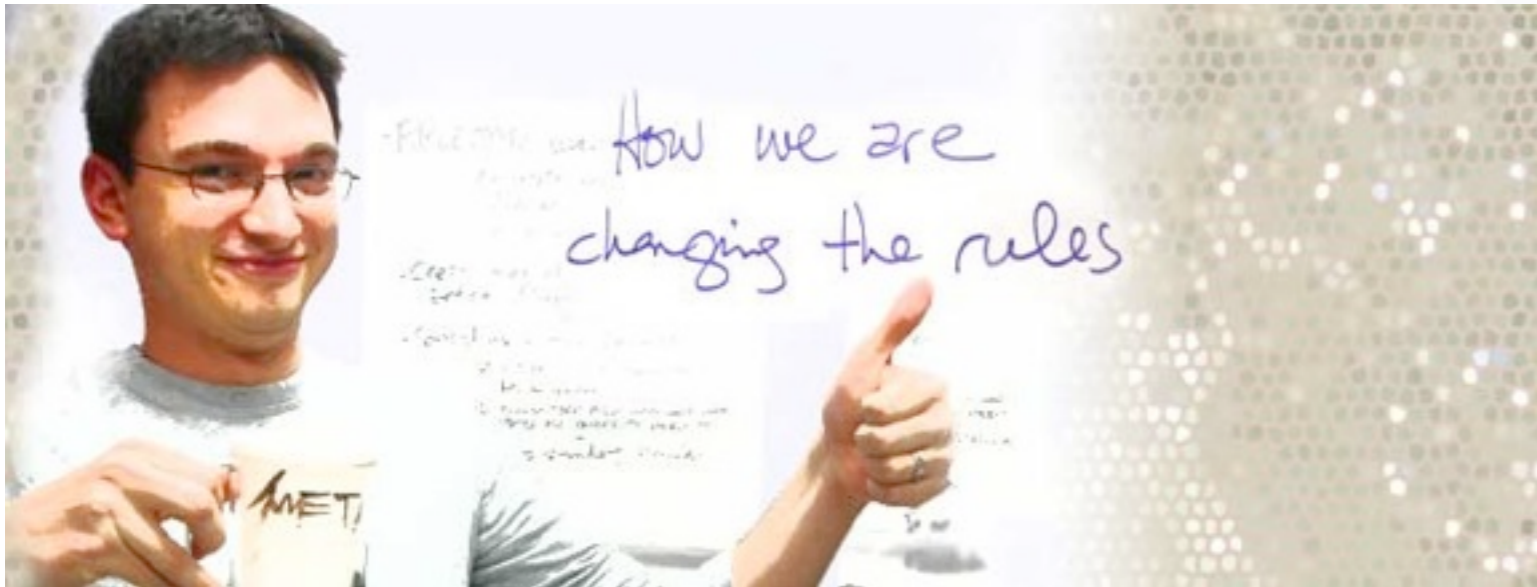


Our process: Strategize. Structure. Succeed.



Create excellent user experience for:

- **Websites**
- **Web applications**
- **Software**
- **Tablet apps**
- **Mobile apps**
- **Touch screens**

Create great digital media products with our strategic, research-based process for design – or redesign – of user experience. Increase brand value, profitability, and return on investment... today.



Critical project stages

Step 1: digital strategy

Plan user experience.

Step 2: usability

Measure user experience.

Step 3: information design

Structure user experience.

Get results with our proven process for digital planning and development.

What do global media brands, leading technology firms, major associations, international scientific projects, and leading attractions have in common? They all need great digital products. Our step-by-step process gets you there.



Our process: Digital strategy



Step 1: Plan user experience.

Leverage the knowledge inside your organization with our **digital strategy** workshops. Digital strategy is critical whether you're designing or redesigning. Gain competitive advantage with the critical starting point that many companies skip.

Prioritize goals. Get consensus. Maximize budgets.

Invest two days and get the edge. By leading stakeholders through a proven, dynamic strategic process, Interface Guru helps you maximize the value of every resource.



Services

Digital strategy workshop

A hands-on facilitation for teams. One to two days' duration.

- Set business goals.
- Identify team roles and competencies.
- Profile users and their priorities.

RFP creation and evaluation

Make sure you specify your needs and get the answers your project requires.

Executive coaching

Get trusted coaching you as you address staffing, training, budgets, and project phasing.



Our process: Usability



Step 2: Measure user experience.

User testing is a powerful tool that helps you understand how users think while measuring user experience. Analytics tell you what is happening; user testing tells you why. Gain invaluable insight into your customer's priorities.

User testing vs. focus groups

Focus groups are great for brainstorming – but they don't measure what users actually do. User testing gives you precise measurement of where – and why – your digital product succeeds or fails.



Services

User profiles

Detailed matrix of users' characteristics and priorities, the core of user experience design

Competitive usability analysis

Evaluate your competitors for usability and brand value.

User testing



Structured tests of 6 – 8 test subjects per user group. Includes picture-in-picture digital video footage of all tests. Above: user testing of an iPad app.

Training & workshops:

- Hands-on Usability Analysis (one day)
- Usable Design for Tablet and Mobile Apps
- Do-It-Yourself Usability Testing (four days)
- Usability for Developers (two days)



Our process: Information design



Step 3: Structure user experience.

Information design is the skilled practice of presenting information so it is easy to use. Information design is a critical step in digital media design. It happens before a single bit of code is written, before any visuals are designed.

Protect your return on investment.

Create “institutional memory” of your project. Information design deliverables ensure your entire team understands the structure of your digital media product.



Services

Information architecture



Hands-on user-centric restructuring and re-labeling of your digital product's content, includes detailed site diagram documenting your new structure.

Task sequence design



Step-by-step design of critical user tasks such as e-commerce, registration, social media interaction, resulting in increased conversion. Includes detailed task flow diagrams.

User interface design



Based on information architecture and task sequence design, resulting in easy-to-use navigation with no dead-ends.



About Interface Guru



Trusted advisors on digital media

Research-based methodology

Practice areas

- Media
- Sciences
- Technology
- Non-profits
- Attractions & museums

Creating and measuring user experience since 1999

Founded by CEO Cia Romano in 1999, Interface Guru helped establish information design and usability as routine practices in digital product development. We are a small, highly focused consultancy with a reputation for transforming the way our clients approach digital media.



What our clients say

"Well worth the investment...we will likely recoup the investment in digital strategy by a factor of 10 over the next six months"

- Chris Battaglia, Vice President/Publisher, Crain's Pensions & Investments

"The team at Interface Guru were invaluable at helping Yankee Publishing accomplish a complete redesign and re-architecture of our largest website, Almanac.com."

- Paul Belliveau, Vice President, New Media at Yankee Publishing

"Cia takes web navigation and design extremely seriously...and more important, bases her opinions and suggestions on extensive experience observing and testing website users."

- Mitch Rouda, Founder, President, eMedia Consulting group

"Cia Romano and Interface Guru are on the cutting edge of the professionalization of online business."

- Brandon Owens, Director of Online Marketing, Playboy

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Case studies



Lifetime

Easy-to-use entertainment site with powerful functionality

Lifetime, a leader in women's entertainment and media, designed the "All The Looks" celebrity fashion site, featuring tens of thousands of images and sophisticated search filters.

Interface Guru services: user interface design, task sequence design.

Results: Ease of use for powerful functionality.



IEEE Spectrum

Award-winning redesign of membership magazine's cutting edge content

The respected membership magazine of IEEE, the world's largest professional association. Redesigned as a powerful platform for multimedia and user engagement.

Interface Guru services: Usability testing, information architecture, user interface design.

Results: Winner of American Business Media's Neal Award, Best Web Site 2010.



NRECA

Print-to-Web transition, social media outreach

National Rural Electric Cooperative Association: a U.S association representing cooperative electric utilities and the consumers they serve.

Interface Guru services: Web strategy, information architecture, user interface design, training in user-centric digital advertising.

Results: The member newspaper ECT TODAY, was replaced by a new website and a social media strategy.



VEECO

Sophisticated interface for state-of-the-art instrumentation

Veeco specializes in the development of cutting-edge technologies, including nanoscale measurement instruments.

Interface Guru services: information architecture, user interface design, task sequence design, style guide.

Results: A user interface as sophisticated as the instrument it supports.

