hardest time usually works beautifully for everybody else too.

There is a business case hiding inside all this empathy, too. Every point of friction you remove is a customer who finishes rather than abandons, a support ticket that never gets raised, a refund that never gets requested. Good UX pays for itself in the boring, beautiful metrics - completion rates, repeat visits, fewer confused emails. You do not need users to consciously admire your interface. You need them to breeze through it, get what they came for, and come back without quite knowing why it felt so easy. That quiet ease is the whole product.



LET'S TALK

Have a project in mind? Let's build something solid.

Tell us what you're after and we'll get straight back to you with clear next steps and an honest estimate, no pressure, no jargon.

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