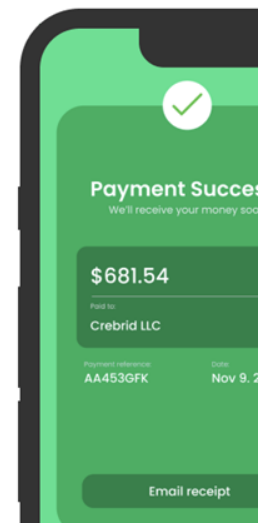
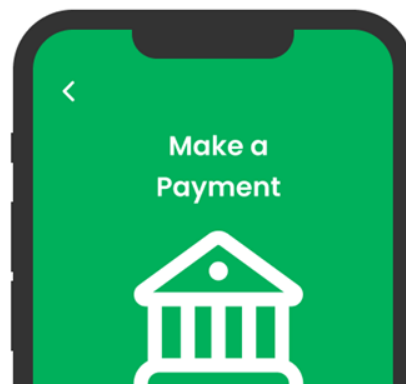
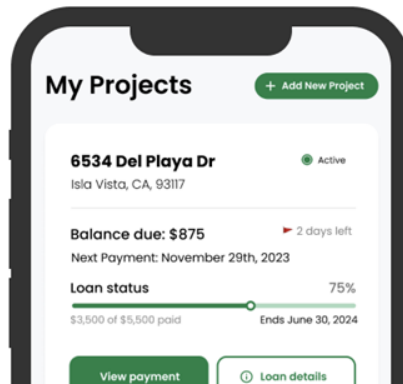
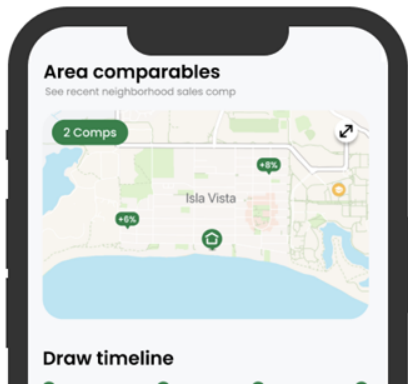
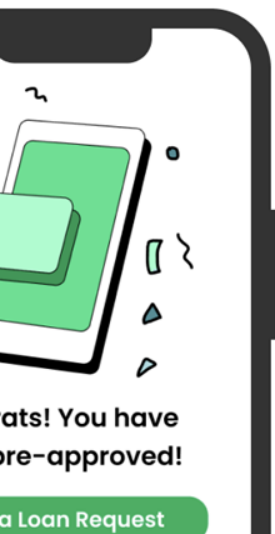


Case Study Trends

User Intuition & Primary Logic





Hicks Law

The time it takes to make a decision increases with the number and complexity of choices.

WELLS FARGO

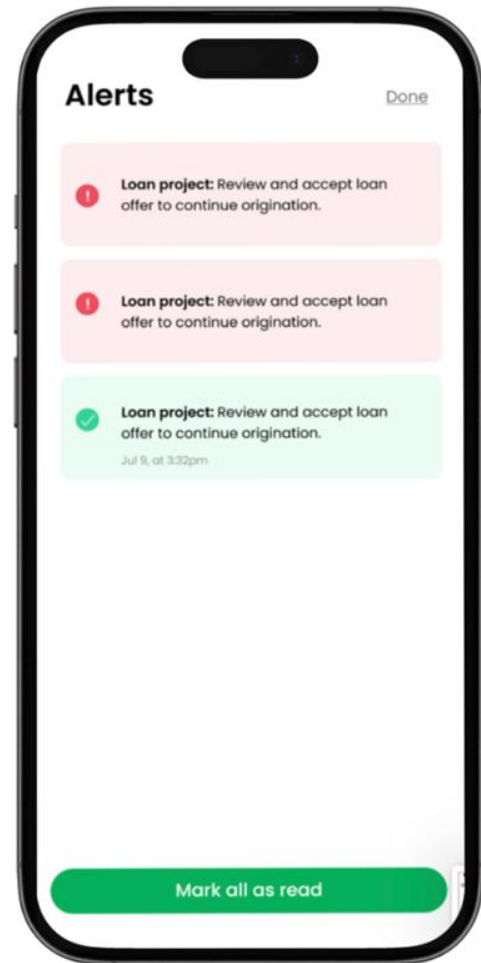
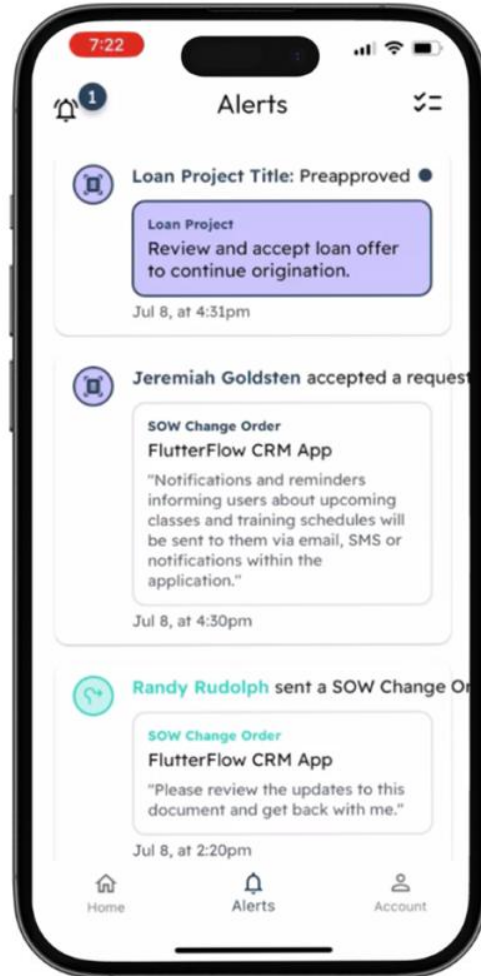
"With Wells Fargo there is much more clicking... I forget where I am in the app sometimes."

Case Study Trends



Hicks Law

Before

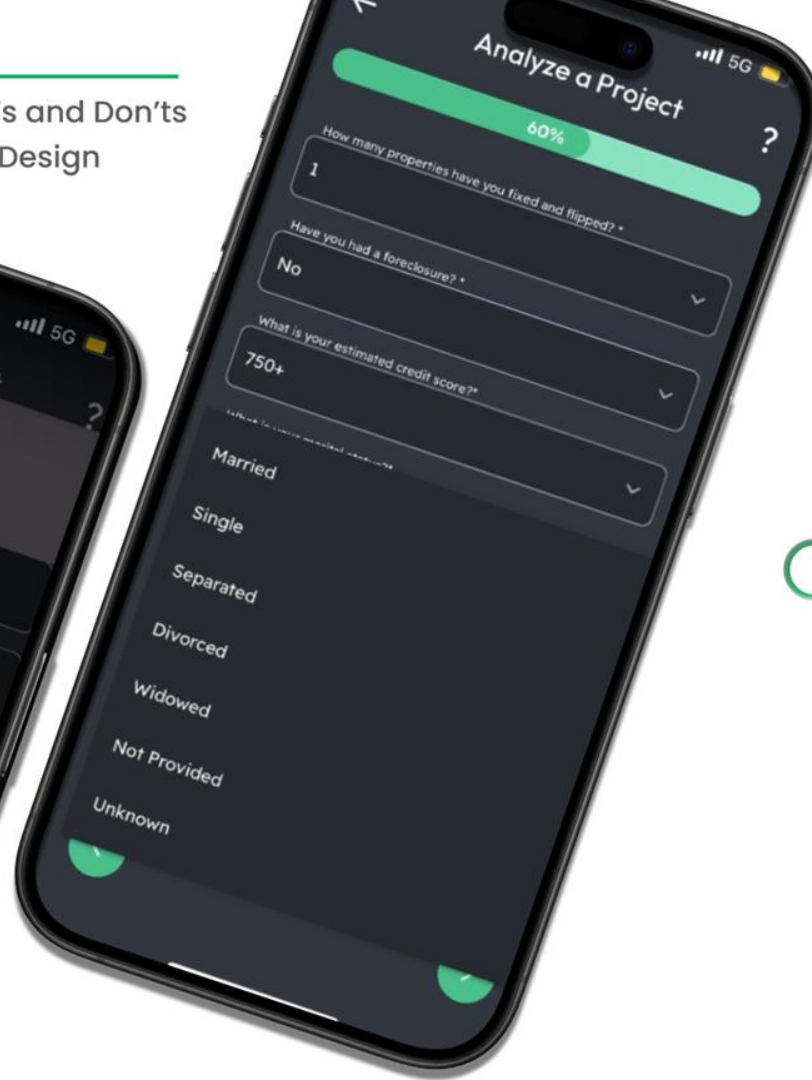
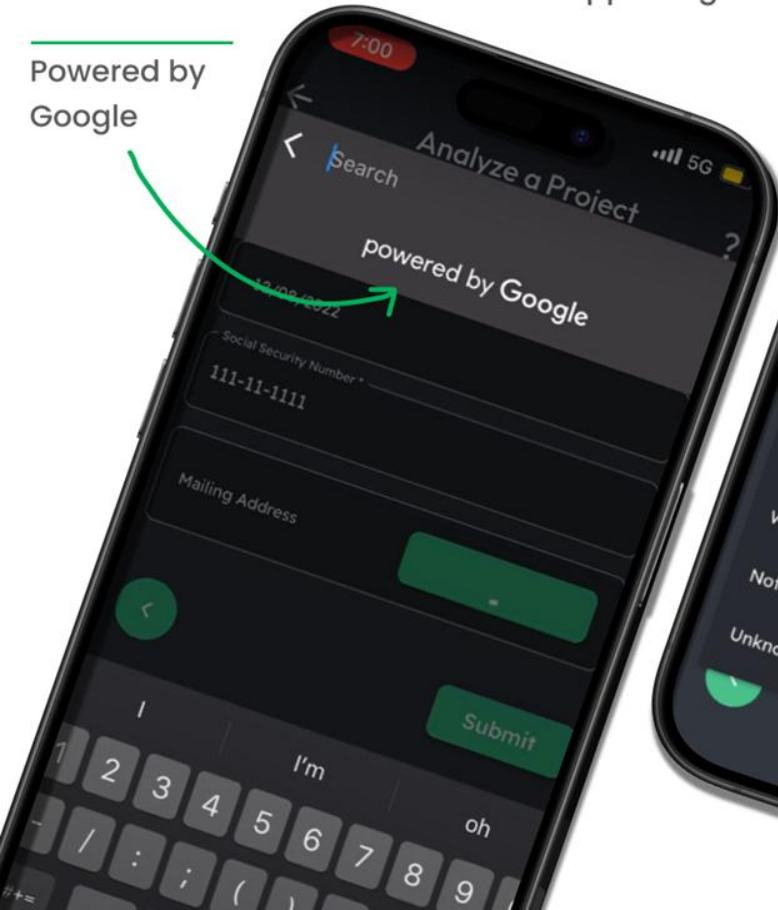


After

Internal Audits

The Do's and Don'ts of App Design

Powered by
Google

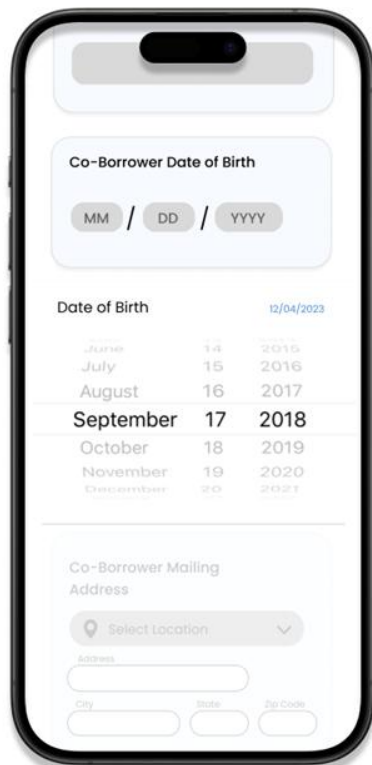


Uncover any potential sources of friction or pain points that could impact user engagement with the app.

Obstructive UI/UX

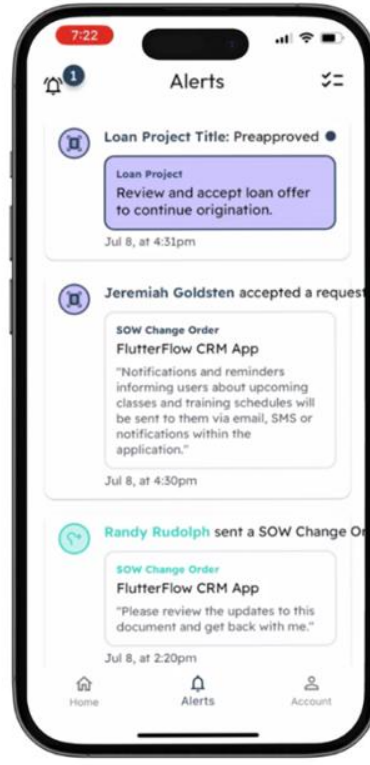


Before

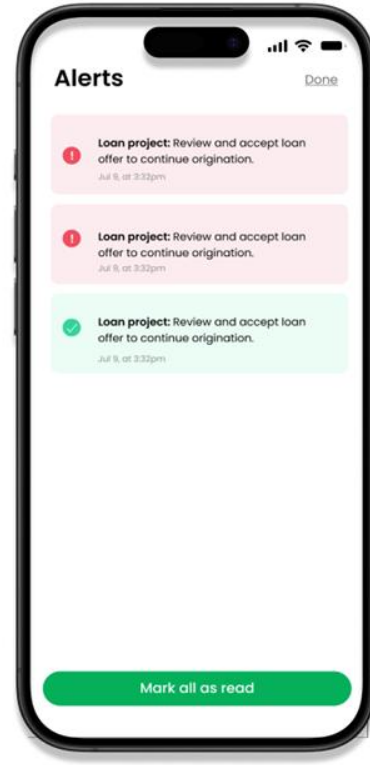


After

Bulky Features



Before

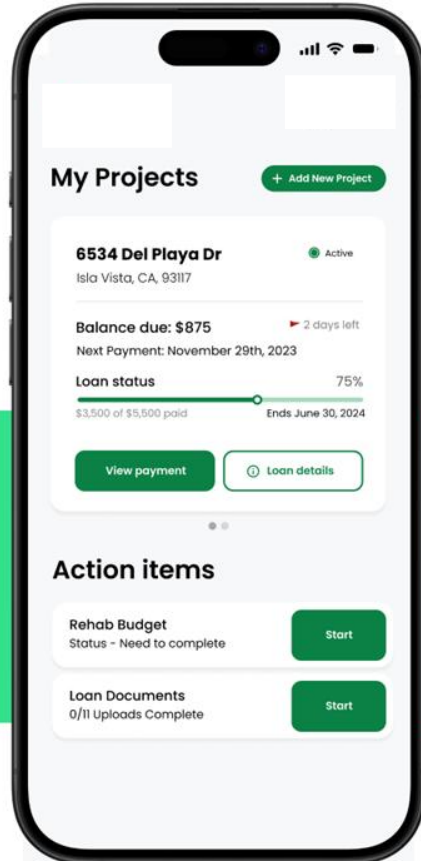


After

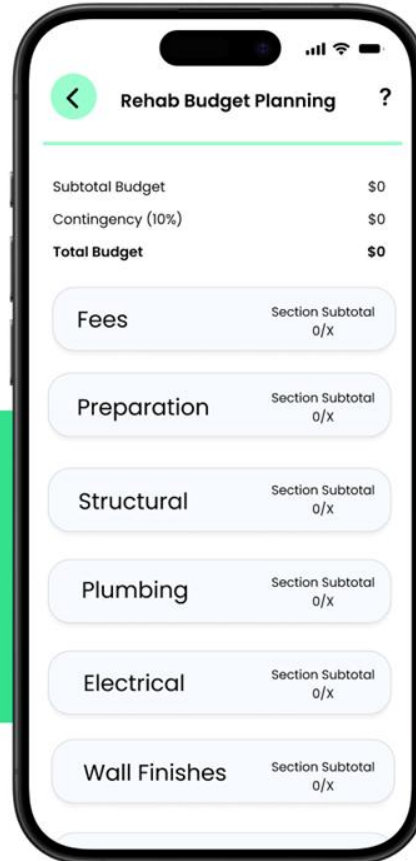
Barren Pages



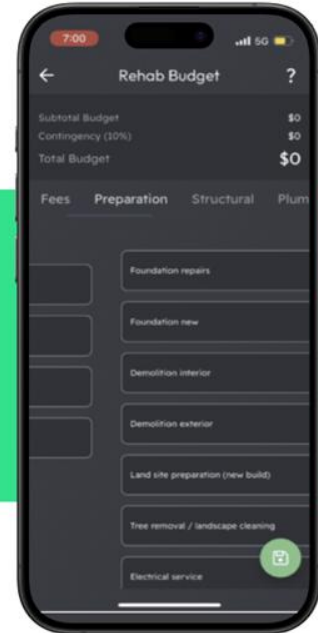
Before



After



Rehab Woes



Before