We do interactive design for the financial industry.

The Informed-Design competitive advantage.

Build

Understand

Validate

informed
— design —
www.informed-design.com

Storyboard

Detail

Wireframe
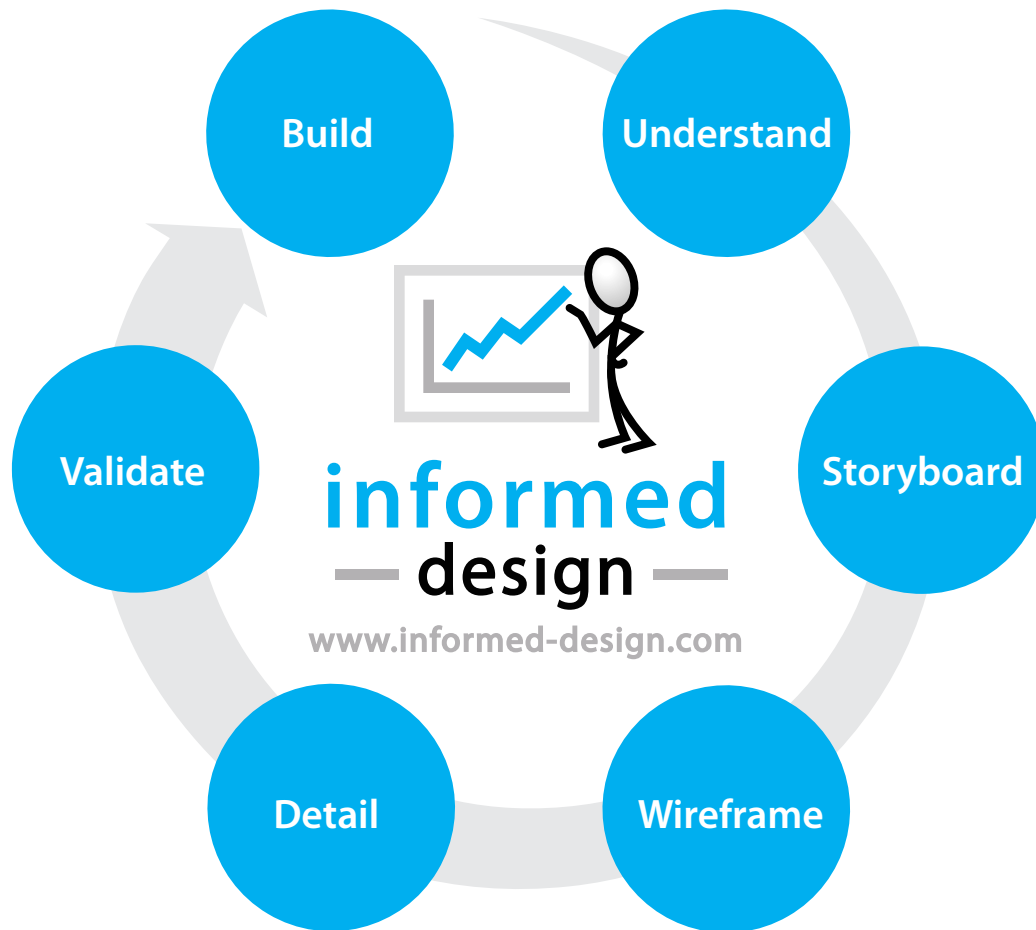
From the concept to final code or <u>anywhere in between</u>, we can work with you at any level of your web strategy.

Understand

Storyboard

Contextual Analysis/Field Visits
- Observing work practice
- Pointers to potential delighters
- Basic intents and organizational challenges

Focus Groups and Surveys
- Shared issues
- Common roadblocks
- Frequent issues
- Wish list of features

Match user goals and work practices to product interaction priorities and results
- Keep the task simple: aid or automate
- Make actions and consequences visible
- What can I do?
- What happened when I did it
- Map user intentions and goals to controls
- Design to reduce errors

Wireframe

Match navigation and interaction structure to task flow

- Provide information and access points when and in the way needed
- Structure content and functions
- Define navigation
- Prioritize content
- Determine interactive elements
- Apply rules for information display

Detail

High-fidelity design mockups

- Design look and feel
- Create graphic elements
- Define typography

Static and Interactive prototypes

- Identify where elements are placed
- Group and organize elements
- Create a consecutive flow through the task sequence

Validate

We measure success in multiple ways

- Can they find it?
- Can they understand it?
- Did it meet their expectations?
- Do they know if they made a mistake?
- Can they correct their errors?
- Do they enjoy it?
- Would they buy it?

Build

We can build and deliver your web strategy suitable to your customer audience:

- Application Development Environments
- Front End Development: AJAX/HTML5/CSS3
- Emerging Javascript frameworks
- Agile methodology
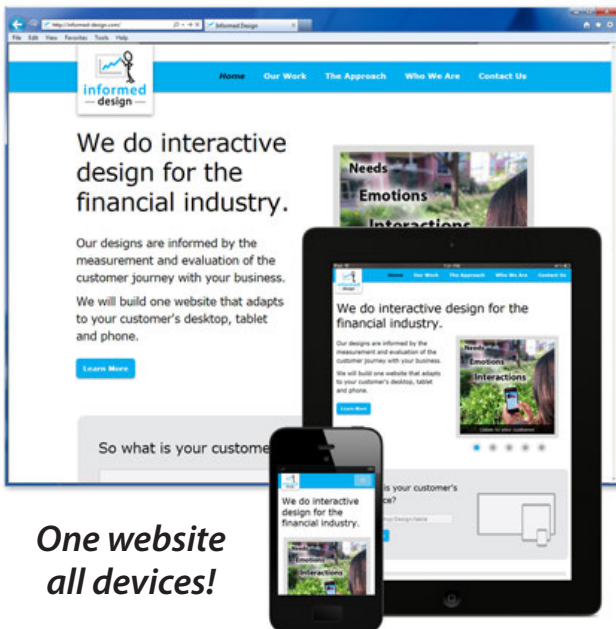
One website all devices!

Whether we are simply helping to define your overall online strategy or designing and implementing that strategy, meeting your customer's needs and desires are the backbone of our work.

Please feel free to contact us;
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Warm Regards,
The Informed Design Team

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