A large, dark, stylized 'X' graphic is positioned on the left side of the slide, extending from the top left towards the center. It is composed of four thick, dark blue lines that intersect to form a large 'X' shape.

The Hexoo **Methodology** for User Centered Design

Understanding your business and your customers

Connecting human factors with visual design

Ensuring usability, user experience and motivations

Methodology Introduction

The **User Centered Design** (UCD) is a process & methodology capable of ensuring optimal results, for websites, and applications.

In general, the UCD process begins with analyzing human factors, studying business environment and defining strategic goals. It finalizes with the creation of complete logical, functional and graphical concepts that utilize the gathered information along with professional usability and ergonomic guidelines.

Guidelines & Standards

We follow scientific-proven guidelines and standards in Usability, user experience, interactive design, information architecture and psychology.

The Hexoo approach

“...We have come to the understanding that a profound understanding of the needs of both the organization and its customers holds the key to a well balanced concept...” (from our website).

We aim at Excellency and Maximum user satisfaction. **We create the**
Best Practice.

The Methodology lifecycle

Project plan

- Balancing between goals, schedule and budget
- Creating the project plan that fits your needs

Analyze

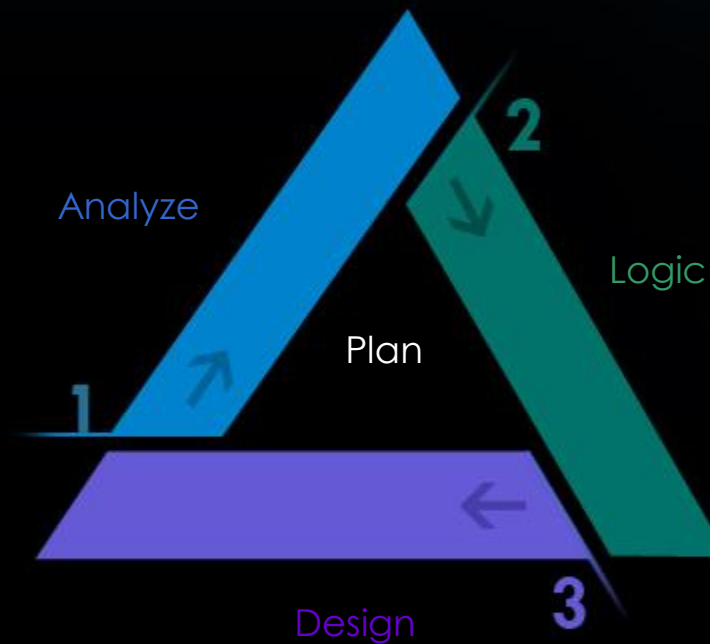
- Studying business & competitive environment
- Analyzing motivations & consumers' behavior
- Existing platform review & scorecard
- User Testing, quality interviews, focus groups

Logic

- Defining Information Architecture
- Composing site flows & interactions
- Creating User Interface concept
- Detailed design, refinement & specification

Design

- Conceiving the graphic concept
- Designing motions, transitions, interactions
- Detailed graphic design
- Prototyping



Methodology implementation

The Business-sensitive process

Tell us about your expectations

We believe a good solution starts with finding the right partner to help you achieve your goals. Our service starts with learning about your business goals and vision. We collaboratively analyze the ways to get there considering schedule and budget.

We set up a project plan that would maximize our contribution within the given limitations and make sure that the proposed procedure is clearly understood and acceptable.

We determine interactions considering your available resources and create the mechanism to share our findings with your key project champions.



Give us your opinion

After we have configured the methods and participants of interaction, we now set the checkpoints in which you could evaluate, consider and respond to the evolving product.

This ongoing process ensures that the outcome would best suit the needs of your organization , therefore making the final product a tailor made, long lasting, standard setting cornerstone.

In many companies, the final product is greatly influenced by diverse, sometimes contradicting interior forces (IT, marketing, customer relations...) Since the service we provide is somewhere between consulting and developing, we see it as our professional challenge to find the right balance between different perceptions and practices within the organizations we work with.



Common examples

Abstracts of widespread cases

Case 1: Would like to review and improve my website

Questions asked:

- What are the Usability faults and where are the bottlenecks
- How can I make fast cost-effective changes (quick-wins)
- How far am I from the best practice interface (considering those issues: design, calling for action, navigation, ease of use, user experience, personalization, ergonomics, functionality, marketing approach...)

Methods used:

- Understanding your business environment
- Conducting an expert review structured with over than 600 guidelines and standards
- Analyzing results based on market standards and best practice approach
- Suggesting recommendations for immediate implementation and for future steps

These services may help:

- Usability testing
- Expert review
- User Testing, log file and BI analysis
- In-house consulting

Case 2: Would like to upgrade an existing concept

Questions asked:

- What are the correct focal points of the platform
- What are the main categories from the user's point of view
- What new services, products or functionality should be added to update the platform
- How do customers react to me and my competitors' platforms

Methods used:

- Understanding your business environment
- Conducting a market research including professional reviewing of key sites and applications
- Identifying target audiences, setting persona characteristics, interviewing and studying behavior
- Suggesting recommendations for immediate implementation and for future steps

These services may help:

- Expert review
- Quality interviews, focus groups
- Benchmark research
- In-house consulting

Case 3: Would like to create new concept

Questions asked:

- What are the advantages my product holds over competitors
- What are the current and future trends and directions that the market will take
- How do I differentiate my product from seemingly similar products
- What is the standard practice within the market in terms of UI, User experience, design and functionality.

Methods used:

- Understanding your business environment
- Conducting a market research including professional reviewing of many relevant sites and applications
- Identifying trends, strategies, strengths and vulnerabilities
- Suggesting recommended strategy, style, unique functionality and structure
- Developing a unique concept based on research, customer preferences and professional guidelines

These services may help:

- Strategic research
- Benchmark research
- In-house consulting

Contact Information

Hexoo

20 Hataas st.

Kfar-Saba 44425

Email: info@hexoo.com

Web: www.hexoo.com

Call: 09-7652917