



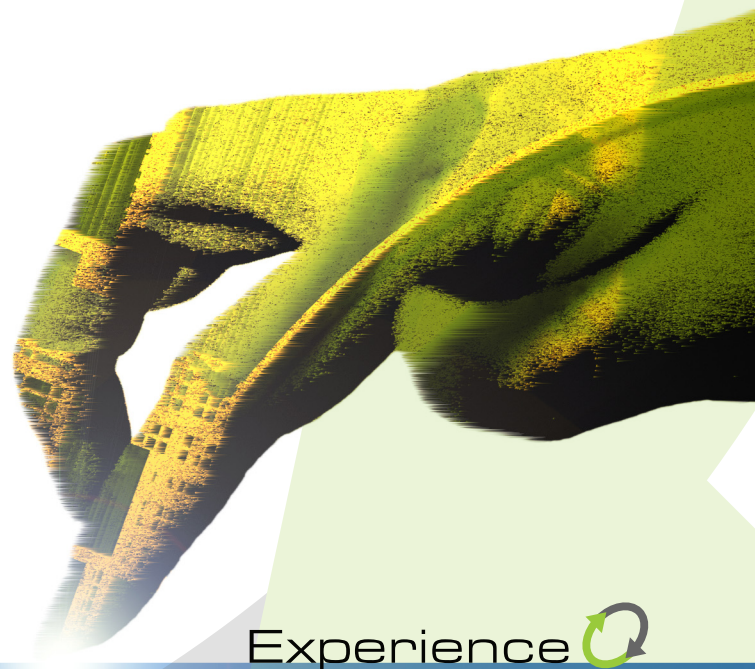
Experiences.



Performance.



Results.



Experience 
by Design

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WHAT WE DO

BETTER

We improve performance through **better** experiences

We help solve your most critical challenges. Since 2001, we have helped clients perform better by bringing people-centered approaches to their businesses—aligning strategy, operations, and technology to improve performance.

ENTERPRISE APPLICATIONS



User-friendly tools and processes that enhance employee performance and productivity, power your innovative edge, and strengthen your bottom line

UX STRATEGY



Experiences that engage customers, foster loyalty, and deliver a meaningful and unified presence across all channels: desktop, mobile, social, emerging

DIGITAL PRODUCTS & SERVICES



Apps and solutions that build customer relationships, provide value, and perform consistently across touchpoints

“Experience by Design set a UX strategy and helped create a plan of action that led to improved usability and a better user experience for our products.”

—VP, Product Development, Telarix

We connect the dots... bringing you the deep thinking and strategic approaches you need to seize opportunities and to deliver solutions that position you—and your customers—for success.



HOW WE HELP

BETTER

We chart paths that lead to **better** performance

We create successful experiences for people by aligning strategy, operations, and technology to address critical challenges head-on, allowing you to better meet the needs of your customers and your business.

We listen. Every project starts with an intense focus on your needs and the needs of your audiences.

We collaborate. Our team builds a common understanding of priorities and a shared vision among stakeholders, staff, and project teams.

We customize. Our services are tailored to the needs of your project to save you time and money.

“Experience by Design was instrumental in helping our leadership team envision and deliver a UI strategy and framework for our product suite. I was impressed by their knowledge, passion, and rigor.”

-CTO, Brabeion Software



Have a challenge? We can help. We're ready to help you delight your audience and increase your bottom line. Contact us today. Because **better experiences** only happen **by design**.

Experience 
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HOW WE WORK

BETTER

We use processes that produce **better** results

For every engagement, we combine a holistic, thoughtful approach with time-saving strategies such as Lean UX to keep projects moving, flexible, and rapidly progressing toward better solutions.

When time and budget are an issue, we can take a phased approach, tackle your immediate needs, and provide a roadmap for your team to follow.

1 DISCOVERY

We ask the important questions that help us understand your business and prepare a powerful approach to capture your vision.

2 ANALYSIS & MODELING

We build on everything learned during Discovery to better understand your target audiences, build consensus, and frame your key objectives.

3 DESIGN & SPECIFICATION

We establish the look and functionality, and draw up blueprints to plan, build, test, and successfully deliver your vision.

4 BUILD, RELEASE & OPTIMIZATION

We support development, analyze usage metrics, measure results, and help establish a plan for continuous improvement.

“Experience by Design’s rational, methodical approach to UX design, coupled with their ability to quickly understand and apply insights to our complex application domain, blew us away.”

–VP, Product Development, Perfman Software

You gain people-centered products, services, and solutions that deliver better business performance.



WORK WITH US

We help you connect the dots... so you can perform **better**

From unified cross-channel strategies to user-friendly mobile interfaces, Experience by Design brings the right mix of big-picture thinking, UX skills, and expertise to create the solutions you need to succeed and to grow your business.



Identify and focus on the elements most critical to your performance and success



Provide new insights about your target audience and your business to spark innovation



Create products, services, and technology solutions that keep your customers happy and your users engaged

We work shoulder-to-shoulder with you to deliver people-friendly experiences that delight audiences across all channels and touch points and keep them coming back.

"Time and time again, the Experience by Design team demonstrated a natural ability to work with all stakeholders to effectively develop and translate requirements into clean, high-value user experiences."

- Sr. Director, Product Experience and Design, AOL



OUR EXPERIENCE

We've helped clients deliver **better** experiences and results for over a decade

Experience by Design has worked with varied clients across a range of industries since 2001. We've helped companies backed by venture capital and private equity; mature and established product and services businesses; associations, nonprofits, and public sector organizations.

Regardless of company size or project stage, clients look to us for measurably improved performance and outcomes through UX strategy, audience research, experience design, product and service optimization, business process and enterprise systems transformation, and usability testing.

"Experience by Design is a knowledgeable, well-grounded user experience firm. Their approach produces design solutions that maximize benefits for end users, and adapt to the needs of the business."

-Business Projects Director, Freddie Mac



Contact us to find out how we can help you deliver **better experiences**, achieve **better performance**, and produce **better results**.