

Your Needs

Our Engagements

Business Value

Strategy and Innovation



- Reach new markets
- Develop new business and product opportunities
- Expand the customer base

Assessment



- Benchmark existing design
- Identify opportunities for redesign
- Institute a continuous UX improvement program

Research



- Deeply understand your users, tasks, and environments
- Discover their drives and uncover their blocks

User Centered Design



- Optimize the high level interface structure.
- Then optimize the detailed design.

Feedback and Improvement



- Validate that your designs are achieving your business goals
- Make ongoing improvements

Building a Mature UX Practice



- Build and actualize deep UX capabilities into your organization

PET = Persuasion, Emotion, and Trust