

FACT SHEET

**"Usability and user experience today
is all about innovation and quality."**

Quote: Silvia C. Zimmermann,
UPA Inter'l Conference 2010, Munich GER

Our Core Services

It is our ultimate strength and power to provide flexible solutions based on proven methodologies, research insights and 15+ years of in-depth expert and user knowledge. Since needs regarding usability and user experience services vary depending on the current client focus and process stage, we apply our user centred design approaches not only during our user research projects but also to our clients. When you want to turn your ideas into innovation you need different methods than when assessing the usability of your products and services. Our broad usability and user experience toolbox embrace:

- ✓ Experience Design
- ✓ User Research
- ✓ Usability, UCD and UX
- ✓ Persuasion, Emotion and Trust (PET)
- ✓ Quality and Knowledge Management

Our Industries

A selection of our industries:

- | | | |
|-------------------|-----------------------------|---------------------|
| ✓ Automotive | ✓ Financial Services | ✓ Industry Devices |
| ✓ B2B / B2C | ✓ OCR Forms | ✓ Research |
| ✓ E-Learning | ✓ Online Shops / E-Commerce | ✓ Telecommunication |
| ✓ Energy Services | ✓ Pharmaceuticals | ✓ Tourism |
| ✓ ERP Systems | ✓ Insulin Pumps | ✓ Web & Mobile Apps |

Our Visions and Values

- ✓ Both usability and user experience encompass knowledge about people, their behaviour and attitudes towards new products and services and new technology. We see ourselves as strategic change agents who help you generate co-created value for your clients. Because we understand people, their cultural and historically mediated social context and their behaviour and attitudes towards change.
- ✓ Our profession is our passion. We do not want to be market leaders; we want YOU to be number 1 in your market.
- ✓ We believe in maintaining the highest standards of quality. We master our challenges by applying best practices and state-of-the-art processes and methods.
- ✓ We trust our vision. We are at the leading edge of usability and that is where we belong.

Our Team

The highly qualified members of our team all have more than 12 years of international experience in research and design practice. Established in 2002, our office and state-of-the-art usability lab in Zurich has grown rapidly. Our Swiss and international clients rely on our expertise for of our in-depth understanding of user needs, our visionary talent and our commitment to quality.

Our senior partners are actively involved in international professional networks such as the Usability Professionals' Association (our founder, Silvia Zimmermann is the current President of the UPA International), the European Multimedia Forum, the ACM SIGCHI, the SAQ (Swiss Association of Quality), and the STC (Society of Technical Communication).

A selection of our customers

BMW
Comparis.ch
Credit Suisse
Disetronic
Endress & Hauser
Eurotax Glass
Ex-Libris
Fujitsu Siemens
Julius Bär
Leica Geosystems
Mettler Toledo
Migrosbank
Novaris
OSEC
Phonak
Rega
Roche
Sunrise
Swiss Casinos
Techem
T-Mobile
UBS

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