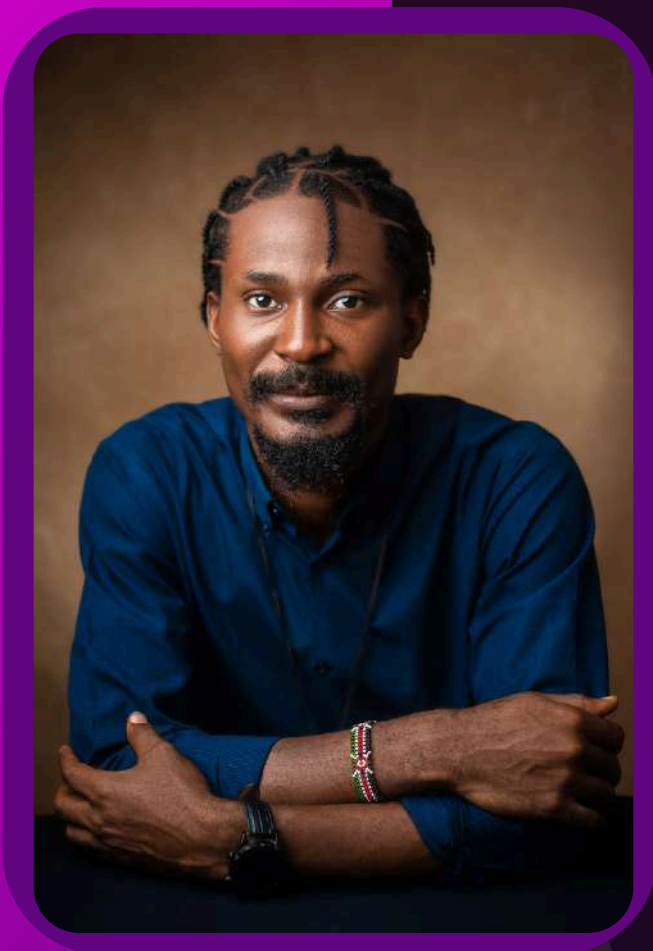


Designing GUIs

FOR THE AFRICAN



I'm Oscar Creative Entrepreneur.
Founder of Africacomicaide



**video Games, Immersive
& Interactive media
Industry**

GUIs are Intermediaries

Interface design is constantly evolving.

“ A user interface is like a joke. If you have to explain it, it’s not that good”.

Martin Leblanc, iconfinder.com



Clicks



touch



voice



Hand gestures

Understanding the African market



- 01 Diversity in languages, cultures, and literacy levels.
- 02 Mobile First economy that prioritizes low-data usage.
- 03 Growing tech and internet adoption .
- 04 Tech-enabled market driven by SMEs and MSMEs.

Creating GUIs For the People

01

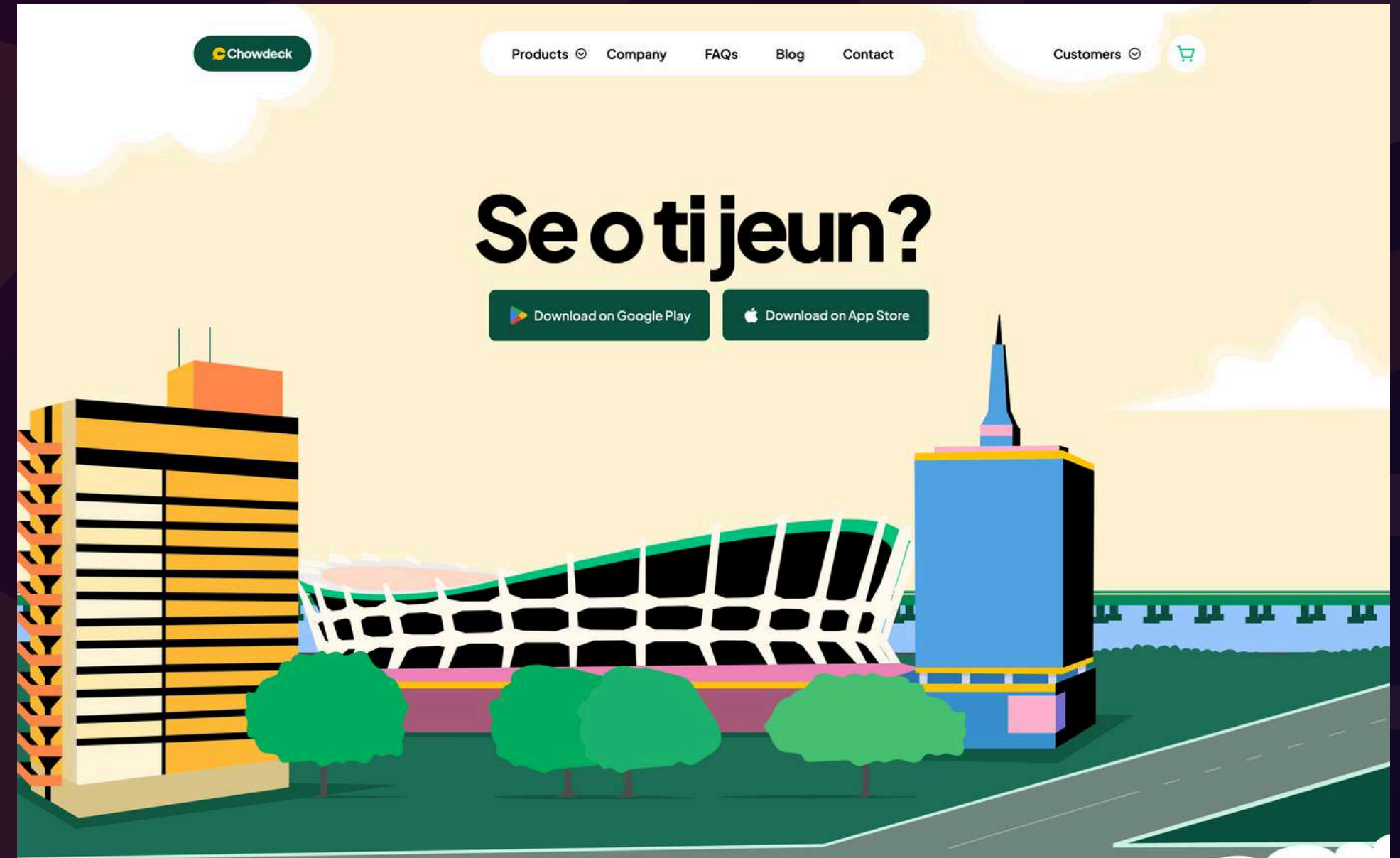
Cultural relevant Visuals and Imagery e.g Greenery, textiles, line patterns etc.

01

Localization and Language e.g writing left to right for Arab-influenced regions, Iconography etc.

03

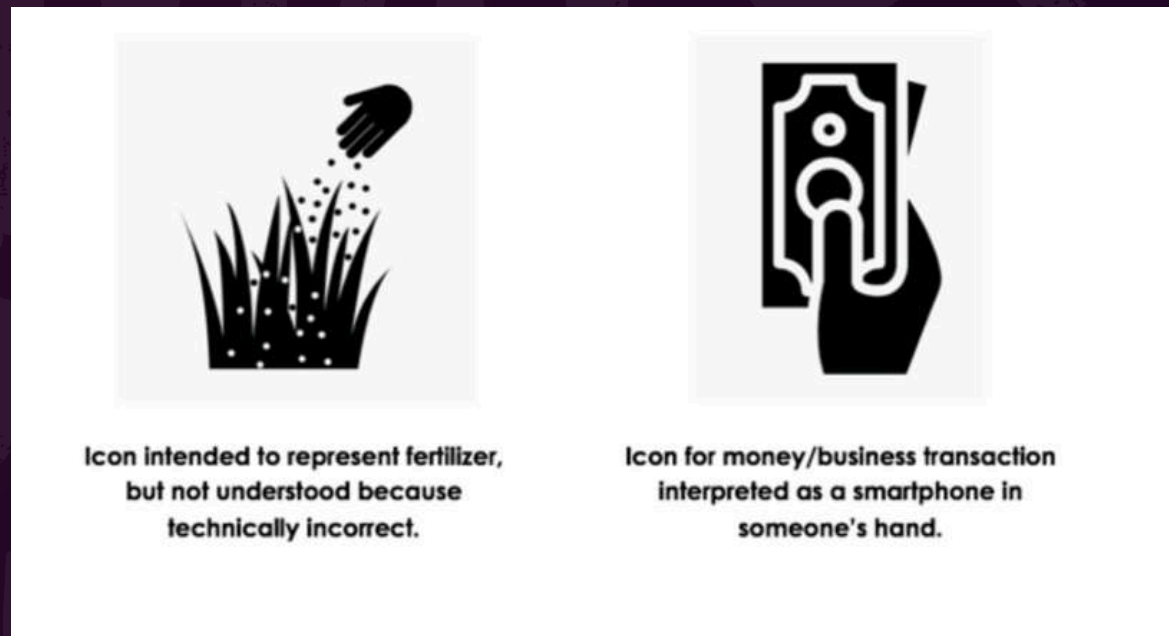
Low-data and offline functionality.



User-Centric Design

01

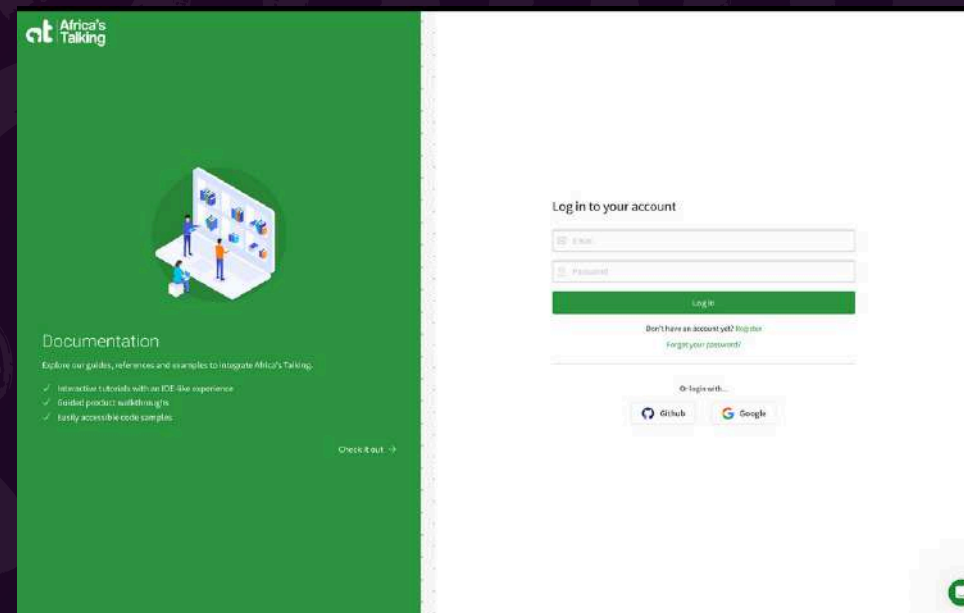
Iconography: One elephant, different perspectives



Research by YUX Designs

02

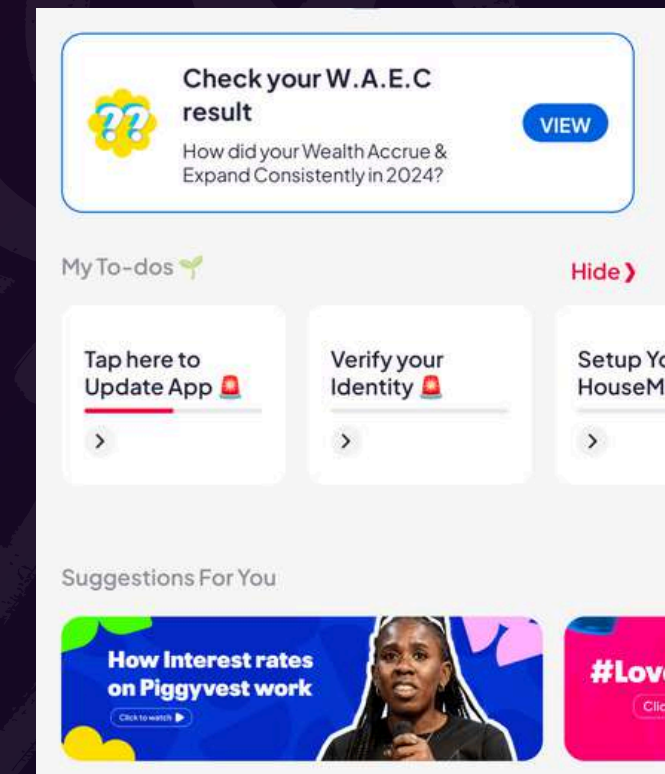
Voice and USSD Powered Design



Africa's Talking Platform

03

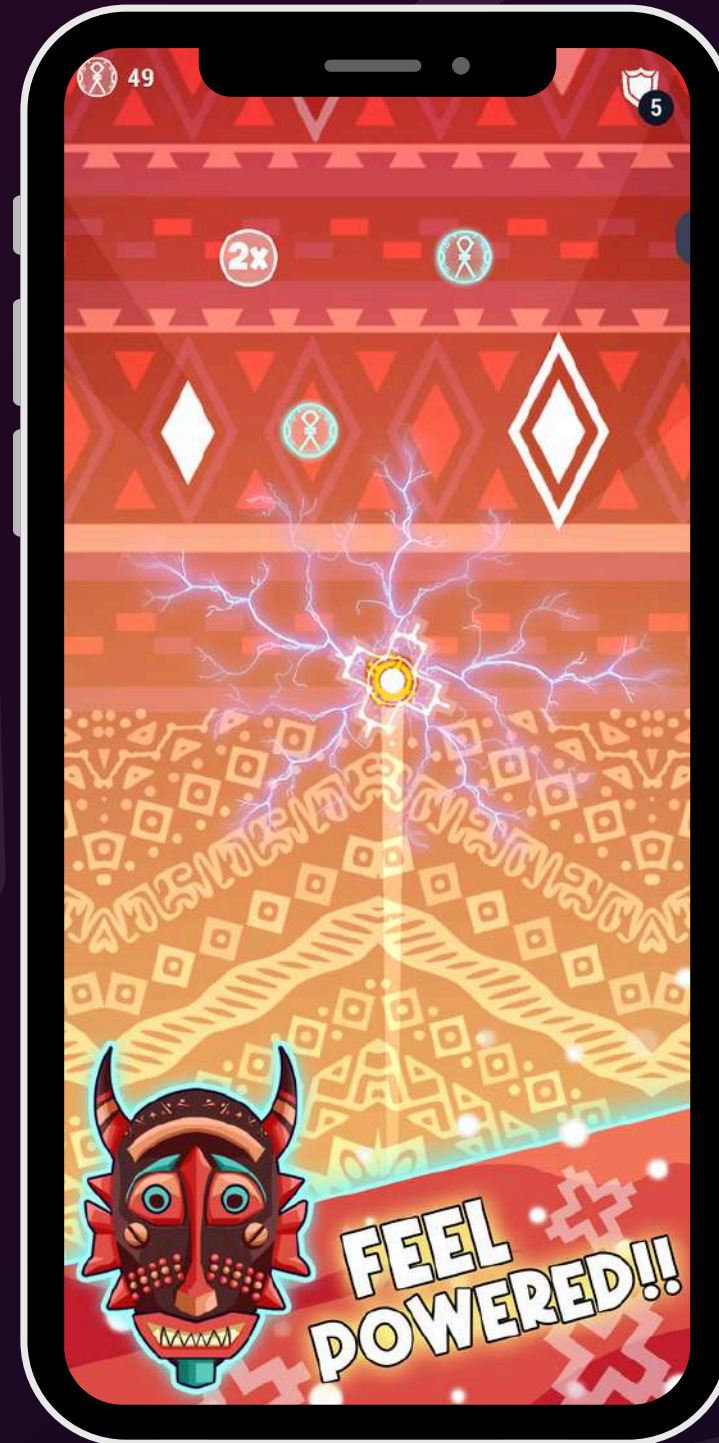
Cultural relevant wordings and Visuals



Piggy Vest APP

Challenges with designing proper GUIs

- 01 Resource Constraints
- 02 Market Size and Opportunity
- 02 Talent Gap



Why UX and HCD is important !

- ★ Increased retention!
- ★ Product- Market fit
- ★ Opportunity for Accidental Innovation.



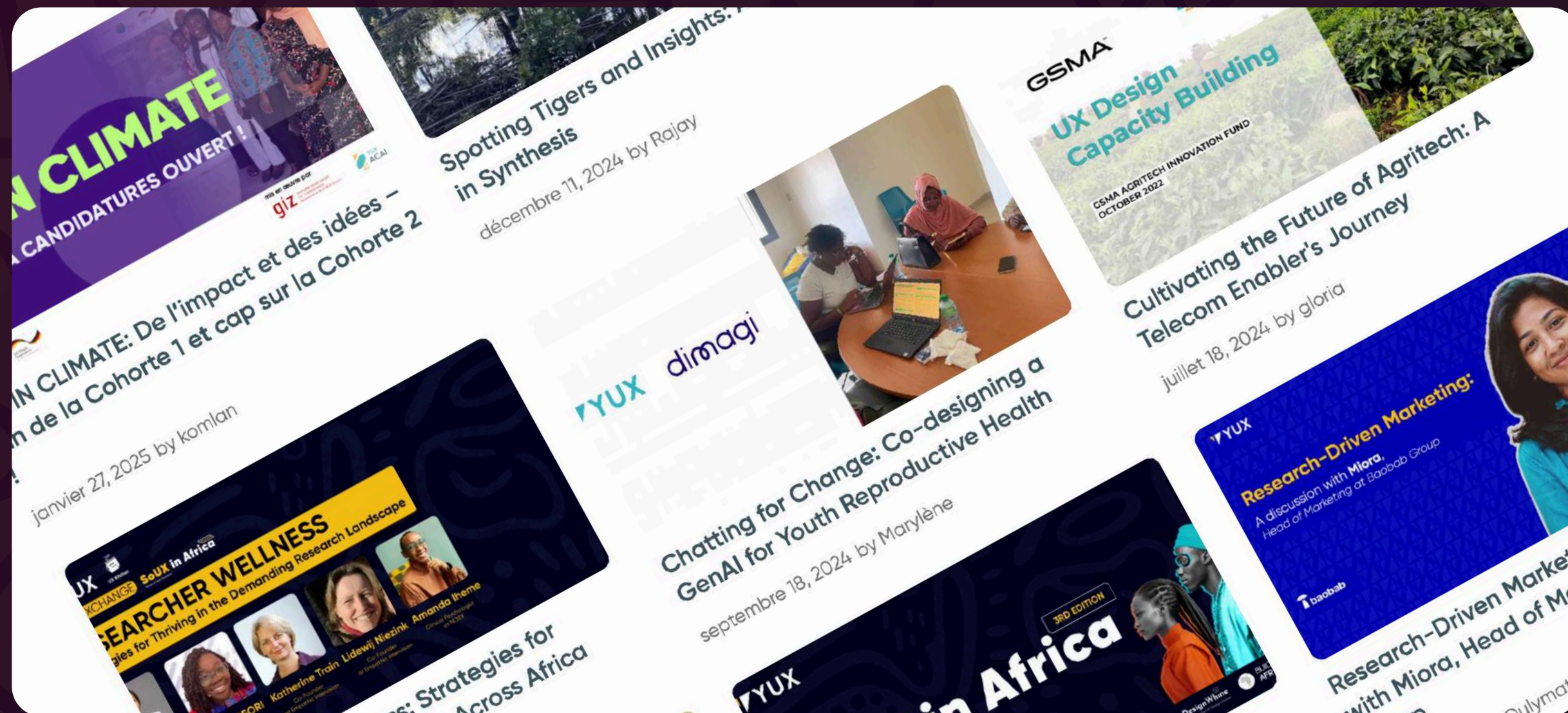
Thank You



Michael Oscar Esio



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Adopt UX practices in your workflow. Collaborative design, community involvement, and iterative testing.

[Explore Research case studies on YUX here](#)