



user intelligence - value delivery map

Research

Design

Optimize



User research puts you face-to-face with your customers, prospects, and users, making them tangible and relatable to stakeholders.

User-centered design research shows a specialized view of your consumers, specifically to inform business and product design.

User-oriented optimization leverages user experience insight in addition to empirical research to identify potential improvement areas.

User Interviews

Interviewing your target audience provides insight into their motivations and intentions.

Usability Testing (Evaluation)

We observe consumers' use of your product in-depth, specifically evaluating usability.

Customer benchmark

We provide a diversity of methods for continuous quantitative feedback.

Visitor Analytics

We analyze the behavior of your website's current visitors to call out possible problem areas.

Eye Tracking

These tests show, in real time, which parts of your product attract and hold users' attention most effectively.

Voice of the customer

A continuous process of capturing user feedback, directly, or indirectly.

Diary Studies

We have users write diaries about using your product to understand their use experiences.

Focus Groups

We gather a number of your customers to discuss their feelings and ideas about your products.

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User



Product research brings to light how well your product is performing, in terms of both quantitative performance and user experience.

Product design is the driving force behind innovation and serves as the dimension that differentiates good products from great ones.

Product optimization reveals both the most effective ways to test your products and the most effective ways to optimize them.

Expert Review

Seasoned User Experience specialists evaluate your product based on expertise and accepted best practices.

Service Design

We work to crystallize the vision behind a service you offer, involving relevant stakeholders at all levels.

Landing Page & Funnel Optimization

Our Web Analytics specialists identify and optimize the key areas of your product that impact its performance.

Usability Testing (Understanding)

We observe consumers' use of existing products in-depth, understanding their experience and behavior.

Interaction Design

Our designers create a full specification of your (future) product's user interface to facilitate successful production.

A/B & Multivariate Testing

We test different variants of your interactive product to methodically determine which is most successful.

Web Traffic Map

Using web analytics, we create an understandable, one-page visual summary of your website's traffic patterns.

Visual Design

Adds branding and appropriate tone to the user interface. Enhances usability further by visual emphasis.

Web Analytics Implementation

Our specialists plan and execute effective Web Analytics measurement strategies to support future optimization.

Content Inventory

This is a structured overview of your website's content, used to inform the design.

Prototyping

The best way to test and communicate your product's novel concepts is an interactive prototype.

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Product



Business research empowers stakeholder to communicate organizational ambitions in terms of clear and explicit online goals.

Business-centered design facilitates organizations to change and shape their processes to effectively implement their online strategy.

Business-oriented optimization constantly monitors the process of (re)shaping the organization to leverage the online channel.

Understanding Online Strategy

Your online strategy is key to a successful implementation of your online presence.

Strategy Roadmap

Based on your business strategy, we work with you to delineate concrete paths to achieving your objectives.

Dashboard Reporting

We give you the tools to effectively measure and report the online performance of your business.

Competitor Analysis

Your online strategy and offering will be benchmarked against similar organizations in the market.

Content Strategy

We will advise the organization on implementing efficient tools and processes to manage content efficiently.

Optimize Online Strategy

We help you take the necessary steps to optimize your online strategy in light of your organizational goals.

Stakeholder Interviews

An interview cycle gathers the needs of diverse (groups of) stakeholders centrally, enabling summary and review.

Web Analytics Strategy

Our experts tailor your organization to maximally leverage the power of Web Analytics.

Training and Education

We teach and educate organizations to mature in terms of online strategy, processes and use of tools.

Business

