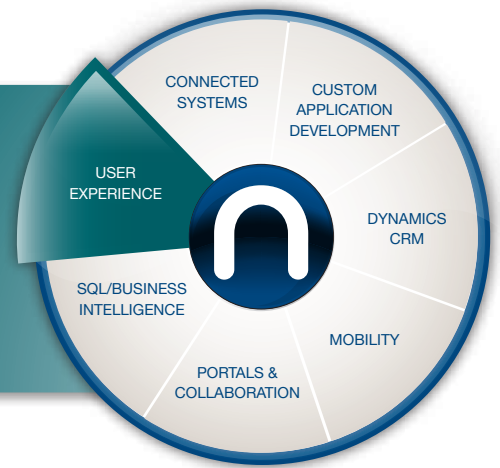


USER Experience

NEUDESIC INTEGRATES USER EXPERIENCE EXPERTISE WITH OUR TECHNOLOGY OFFERINGS TO DELIVER SOFTWARE THAT ALIGNS WITH WHAT USERS FEEL, THINK AND REALLY DO.



The Neudesic Advantage

- We know how users think and ask the right questions
- Users are directly involved in the design process, resulting in reliable outcomes.
- A focus on user priorities ensures drive to completion with a system that works

Typical Deliverables

- Creative strategy and branding brief
- User personas, concepts and sketches
- Contextual interviews, lab-based usability testing, and surveys
- Look & feel, user mood boards, form factor and visual design guides
- Application interaction maps, flows and wire frame templates
- Web application development and POC

Technologies

- Windows Presentation Foundation
- Silverlight
- Expression
- Ajax
- Javascript
- CSS
- XHTML
- Flash
- SharePoint
- Microsoft Office SharePoint Server
- Content Management Systems
- Custom Applications and Mobile Sites
- Winforms
- Video, Audio

Neudesic User Experience (UX) begins and ends with the goals, tasks and behaviors of each user. Our UX services can be deployed at any stage of a project to ensure that end-user productivity remains relevant and the project is kept on a successful, strategic track.

MAXIMIZING RESULTS FROM STRATEGIC INITIATIVES

Neudesic UX not only relates to what a product or service looks like, but also what it is, what it does, and what goals it serves. By leveraging strategic design choices to support the user's goals, Neudesic UX creates a positive emotional experience for each individual user.

The Neudesic UX process includes:

- Business requirements engagement
- Research into user goals, tasks and behaviors
- Design strategy and ideation
- Visual, creative and emotional design
- Information architecture and content strategy
- Interface and prototype design and testing
- Functional specifications
- Technical strategy

INDIVIDUAL DESIGN, COLLECTIVE EXPERIENCE

Each user is unique and often has complex needs. Yet they all want applications that are both intuitive and easy to learn. Neudesic UX design focuses on the individual without losing sight of the collective. We look at underlying processes to identify differences and similarities in how users interact with information. That way we can deliver solutions that address each one's needs without compromising what they all want.

DRIVING USER ADOPTION THROUGH CONSISTENCY

When users first interact with an application, they begin relationships which develop at varying rates from novice to expert. Neudesic UX design helps drive adoption among the user community by delivering solutions that provide a consistent experience at every stage of the learning curve and through all phases of a company's technological development.

LEADING DESIGN BY FOLLOWING STANDARDS

ISO 9241-11 standard on software usability defines the core of our work as "the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use." We couldn't have said it better ourselves.

