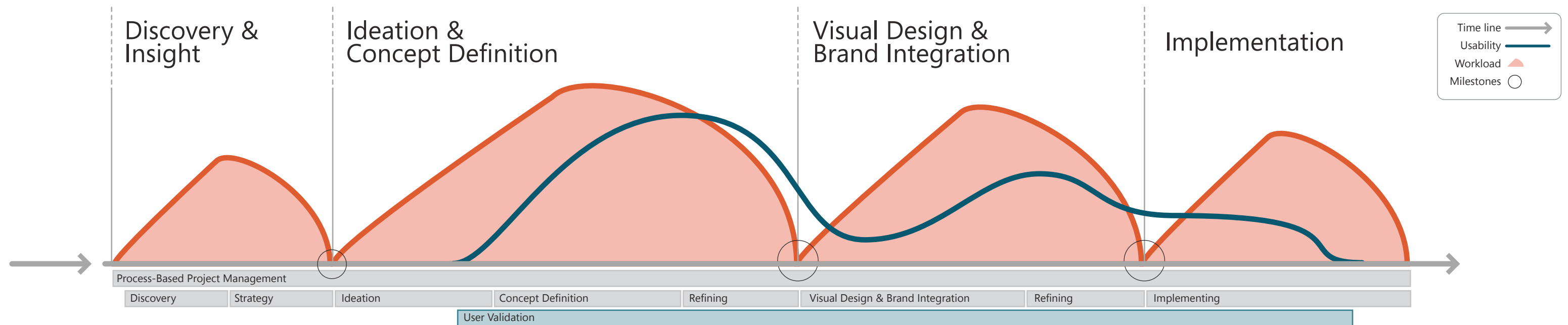


# Our User Centered Design Methodology



## Discovery & Insight

Successful engagements marry business goals and objectives with those of their customers. We start each relationship by fully understanding your business goals. We then focus on your customers to gain insight into who they are, how they interact with your product, and their needs.

Tasks Typically Include:

- Stakeholder Interviews
- Heuristic Evaluation
- Competitive Analysis
- Contextual Inquiries
- Online Surveys
- Focus Groups
- Persona Development
- Strategic Planning

## Ideation & Concept Definition

This is where the ideas flow. We leverage the insights gained in the "Discovery & Insight" phase to drive the design process. We focus on solving both the customer's problems and the client's business objectives to ensure a positive return on investment for all parties involved.

Tasks Typically Include:

- Information Architecture
- User Workflows
- Interaction Design
- Content Architecture
- Usability Testing
- Rapid Prototyping

## Visual Design & Brand Integration

Leveraging a strong understanding of typography, color theory and brand, we ensure the entire experience is engaging to your customers and retains the voice of your company.

Tasks Typically Include:

- Brand Evolution
- Brand Development
- Visual Design

## Implementation

Design should flow seamlessly into and through the development process. Our detailed process and deliverables, working closely with you and the development staff, ensures all designs are fully articulated.

Tasks Typically Include:

- Redlines
- Functional Specifications
- User Interface Guidelines