UX Services

UX & Usability Services

UX is all about bringing the optimal user experience to your users/customers including, website visitors, application users. The key advantages of UX and Usability testing include but are not limited to, the following:

1. It helps you to know the performance and quality of your prototype, Website and Mobile App
2. It provides you key performance data to understand how weak your product (e.g., website and Mobile App) preforms with respect to competition? Moreover, it brings to you the knowledge about the weakness and strength of your competitor's product (e.g., website, Mobile App)
3. It conveys voice of customer (VOC) including your user's expectations, online behavior, satisfaction and overall experience.

Advanced UX tools (Neuro UX and Neuromarketing)

4. Digital advertisement, Interactive multimedia systems (E-Learning, Video gaming), Multi-tasking interfaces (call centers, driving and Piloting) system may demand a high-level of user attention, engagement and emotional resources. Advanced UX tools such as eye-tracking, biometric sensors and brain-sensing systems (EEG) are very handy to provide more detailed knowledge.

To better serve your needs, we divided our UX & Usability Services into four different packages that can be tailored to your requirements, we also offer bundled packages and custom made packages depending on your needs.

	Basic UX	UX Probe	UX Optimus	UX maximus
Length	3 to 7 days	4 to 3 Weeks	1 to 3 month	> 3 months
Description	Interested in getting a high-level view of your website and Mobile App's performance and usability status in	Get to know your users' expectations, experiences and overall satisfaction level with your	Know how your prototype, website and mobile App perform w.r.t industry benchmarks and	Combine the UX analysis from other packages with a state of the art biofeedback technology to

	the shortest possible time.	website, Mobile App and Products	your competition.	have a real-time insight directly into your user affective state.
Methods	Heuristic and Cognitive walk through.	Usability Task analysis, user expectation and expérience questionnaire, SUS satisfaction user survey	Flow Analysis, Benchmark testing, competitive A/B testing, first impression testing,	Eye tracking, Brain Sensing tools EEG, GSR, HRV Heat Maps, Cognitive workload, emotions, Human Factor Testing

UX/UI Design & Consultancy

Are you looking for some one to help you design UX storyboards, mocks and wireframes for websites and Mobile App?

• We offer you UX/UI design services for different levels of actors in a simple approach. We help you design your Interface to give the users an enjoyable experience while keeping technical requirements and specifications among the top priorities.
Our UX/UI Design and Consultancy services include bit not limited to: Developing Storyboards, personas, experience maps, UX Wireframes, mockups and high-fidelity prototypes.

UX & Usability workshops
Our position as researchers qualified us to base our work on data analysis, from that we developed our workshops to introduce you to the concept of user experience and usability testing with real time data metrics.
These workshops can be tailored based on your experience level and further to train your staff on how to implement those concepts.
Our methods are based on in depth research in the field of Human Computer interaction and ergonomics, when you follow our rules we guarantee success in designing for User Experience.

Neuromarketing
Marketing in general aims to attract consumers into choosing your product, and this by triggering certain emotions in their mind.
Every aspect of your product may affect these emotions, from packaging, pricing, display, and advertising.
We offer you insights into consumer's body and brain reaction towards your products and advertising.
Our packages include:

- **EEG/NIRS/ Biosensor Experimentation**
  1. Protocol Design
  2. Protocol Design and Conducting Testing

- **Data Matrix**
  1. Data Processing and Feature Extraction
  2. Data Processing, Feature Extraction and Statistical Analysis
  3. Data Processing, Feature Extraction, Statistical Analysis and Reporting

- **Eye tracking**
  1. Protocol Design and Conducting Testing and Data Analysis

Biofeedback Data Metrics
Depending on the need of your studies, we provide biofeedback data measures.
This ranges from eye tracking data
Heart rate data
Galvanic skin response data
EEG data
These measures can be bought in packages from training packages, raw data collection, preprocessing, feature extraction, feature selection and classification.