REAL WORLD
SOLUTIONS

User Experience (UX) Design

Research has shown that improving user experience can have numerous benefits, it can lead to increased user satisfaction, increased engagement and higher sales conversion rates. An enhanced User Experience can result in a more positive perception of a brand, leading to increased brand loyalty and trust.
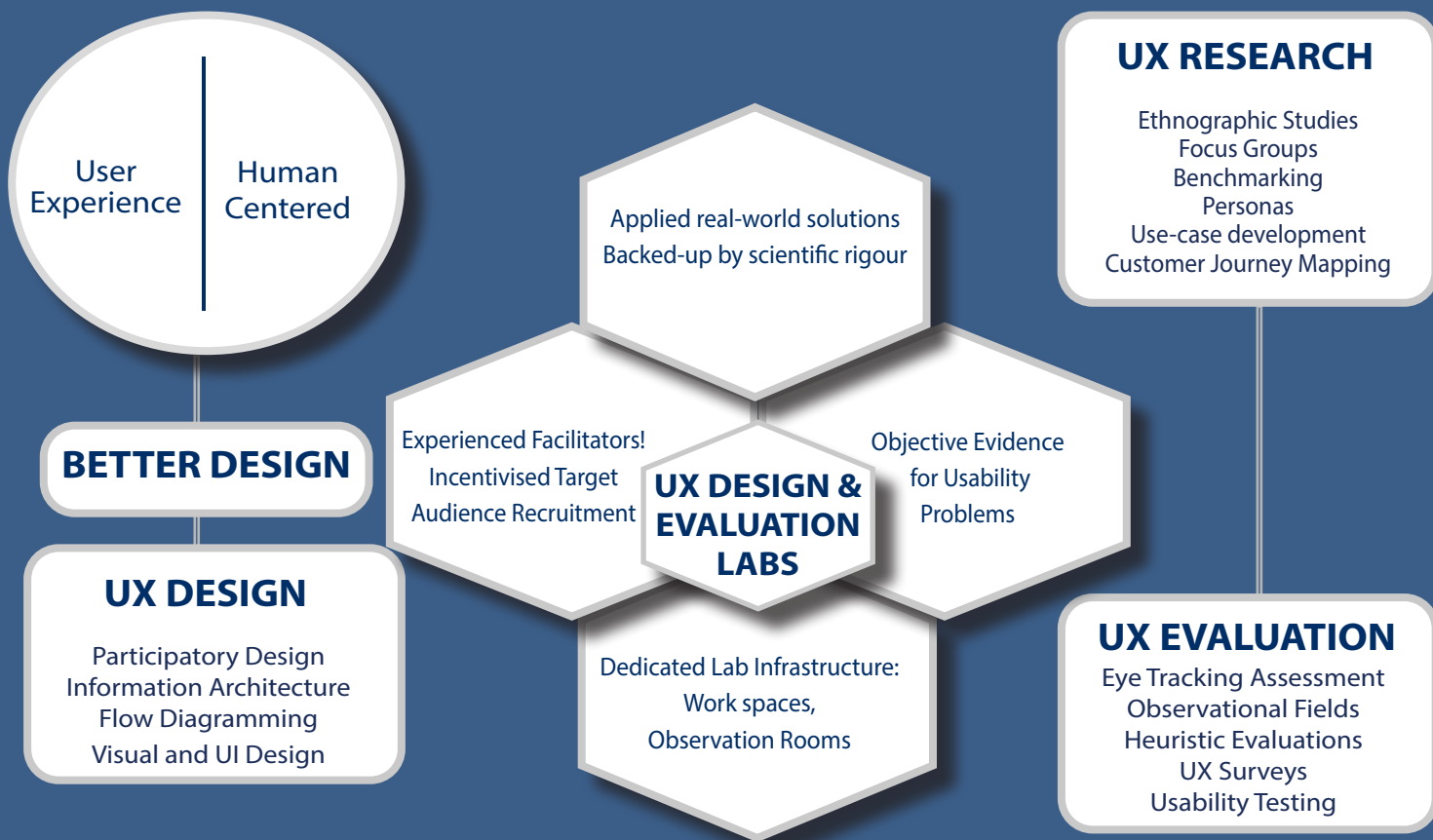
A business solutions partner of choice

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ENTERPRISES
University of Pretoria

Our Informatics Design Labs provide a variety of mobile development and human-computer interaction (HCI) services, with a particular emphasis on the use of eye tracking technology in usability and user experience design and evaluation. Our experience includes web development, interaction design, system design and development, cognitive psychology, and eLearning.

The Informatics Design Labs offer a creative environment to learn about and experience current trends in technology design, they include a Mobile Development and User Experience (UX) lab.

User Experience | Human Centered

BETTER DESIGN

UX DESIGN
Participatory Design
Information Architecture
Flow Diagramming
Visual and UI Design

Applied real-world solutions
Backed-up by scientific rigour

Experienced Facilitators!
Incentivised Target
Audience Recruitment

UX DESIGN & EVALUATION LABS

Objective Evidence
for Usability
Problems

Dedicated Lab Infrastructure:
Work spaces,
Observation Rooms

UX RESEARCH
Ethnographic Studies
Focus Groups
Benchmarking
Personas
Use-case development
Customer Journey Mapping

UX EVALUATION
Eye Tracking Assessment
Observational Fields
Heuristic Evaluations
UX Surveys
Usability Testing

Why partner with us?

- Customised, innovative and real-world relevant research and advisory services driven by scientific evidence.
- Access to comprehensive knowledge resources from the University of Pretoria.
- Personalised services to achieve unique business and professional development goals.
- Innovative solutions for targeted training and businesses decisions support insights.
- An extensive international footprint spanning six continents.
- Leading domestic and international industry experts and thought leaders.

For more information, contact us today.

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