

FancyBinoculars.com

Fancy Binoculars is a user research group dedicated to enhancing our client's users' experience. Our work ranges from simple fixes, to complete research-driven overhauls.

We at Fancy Binoculars believe in getting the job done right the first time. We work with a wide range of clients, from mom and pop shops trying to get their first website up, to Fortune 500 companies who need a big overhaul in their app. Data drives us, but we build for people, not checkboxes. Simply put, we believe in amazing UX for everyone.

Personas

Small Businesses Owner

Fortune 500 IT Department Head

Freelancers

Needs a website for online orders

Needs to redesign a proprietary application

Needs portfolio help

Competitors

blink

goresearch

appnovation