STRATEGY
• Design Thinking
• Visioncasting
• Roadmapping
We begin with a star chart. Using unique navigational strategies, we chart a course through the vast unknown. We do this by defining product values and design thinking while remaining aggressively practical.

RESEARCH
• Usability Testing
• Formative Research
• Summative Research
It’s math. Every hour of research saves you 10+ hours of engineering. With this data collection, we can make more efficient products. Our comprehensive methods get high-quality actionable insights every single time.

DESIGN
• UI/UX
• Rapid Prototyping
• Visual & Motion Design
Our team is crafting functional solutions that flow from experience architecture to elegant visual design. You will be included in each round of design, guaranteeing the final product is something you love as much as your users do.

DEVELOPMENT
• Architecture
• Development
• QA
We build unique solutions that range from standalone apps to largescale enterprise software suites. Instead of replacing your current solutions, we can also optimize existing products thereby improving ROI.

A Full-Stack Digital Agency
fueled by research, driven by results

49% of organizations still do not have a clearly defined digital strategy

Usability is the single largest driver of NPS

Design-led companies see 32% more revenue growth

1s less load time can increase revenue 10%
IT’S CHEAPER TO BUILD THE RIGHT THING THE FIRST TIME.

No matter where in the product lifecycle you are, our comprehensive research techniques will get high-quality actionable insights every time. With the right data, we can allocate your resources more effectively and make better products.

**UX TESTING**
Onsite or remote, we iteratively test your service or product with people who are recruited to match your target demographics.

**FIELD STUDIES**
We observe real people in real places. We can interview potential users of the product or test the product in the field.

**USABILITY WORKSHOPS**
We combine usability testing with workshops and live observation, enabling us to get visceral reactions to products.

**TAXONOMY STUDIES**
Two methods we use in the general field of taxonomy studies are card sorting and tree tests. We recruit participants, design the tests, and analyze the results.

We will provide a free actionable insight into your digital product.

sales@inmotionsoftware.com

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WE FIND THAT EVERY HOUR OF RESEARCH SAVES YOU 10+ HOURS OF COSTLY ENGINEERING.

**USABILITY IS THE SINGLE LARGEST DRIVER OF NPS**

IMPROVED WEBSITE USABILITY CAN LEAD TO 87% INCREASE IN SALES/CONVERSION RATES

EACH $1 SPENT ON USABILITY OPTIMIZATION GENERATES AROUND $100 DOLLARS RETURN ON INCREASED CONVERSION RATES

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