Engineer Advisory

Presented 200 UI/UX improvements

Presented 200 UI/UX improvements for the GIS map application, boosting revenue by 10x through enhanced software features.

2022 – 2024

200

interface improvements shipped to the map

Situation. The map interface had grown powerful and, along the way, complicated. There were places where you could feel customers not getting the value that was sitting right there in front of them — good functionality trapped behind clumsy interactions. That gap between what the product could do and what people found easy to do was quietly costing us.

Task. The job was finding those gaps and pushing the fixes through: the usability work that would make the product easier to get value from and, not by coincidence, more valuable commercially.

Action. Rather than guess at what was wrong, the work went into the feedback and the usage data, and out of that came a backlog of 200 concrete UI/UX improvements. They weren't treated as equal — ranked by impact, with the ones that mattered argued for and taken through the team to ship as real features instead of a wishlist that sat in a document going stale.

Result. The interface got noticeably better to use, and the product's value followed: the work contributed to a tenfold rise in revenue. It's a case worth coming back to, because it makes the point cleanly — careful UX isn't cosmetic, it shows up on the invoice.

Bring this experience to your project

Use "Presented 200 UI/UX improvements" as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. Turning what the business wants into something a developer can build, and saying out loud what is not worth building.

Explore our services Get in touch →

Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. Presented 200 UI/UX improvements — 200 interface improvements shipped to the map

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Want your app to convert better?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: Product Owner and Project Development Manager. It draws on Frontend Engineering, Data Analytics, Design Systems & UI, UX / UI Design, Product & Requirements and Stakeholder & Reporting. And while you are here, we are rather good at Frontend Development, UI/UX Design & Design Systems and Product Strategy & Requirements.

Get in touch Explore our services

One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Bring the decision, the people affected and the options already considered. We can make the tradeoffs explicit and leave a documented recommendation.

See what it costs Get in touch →

Want your app to convert better?

Ask about the decisions behind “Presented 200 UI/UX improvements”. You will speak with the people who can explain the work and assess your own project.

Explore our services

welcome@engineer.company +45 50 10 61 84 Copenhagen, Denmark

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Contact card

Carefully Crafted With Love by D.

CVR 45969703 · Tagensvej 105C, 3. th, 2200 København N

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