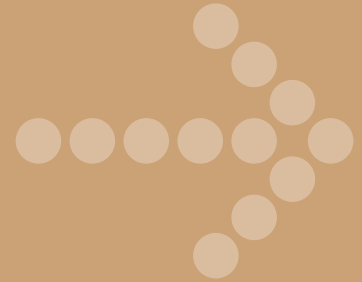


user experience matters™



Customer insight is the beating heart of each project we undertake, pumping vital information and momentum throughout every phase.



Your customers are the most important part of your business. Are you treating them that way?

At EffectiveUI, customer insight is the beating heart of each project we undertake, pumping vital information and momentum throughout every phase. We conduct this research before, during and after we create designs and build the architectural backbone of applications to ensure your users' voices resonate throughout all cycles of your project. These insights also help us provide solutions that generate yet-to-be-discovered, viable business opportunities that place you ahead of your competition.

Methods and Techniques

EffectiveUI's Customer Insight team employs various methods and techniques to determine your users' needs and pain points as well as what they're saying, doing and making.

We uncover why and how your users make decisions through qualitative research.

With **in-person, semi-structured interviews**, our team asks pre-defined questions to learn about how your users are experiencing your current application(s) and better guide our approach to solving problems.

Usability testing helps identify what features are causing your users joy or frustration. We ask them to perform a set of tasks using an existing system, observe their approaches and document how they react when confused or delighted by the application.

Through **contextual inquiry** we discover your users' authentic experiences in their own environments. By conducting interviews in each user's workplace, home or other chosen location, we learn firsthand the external factors that affect users' interaction habits and decisions.

Shadowing users throughout their days reveals specific pain points, the impact of otherwise unknown daily pressures and opportunities.

When conducting **phone interviews**, we prepare a set of project-specific questions to elicit meaningful feedback and answers from your users about their experiences with your existing system.

In certain circumstances, gathering users for **focus groups** can unearth details about the user experience (UX) that surface only in the context of peer discussion.

Through quantitative research, we learn what your users are doing, how they're completing tasks and why they act in specific ways.

Our team strengthens its understanding of your users by gaining a clear picture of the existing marketplace and best practices throughout your industry. We issue well-informed recommendations after conducting industry literature and analyst report reviews, marketplace analysis, website analytics and trend analysis and surveys.

Weaving Customer Insights into Design and Development

Personas We take the things we observe during qualitative research – interaction habits and other characteristics – and assign them to fictionalized representatives of each user type. We assign each persona a name or a label of what kind of user it represents (e.g., "The Stay-at-Home Mom"). We use each persona's behaviors, attitudes and needs to inform each design and architectural decision.

Journey Map Empowered with real observations and feedback from your

users, we create a map that illustrates precisely how your users feel throughout their journey of interacting with your brand. We start from their very first touch point – whether online, by phone or in person – providing a graphical flowchart containing the actual thoughts, actions and feelings we gained from watching and hearing them navigate your system.

Workflows We explore the most intuitive, user-friendly approaches to building your application simply by taking users' feedback and applying it to various application navigation scenarios. Beyond considering how each persona might interact with your applications, we incorporate our quantitative research findings to ensure we're following industry best practices.

The Effective Perspective™

Our team uses our research findings to identify new ideas and opportunities for your business. We do this by taking three lenses to your business:

A technological lens We couple our review of your system or business with insights into marketplace trends to identify emerging technology opportunities that are viable for your organization.

An environmental lens With a special focus into how global cultural, business, economic, market, legal and political trends impact your business, we can make a recommendation on what approach your team should take.

A customer lens Our extensive research into who your users are, how they interact with your products and what they want and need equips us with the tools to identify how well your application is meeting their expectations and why, and how to move forward.