

# An Itinerary For Better User Experience

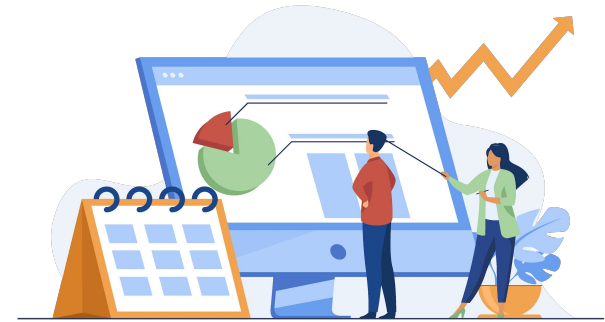
Shaping User Experience

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# We focus on growth.

**We deliver solutions strictly based on good user experience centric practices.**

Our methodology is based on qualitative and quantitative data, harvested by scientific methods suited to your business. As growth is the bloodline of a business, we channel our efforts towards helping you build surefire tools and teams that will enhance your product/service for better acquisition and reception.



# First We Learn

Without a thorough understanding of your business and evaluation of your requests no solution is definitive.

- **Get Insights of Your Business**  
We learn from stakeholders as well as from intended users, the nature of their transaction.
- **Set Goals**  
We start by setting high-level goals and move to specific objectives the more we learn.
- **Set KPI**  
We benchmark for performance, meticulously.



# Research

We employ necessary research tools suitable to your business. Rather than a strict lab only approach we prioritize on swift data gathering tools and techniques.

- **Ethnographic**  
Gather data about your users and their goals relating to your product/service.
- **Focus Groups**  
From the 'Proof of Concept' review to release phase we collect in depth data on users' feelings and judgements towards your product/service.
- **Surveys**  
Get a better understanding of the user on a broader spectrum.



# Evaluation

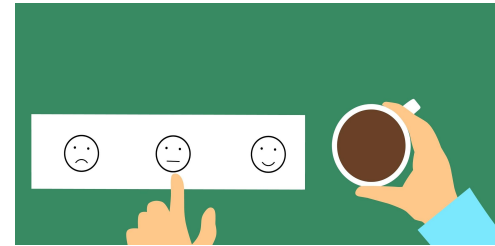
In conjunction with rigorous research techniques, we continuously evaluate of our findings.

## → Heuristic Evaluation

Our experts analyze and review your product/service at each step of the development cycle, based on generally accepted usability practices as well as their overall professional experience.

## → Usability Testing

We approach U.T as a research tool and an evaluation method defined at the phase it is being implemented on, exploratory, formative or summative.. We design and carry out usability tests when and if necessary, to expose further deficiencies in usability and enhance your product gradually, as more data becomes evident.



# Prioritize

It is often the case that the more data collected, the harder teams struggle to prioritize on where to begin.

## → Set relevant hypotheses

Our initial approach to prioritizing the effort towards better user experience is setting up relevant rationale based on heuristic and experimental evaluations of the gathered data. We then help stakeholders prioritize on tasks using card sorting and probabilistic methods focused on **criticality**.

## → Visualize and Present

We use state of the art graphical tools to present our findings to help stakeholders see the 'bigger picture'.



# Experiment !

Experiment and digitalize KPI

User	Segment	A Tasks Achieved	B Tasks Achieved	Prefers	Suggests	A Ease Of Use (1-5)	B Ease Of Use (1-5)
U1	N	†4/7	3/7	A	A	4	4
U2	X	6/7	†5/7	B	A	5	4
...	...	...	...	...	...	...	...
U24	X	†6/7	4/7	A	A	4	3
					.avg	3.7	3.2

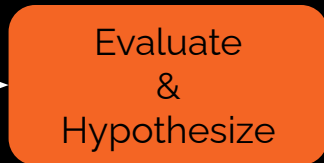
Run against the benchmark and iterate

† 1<sup>st</sup> use

# Iterative Approach

We embrace an iterative development process where we test, re-calibrate and trim necessarily to achieve required KPI levels.

- We design unbiased **experiments**, using only scientifically accepted methods.
- We provide **data backed** decision markers.
- We **benchmark** and iterate.





DoubleClick

Facebook

Instagram

Google

YouTube

TikTok

***Customer Acquisition***

Google Analytics

Google Search Console

Google Consumer Surveys

Adjust

Firebase

***Data Analysis***

Visual Website Optimizer

Optimizely

Google Optimize

Hotjar

BrowserStack

Crazyegg

***Optimization and Testing***

*We are fluent in all tools of the trade. We also possess the know-how to develop and implement our own tools if necessary.*

Bueno

**Thanks !**

