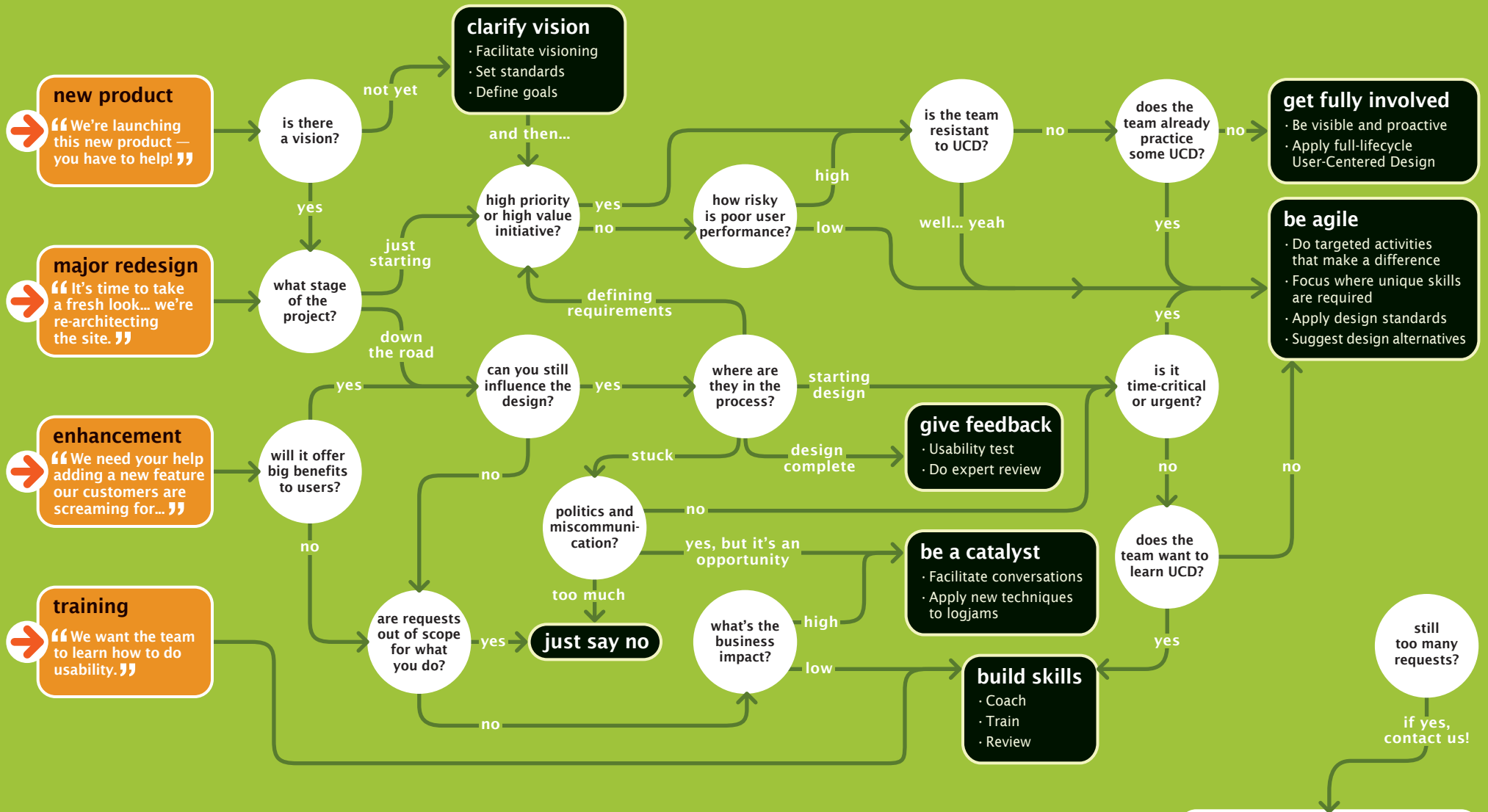


I'm getting so many
requests from my colleagues...

**How do I decide
where to focus?**

When evaluating new requests, asking the right questions will help you **prioritize and focus your activities.**



Warning: Objects in this diagram may be more complex than they appear!

We can help!

Specializing in user experience and usability, Design for Context helps you create applications and web sites that are easy to use and understand.

“Do It Yourself” User Experience

You want to build your in-house team’s usability skills to effectively meet your users’ needs over the long term. We offer training, clinics focused on your specific content, and practical on-the-job coaching for usability specialists, analysts, and anyone else who wants to broaden their skills.

Full-Service Analysis & Design

Sometimes you just need highly experienced people to make things happen. We offer a full range of usability and user experience design services, focused on making products work for your organization and your users.

OUR SERVICES	Consulting	Coaching	Training	Clinics
User-centered design	●	●	●	●
Information architecture	●	●	●	●
User research	●	●	●	●
Usability test facilitation	●	●	●	●
Eliciting requirements	●	●	●	●
Communicating user needs	●	●		●
Accessibility	●			●
Semantic Web interaction	●			●
Rich Internet applications	●			●



Design for **Context**

Making software applications and web sites easy to use

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