

Web design for your customer's needs and desires

Your customers know you through your web site. If they cannot understand you, they will go somewhere else. If you cannot meet their expectations, they will not do business with you.

Informed Design can provide you a competitive advantage

OUR VALUE

Reveal

- Your customer's challenges through the formulation of personas and characters
- Your customer's journey; exposing gaps and poor experiences
- Customer service experiences across sales and distribution channels isolating weaknesses
- Design objectives fulfilling customer needs and improving engagement

Design

- Creative rich internet web applications
- Customized graphic designs, information architectures, and interaction designs suitable to your customer and business

Deliver

- A digital strategy, site analytics, search engine optimization, and full site design or redesign
- Modern HTML5, CSS3 and JavaScript code structured to take advantage of the latest browser technology
- A responsive web interface that will work on all devices; workstations, tablets, and smart phones

OUR METHODS

Discover

- User needs and goals based on thorough research
- The voice of the customer revealed through one-on-one interviews, focus groups, and surveys
- Information gaps, roadblocks, and pain points by focusing on customer actions and reactions

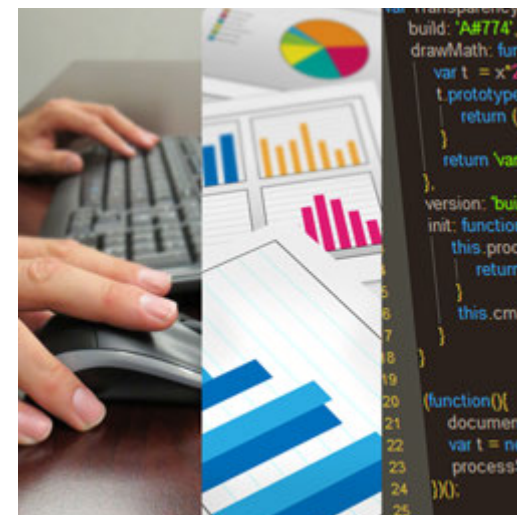
Understand

- We synchronize the results with your business goals to improve your customer's experience
- We collaborate with you, treating each engagement as a long term relationship

OUR EXPERTISE

Our team consists of system architects with advanced front-end coding skills, graphic artists and web page designers, Ph.D. experts in customer analysis, usability evaluations, and survey as well as interviewing techniques. We have a combined experience base of over 60 years across industries such as retail, banking, investment, telecommunications, and manufacturing.

Our designs are informed by the measurement and evaluation of your customer's journey with your business.



Please feel free to contact us;
 DST Systems, Inc.
 Informed Design Team
 333 W. 11th St., 2nd Floor
 Kansas City, MO 64105
 ph: 816.435.8740

To learn more about us visit:
www.informed-design.com