

## user experience

Just as we listen to you, we also aim to help you listen to your customers. By conducting regular usability tests involving your website and your target customers, **InteractiveMedia AD** will be able to develop an understanding of your target customers' online needs and preferences. Based on these findings, we will create, for your business, a user-friendly website that is not only highly branded, but intuitive as well.

To create a site that scores highly on the functionality factor, by allowing users to achieve their tasks easily and efficiently

### Objective

### Result

A site that meets the needs of the users, as well as reflects the values and culture of the client

Constant user feedback will be sought throughout the entire development process, as they are the best measure of a site's effectiveness

### Process

### Consideration

Appropriate visual cues may be placed throughout the site to reinforce users' impression of the brand

## contact us

**InteractiveMedia AD** is a new media consultancy that leverages on our core competencies to help traditional businesses harness the power of the Internet. Comprising a tightly knitted, interdisciplinary team competent in the areas of *Strategy*, *Technology*, *User Experience* and *Marketing*, we seek to deliver practical e-business solutions that are effective in generating results. To give your customers what they want, please contact us for a preliminary consultation.

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