**公司簡介**

Innopage 是一間屢獲殊榮的流動應用程式 (App) 開發商及和用戶體驗及介面設計(UI/UX)顧問，精通 iOS 及 Android 平台。自2010年成立至今，自行開發、以及為政府部門和企業累計開發逾300個 App，客戶包括大專院校、各政府部門、國際知名品牌和跨國企業等。  
  
**產品**  
Innopage曾經囊括多個獎項包括：2017年度香港資訊及通訊科技獎〈最佳流動應用程式（營銷方案）獎〉銀獎及〈最佳流動應用程式（營銷方案）獎〉特別嘉許（創意及革新應用）、2016年亞洲智能手機應用程式大賽金獎 2016年Mob-Ex Awards〈最佳推廣－平板電腦〉銅獎、 2015年英國貿易投資署〈金融科技〉優異獎、 2014年度香港資訊及通訊科技獎〈最佳流動應用程式（商業及企業方案）〉優異證書 、2014年度香港資訊及通訊科技獎〈最佳流動應用程式 （流動娛樂）〉銀獎及〈最佳生活時尚 （學習・生活）〉優異證書、 2012年度香港資訊及通訊科技獎〈流動出版〉金獎、 2012年度城市青年商會〈創意創業大賞〉 2012年度入選〈Red Herring 100 Asia Finalist〉之一 、2011年度香港資訊及通訊科技獎 〈最佳新晉公司〉優異證書及〈流動學習及出版〉銅獎

**提供服務**

UI/UX Design  
Mobile App Development  
Web Development

**01 UI/UX Design**  
We believe that a good UI/UX design brings benefit to users. Our team of experts turns ideas into creative designs with intuitive user experience. We apply design thinking in our product design, which is a user-centric approach aiming at providing the best solution to users.  
  
Research & Analysis  
Understanding users’ needs and wants is the core of user-centric design. We dive deep in understanding the product’s idea, competitor analysis and product positioning. In-depth analysis is performed to gather user insights; target users’ behaviors, needs and pain points are identified.

Prototyping  
Prototype is an experimental model to visualize product’s idea, it helps to explore concepts and ideas before investing time and money in program development. It allows us to gather relevant feedback, test and improve on the ideas in a timely fashion.  
  
Wireframe is used to structure user experience and identify usability issues. Use cases are demonstrated with interactive mockup, which is great for explaining the app idea to relevant stakeholders or investors.

Visual Design  
Visual design is about communication between the app and users. User Interface (UI) design is one of the key factors affecting user experience. Our designers create brand-centric visual design system. Design Language System and Specification are developed in order to create a pixel-perfect user interface.