

# HFI Consulting Services

for all your user interface design needs

Human Factors International, Inc. (HFI) offers an integrated suite of software usability consulting services, based on The HFI Framework™.

## Strategy and Innovation

**Digital Strategy:** A digital user experience strategy is no longer a luxury. It's an essential. HFI can help you articulate your digital user experience strategy and develop it holistically, with a focused, coherent, research-driven approach grounded in user expectations.

**Innovation for Emerging Markets:** Whether designing for an emerging market, or bringing your product to a new market in your own area, HFI's innovation process allows you to gain practical knowledge about your target markets to develop entirely novel, useful, and effective products and services.

## Assessment

**Expert Review:** A logical first step in working with HFI. We find and help fix ergonomic "showstoppers."

**PET design Review:** Through an analysis of Persuasion, Emotion, and Trust, we provide deep insight into the users' decision-making processes to create positive relationships with consumers and impact conversion.

**Usability Testing:** Our consultants use cost-effective, proven testing techniques throughout the design process. We gather data from real users to refine the designs.

## Research

**PET Research:** Uncover the real emotional drives and blocks to successful user interaction. PET Research is specifically focused on the decision point. In cases where people need to be converted to making a decision, it is important to use PET methods. This is often a real eye-opener!

**Ecosystem Research:** Today designs are successful because they fit into an ecosystem. We use ethnographic skills and methods to understand and optimize our designs for that ecosystem.

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## User-Centered Design

**User Interface Structure (UIS):** An efficient navigation structure determines 80% of usability. Based on data gathered from real users, we design primary navigational screens and identify major underlying functions. We integrate visual branding elements into the overall architecture, providing a solid foundation for detailed design and future expansion.

**PET UIS:** The PET UIS is a high-level solution for the effective use of persuasion engineering approaches to convert customers. A PET Structure uses a carefully selected set of approaches geared to a particular user population. These approaches need to be based on a deep understanding of the user population.

**Detailed and Visual Design:** Detailed screen design follows naturally from high-level navigation architecture. We complete the application and Web page designs so that they are both visually compelling and usable.

## Institutionalization

**Strategy:** Every executive usability champion should have a written strategy for institutionalizing usability in their organization. Creating an optimal strategy requires many considerations and extensive experience. HFI's senior staff guide executives in the creation of a strategic plan.

**User Interface Standards:** Our human factors engineers have created hundreds of highly specialized standards based on user-centered principles. We use a consensus-driven approach that speeds up development time. We're known for being FAST—we're done in about 8 weeks.

**Corporate Memory:** HFI's UX Enterprise™ is *the* relational database of UX objects. It is the fully interlinked model of your customer ecosystems, design projects, design specifications, standards, and methods.

**Customized UCD Methodology:** Set up a top-class user-centered design process that is based on proven methodologies and usability best practices—customized to fit your organization.

**Central UX Teams:** Designed for companies that require access to a team of usability experts, including graphics and prototyping support, over a sustained period, these Centers of Excellence provide on demand access to companies that could not otherwise budget for this amount of professional service.

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### About Human Factors International

Human Factors International (HFI) is the world's leading strategic advisor and provider of user experience design services to both private and public sectors. HFI helps clients design websites and products that are persuasive, engaging, and easy to use.

