

Behavioral Design

All design influences people's behavior, and in many activities in user research, involve observing or investigating these links between design and behavior. An eco-system needed to be placed at this point of time for the challenge you are working off. Eg. Ecosystem around a fitness tracking via a smart watch, from how different types of feedback are visualized, to the ability to set goals and track progress via the app, to the ways that users are motivated to buy and remain engaged with the system in the first place, all falls under this scope.

Attract Customers

Achieve Sales

Create a Buzz

Beat the Competitions

Profitable Operations