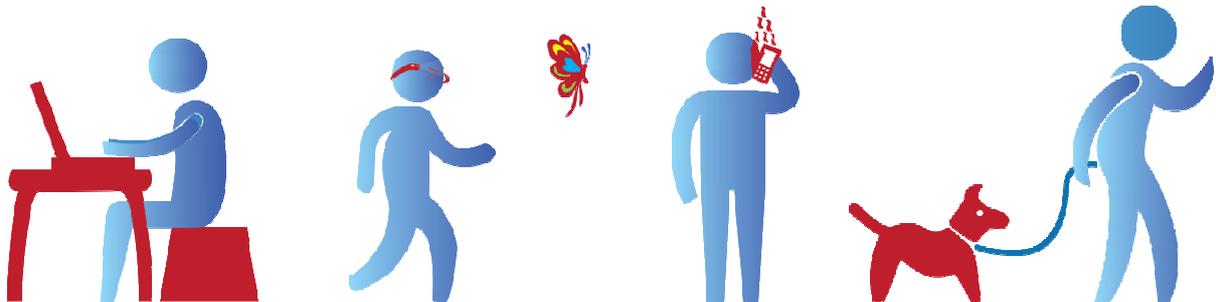


# Introducing:

## **EXPERIENCE** *dynamics*

OVER 400 MILLION USERS INTERACT WITH OUR DESIGNS



OUR USER EXPERIENCE EXPERTISE IS MAKING THE WORLD A BETTER PLACE

## **EXPERIENCE** *dynamics*

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[www.ExperienceDynamics.com](http://www.ExperienceDynamics.com)  
[www.UsabilityLabRental.com](http://www.UsabilityLabRental.com)

Portland | Seattle | Boston | Los Angeles

## WHAT WE DO

Experience Dynamics provides the most comprehensive, rigorous and competitively priced user experience consulting (research & design) available today. Experience Dynamics empowers you to develop results-oriented user experiences and user interface design strategy. The company focuses on measurable design improvements that typically increase customer retention and conversion rates by 44%-200%.

## WHY ED?

### 1. **Learning Fit to Your Design Issues.**

You will get exclusive access to our mastery of usability and user centered design methodology. You will also get answers applicable to your specific product and industry, not canned, recycled guidelines.

### 2. **Research informs your Design.**

You will get design recommendations with every deliverable. We don't believe in separating research from design. Any and all usability consultants should give you specific design recommendations, period.

### 3. **Personal is Meaningful.**

You will work with the founders of the company, not the junior intern. You'll get to work in close collaboration with a small, light and fast team.

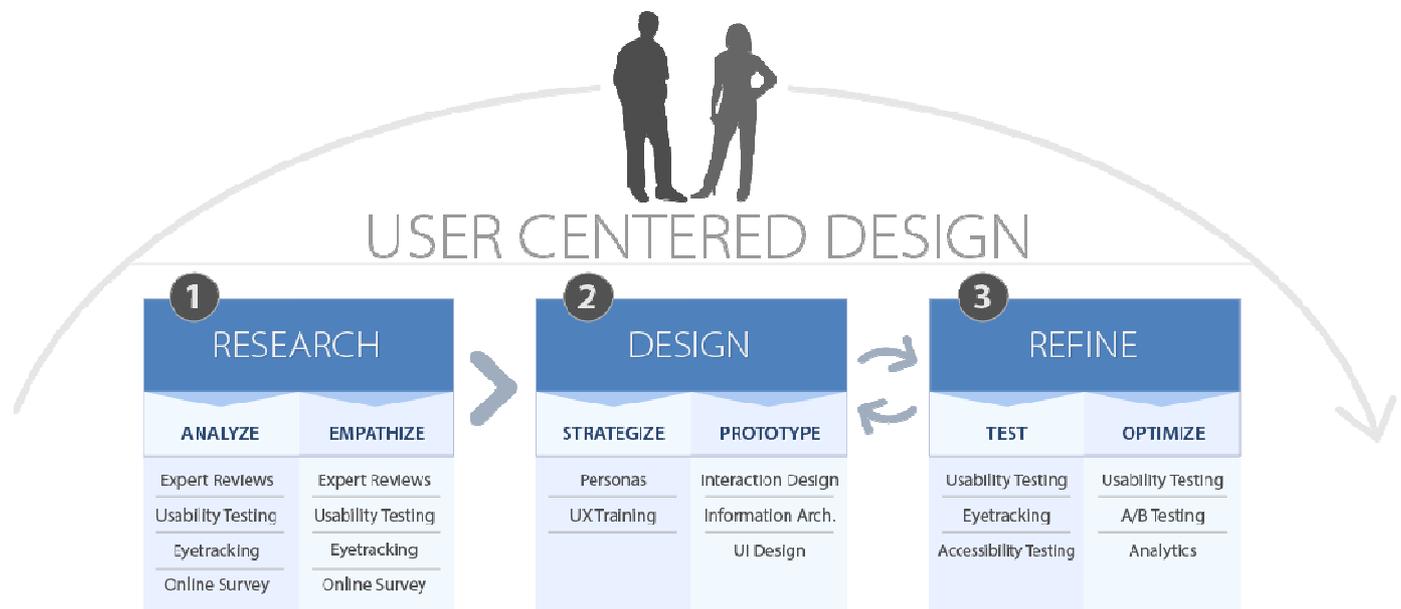
### 4. **High Quality and Affordable.**

You will get leading edge usability research, analysis and design and your budget won't feel it. Our prices are competitive and fair.

### 5. **Solid Expertise.**

You won't get "make it up as you go along" usability consulting like many out there. Instead you will get professional usability consultants with proven track records--recognized globally as leading-edge in our field.

# OUR UCD PROCESS



[www.experiencedynamics.com](http://www.experiencedynamics.com)

In early 2001, Experience Dynamics was hatched in a loft in Portland, Oregon by our founders. The company grew out of five years of early R&D with 3D interfaces, online communities and usability consulting for dot-com and Fortune 500 web properties. We quickly saw results from ecommerce sites with conversions of 5%-60% from applied user centered design. Our work was noticed by Fortune 100 clients who sought us to solve complex interface design and usability issues. These initial clients included KeyBank, Intel, Chase, Chrome Systems, Daimler-Chrysler and Providence Health System. With a reputation for expertise and results, we created one of the first portable usability labs and testing software in the market.

## CAPABILITIES

Experience Dynamics is a professional usability and user centered design services firm that improves performance, productivity and revenue enhancements on large scale web, products and complex software applications. The following represents the full list of our capabilities that many of our clients benefit from:

### Accessibility services:

- ✓ Website accessibility audit
- ✓ Accessibility testing
- ✓ Guidelines development
- ✓ Accessibility best practices training

### Ethnographic User Research:

- ✓ Rapid Ethnographic studies
- ✓ Persona research
- ✓ Contextual user interviews
- ✓ User and Task Analysis
- ✓ Emotion design research

### Experience Design:

- ✓ User Interface Design
- ✓ Wireframe design/  
Information Architecture
- ✓ UI Design reviews or support
- ✓ Accessibility compliance

## Focus Groups:

- ✓ Traditional focus group research (with partner)
- ✓ Ethnographic group interviews
- ✓ Facilitation and moderation services

## Mobile and product usability:

- ✓ Mobile device usability testing and UI design
- ✓ Hardware product usability
- ✓ Context research (also international, using our trusted partner network)
- ✓ Kiosk usability, usability testing and UI design

## Operating System Usability:

- ✓ Windows UI and icon design
- ✓ Apple Macintosh user interface design; Mac application usability testing and evaluation

## Typical projects we work on:

- Desktop Apps
- SaaS Apps
- Thick to Thin client app transitions
- Web applications
- Lead generation sites
- Portals
- Conversion oriented sites
- Ecommerce sites
- Mobile apps
- Responsive sites or hybrid sites
- Intranets, Extranets
- New technological innovations

## International Usability Testing and Research services

Our partners and consultants have on-the-ground fluency in Japanese, Korean, Chinese, French, Dutch, German, Spanish, Danish, Italian, Greek and Portuguese. We have conducted UX in 27 countries globally.

- ✓ New operating system design (business opportunity)

## Usability Design Reviews:

- ✓ Expert Reviews
- ✓ Overnight reviews (ask about our NightOwl review)
- ✓ Competitive Usability reviews
- ✓ Competitive benchmarking
- ✓ Out of the Box Experience evaluation (OOBE)
- ✓ 3rd party product purchase expert evaluation

## Usability Testing:

- ✓ Task-based usability testing
- ✓ Eyetracking
- ✓ Online Remote Usability Testing
- ✓ Portable usability lab testing
- ✓ Full facility testing (any major city)

- ✓ Participant recruiting

## Usability Training:

- ✓ Full team training seminars
- ✓ Custom or workshop trainings
- ✓ Online web seminars

## Virtual Reality and 3-D:

- ✓ Virtual worlds user experience strategy
- ✓ Virtual environments design
- ✓ 3-D or enhanced visual interfaces

## Visual Design:

- ✓ Full graphic design services

## Web Analytics:

- ✓ Conversion optimization recommendations
- ✓ Visitor analysis and usability evaluation
- ✓ Landing page usability
- ✓ Interpreting web analytics

# INDUSTRIES & CLIENTS

## Benefiting from our usability consulting services

Our clients come to us for our unique expertise and skill with the usability and user-centered design process. Clients include Fortune 500 companies with multi-billion dollar assets, and millions of users, to mid-size and start-up firms. We have developed a rapidly deployable usability consulting approach that the following industries have benefited from:

- ✓ Automotive
- ✓ Banking
- ✓ E-commerce/Retail
- ✓ Education/E-learning
- ✓ Entertainment
- ✓ Financial Services
- ✓ Government
- ✓ Healthcare
- ✓ Human Resources
- ✓ Insurance
- ✓ Media & Publishing
- ✓ Non-Profit
- ✓ Pharmaceutical
- ✓ Software
- ✓ Services
- ✓ Telecoms
- ✓ Travel & Leisure

## Do any of these scenarios describe you?

1. You have or had a **good design idea**, but your presentation was all wrong (or off, or misguided, or unusable).
2. You need to **take a design or UI somewhere fast** and you need INSIGHT, BEST PRACTICE, GUIDANCE or rapid input.
3. You are **redesigning or rewriting an app or site** and you need fresh eyes, a step back, a strategic path forward in line with your big marketing, product or business goals.
4. Your design is **about to hit the market** and launch is imminent. You need to know how risky (read damaging) your user experience is going to be for your users.
5. You have features and functionality and maybe even a loyal customer base, but you need to **maintain that leadership** and take some of your UX elements to the next level.
6. You are new (or not so new) to UX and know it's something you need to do (or do more of). You want to **build an internal competency** or ramp up a team or center of excellence.

If this is you, get in touch! These are scenarios we regularly help our clients solve.

## Our clients

We are honored to work with the following brands and organizations.



 **CONTACT**

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