

# USER CENTERED 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*

**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.

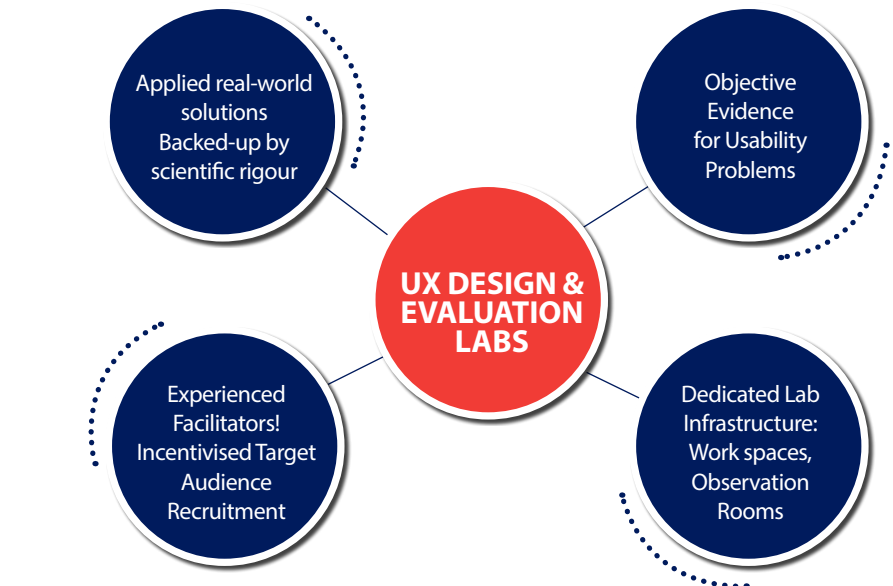
**FOR MORE INFORMATION, CONTACT US TODAY.**



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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.



UX RESEARCH	UX EVALUATION
<ul style="list-style-type: none"> <li>Ethnographic Studies</li> <li>Focus Groups</li> <li>Benchmarking</li> <li>Personas</li> <li>Use-case development</li> <li>Customer Journey Mapping</li> </ul>	<ul style="list-style-type: none"> <li>Eye Tracking Assessment</li> <li>Observational Fields</li> <li>Heuristic Evaluations</li> <li>UX Surveys</li> <li>Usability Testing</li> </ul>

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