

WE ARE LEADERS IN USABLE DESIGN

A successful application, like a successful dinner party, is one that cares about the people who are there, and plans an experience that meets and exceeds their expectations.

Everything comes together seamlessly and nothing is left to chance. The guests' preferences and the available ingredients blend into the menu and the way the experience flows.

know
who's coming

design
the experience

gather
the ingredients

prepare
for delivery

USER RESEARCH USER EXPERIENCE

LINKED DATA TECHNOLOGY

Quality ingredients work well together and satisfy without overwhelming. That quality is as vital for successful applications as it is for successful entertaining.

The tools must be appropriate to the desired outcome and convenient and usable for the chef. The sequence of preparation is guided by the ingredients, the meal's flow, and the vision of the overall experience.

WE SUPPORT TECHNOLOGY DEVELOPERS

Looking for a better user experience?



Design for Context is **your knowledgeable partner to create dynamic user experiences**. We apply our design skills to help you take your technology and data to the next level.

OUR SERVICES



User Experience Design

We lead user-centered design, creating wireframes and prototypes to make your users productive and successful.



Information Architecture and Taxonomy

We increase the value of information for users through content and metadata analysis, improving navigation, search, and signposting.



User Research

We clarify what your users need and facilitate user engagement through interviews, focus groups, usability tests, card sorting, and surveys.



Semantic Application Strategy

We leverage the rich capabilities provided by semantic technologies to design and help guide the vision for next-generation products.



Social Business Strategy

We help you plan for user involvement, and design tools for people working together to create meaningful and sustainable social spaces.

OUR FOCUS AREAS

Web Applications

Improve productivity and customer satisfaction, no matter how complex the application.

Mobile

Provide simple, intuitive designs to help people get things done on the move.

Semantic Web

Make linked data systems seem simple... but still smart.

Search

Make information findable in information-rich sites, databases.

Social Business

Design tools that support and improve social interactions.

OUR APPROACH

- Understand your users' needs
- Understand your technology
- Collaborate with your team
- Design solutions that work
- Iterate with user feedback
- Make people successful

We make applications and web sites easy to use through great design.



Design for **Context**
www.designforcontext.com