

USER-CENTRIC SOFTWARE DESIGN & DEVELOPMENT

INNOVATION MEETS EXECUTION

With our unique combined approach we offer our customers the end-to-end process starting with identifying the **customer PROBLEM** first as basis to then further design and develop the appropriate **customer SOLUTION** focusing on the user needs. This typically happens across the domains of:



DESIGN
THINKING

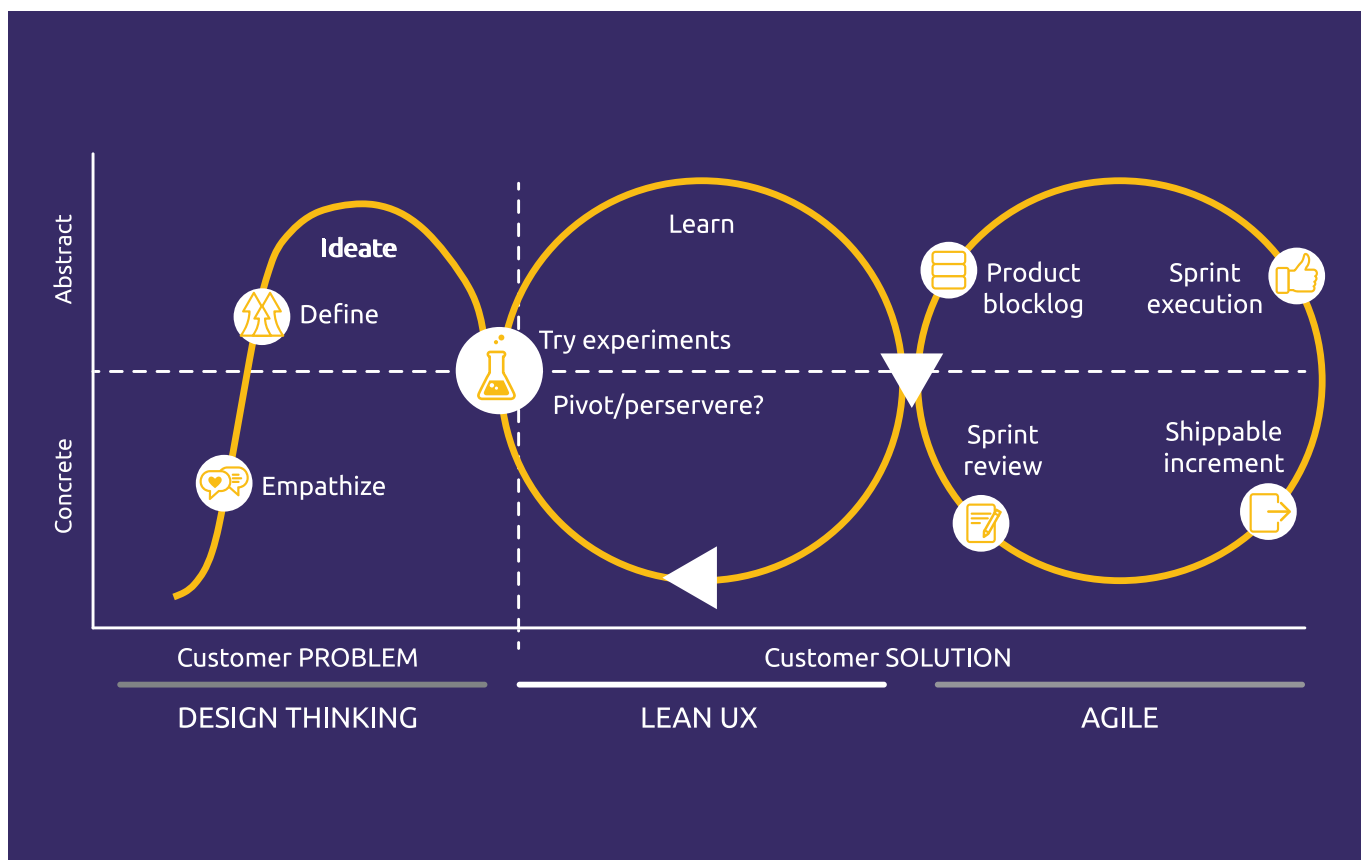


USER EXPERIENCE
DESIGN



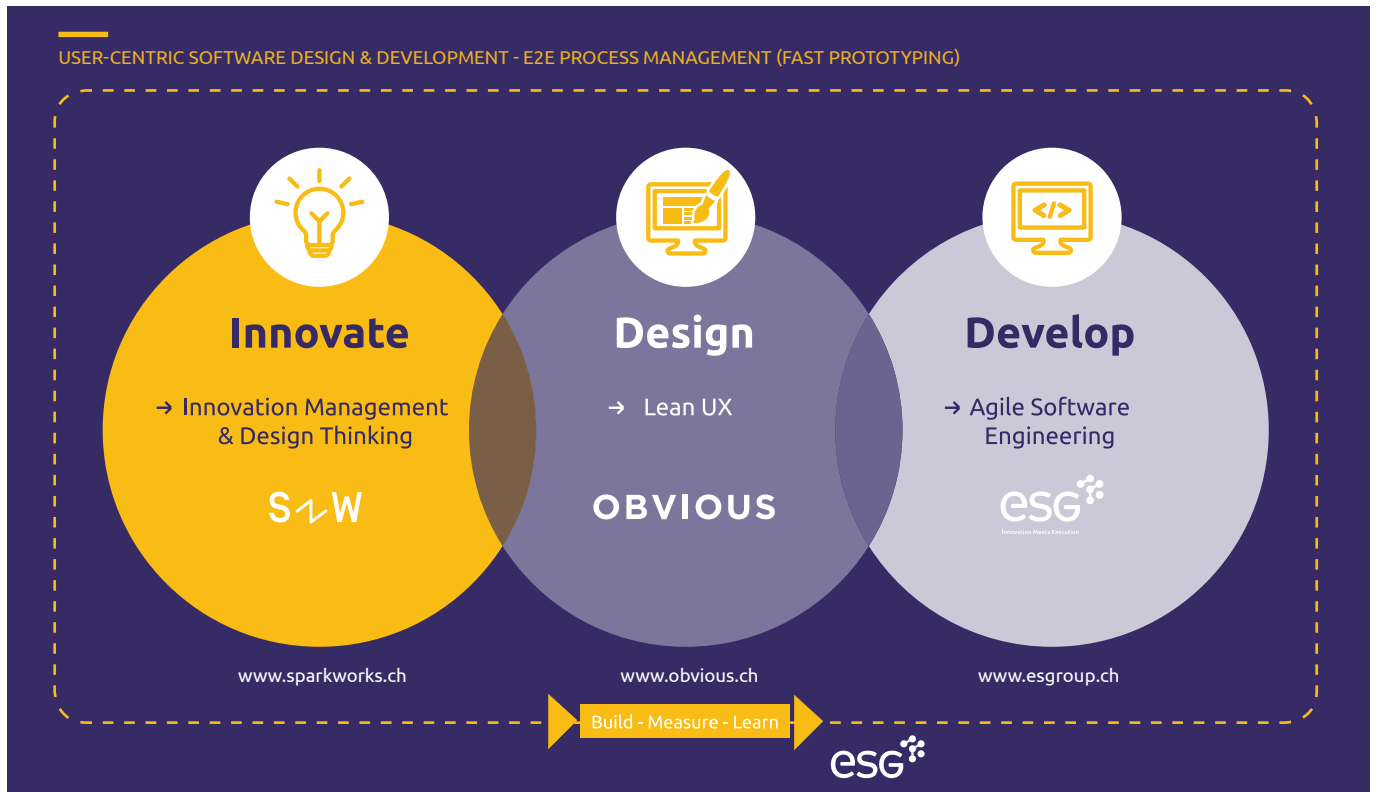
AGILE SOFTWARE
DEVELOPMENT

The process is conducted in a **“Build-Measure-Learn”** approach with continuous short cycles to enable **fast prototyping/MVP** to finally come up with the solution best fit for client needs.



OUR PARTNERSHIP APPROACH

By combining the experience and capabilities of our Swiss based, well established partner companies each specialized in its field of expertise we can offer a seamless end-to-end offering to our clients across the following disciplines:



YOUR BENEFITS



COMBINED
SPECIALIZED
EXPERTISE



END-TO-END
PROCESS
MANAGEMENT



AGILE/FAST
PROTOTYPING/MVP
RESULTS



SEAMLESS/
INTEGRATED
INTERFACES



USER-CENTRIC
SOLUTIONS



ITERATIVE
INNOVATION
CYCLES

Together as strategic, specialized partners and based on our integrated user-centric approach we are fully committed to deliver innovative, best-of-breed solutions which solve the customer problems and meet their users' needs.

We are willing to invest in first pilot projects to prove and establish our new combined offering.

Let's build the next big thing together!

OUR SERVICES OFFERING

		
INNOVATE: USER DISCOVERY / EXPLORATIVE USER RESEARCH	DESIGN: USER EXPERIENCE DESIGN	DEVELOP: AGILE SOFTWARE ENGINEERING
<p>Value proposition: The customer insights we uncover look like nothing you've seen before! Forget about never ending surveys: we start with people. Through in-depth qualitative interviews, observations and on-site service testing, we uncover the underlying needs and behaviours of your users to guide the successful deployment of new products, services or business models.</p>	<p>Value proposition: Your customers don't perceive your digital product as expected? Your engineers keep misinterpreting requirements you provided? By creating prototypes of the digital product you plan to build, we help you mitigate risks like these. Together we will gather continuous and early user feedback, build a solid fundament for stakeholder management and optimize your collaboration during the development process.</p>	<p>Value Proposition: As an innovative, high-quality and agile Swiss Software Engineering boutique we closely collaborate with you to develop and maintain software to power your company and let you focus on your business objectives.</p>
<p>Problem: You are thinking of launching a new product or service in the market, but you are not sure who your costumers are and if your solutions really add any value to their experience and to your service offering.</p>	<p>Problem: You know who your customers are and you have identified opportunities of your digital service offering. Now you need to make sure that your digital product will meet the expectations of your customers and stakeholders as well.</p>	<p>Problem: After having identified the customer problem and defined the most appropriate user experience design you now need to develop the best customer solution focusing on the end-user needs.</p>
<p>Approach: We provide an end-to-end service: we start by designing and conducting an extensive user customer research through in-depth and spontaneous interviews, on-site observation and service testing. By carefully analysing the qualitative data, we uncover the most interesting user insights and behavioural trends and translate them into impactful opportunity spaces for your company.</p>	<p>Approach: We start with a paper-based prototype to gather feedback as early as possible. We refine the prototype along the way to continuously confirm our hypothesis and to identify gaps. By prototyping the solution instead of directly building it, we ensure a time-saving and therefore cost-effective development process of a product that will meet expectations.</p>	<p>Approach: We take an individual approach to your requirements and will work them out depending on the project size. High-quality code as well as clear architecture and design are the core values of our company. We actively use lean and scrum methodologies to guarantee customer involvement and continuous feedback throughout the process. Our team works in iterations to deliver software. Each iteration opens with a planning session based on user stories prepared with our client and closes with a demo and a retrospective. This is done to maximize the customer value while minimizing the waste in each sprint. With requirements gathered and user stories written, we can then create an interactive visual mockup and prepare the applications architecture.</p>
<p>Potential outcomes:</p> <ul style="list-style-type: none"> • Identification of user behaviors and underlying needs through personas/ archetypes development • Customer journeys to visually map the story of the customer's experience (from initial contact, through the process of engagement into a long-term relationship) and identify key interactions, existing gaps, pain points and opportunities 	<p>Outcomes:</p> <ul style="list-style-type: none"> • Target prototype to communicate and validate ideas with customers and stakeholders • Specification prototype to conduct user tests and to optimize the collaboration between business and engineering • Design system to ensure a high quality of implementation and to speed up the future creation process 	<p>Outcomes:</p> <ul style="list-style-type: none"> • End-to-end process management across "Innovate – Design – Develop" with seamless handover & interfaces • "Build – Measure – Learn" cycles based on fast prototyping/MVP/mockup approach • Digital, innovative solution that best fits your customer's need based on continuous feedback loops