Introducing Stamford Interactive

Helping you to realise the full potential of your technology investment
by designing products that are usable, useful and engaging
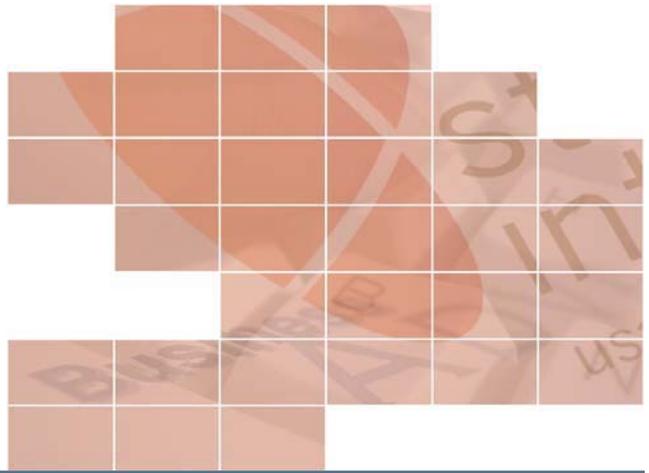
The New Business

Advantage

stamford
interactive

usable   useful   engaging

Usability is the new business advantage

Whenever we interact with technology we do so through an interface of some description. We have all experienced examples of both good and bad interface design. Try and think of an encounter you may have had with a poorly designed interface (consider setting the VCR timer). It can be frustrating, time-consuming and not an experience you would like to repeat. For these reasons, businesses are realising that **poorly designed interfaces cost money**.
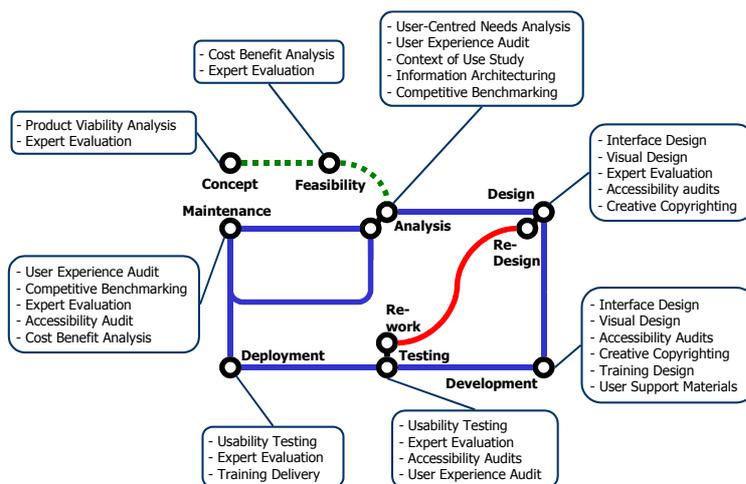
Usability and User-Centred Design (UCD) is about letting the needs of your users drive the design of your interactive products. Good usability creates transparency between your users and what they are trying to achieve. It allows them to focus on their tasks without the technology getting in the way. There are many benefits, yet still UCD is not given the full attention it should be in the development lifecycle of products - particularly in the software arena.

How can we help you?

Your product can benefit from usability improvements throughout its development lifecycle. The greatest gains can be obtained early on in your project, before design decisions are "set in concrete". However, **usability improvements can yield returns at any stage.**

We have a range of services that can be applied at various stages over the lifetime of your product. From a high-level expert evaluation of an existing website through to complete user-centred design project, from concept and feasibility through to deployment and maintenance.

Why Stamford?

Broad range of services:
Our services embrace more than just interaction design. **We offer a full complement of services** including visual design, creative copyrighting and prototype development. We also provide training and support documentation design.

Expertise:
Stamford Interactive are experts in usability. **We offer some of the most experienced usability practitioners in Australia.**

An advanced approach:
Many UCD methodologies can be difficult to integrate into the application development life cycle. **Stamford's UCD approach is easy to integrate** into your preferred product development methodology minimising the impact of introducing UCD into your projects.

Please call or email for information, advice or a quote.

- Product Viability Analysis
- Expert Evaluation

- Cost Benefit Analysis
- Expert Evaluation

- User-Centred Needs Analysis
- User Experience Audit
- Context of Use Study
- Information Architecture
- Competitive Benchmarking

- Interface Design
- Visual Design
- Expert Evaluation
- Accessibility audits
- Creative Copyrighting

- User Experience Audit
- Competitive Benchmarking
- Expert Evaluation
- Accessibility Audit
- Cost Benefit Analysis

- Interface Design
- Visual Design
- Accessibility Audits
- Creative Copyrighting
- Training Design
- User Support Materials

- Usability Testing
- Expert Evaluation
- Training Delivery

- Usability Testing
- Expert Evaluation
- Accessibility Audits
- User Experience Audit

Concept Feasibility Design
Maintenance Analysis Re-Design
Deployment Re-work Testing Development

Stamford's User-Centred Design Services Mapped onto the Application Development Lifecyle