USER EXPERIENCE & INTERFACE DESIGN

The interface and user experience of your application gives users a taste of your brand. We'll make sure their experience is delightful and memorable.

When you're ready to turn casual users into loyal customers, and are looking for a partner to help guide their experience to achieve your business goals, we are Your Clear Choice in IT.

WE SHOULD TALK.

Technology Partners
Your Clear Choice in IT™

Call us today: (877) 636–1331
Visit us online: technologypartners.net

The user experience starts the instant a customer starts using your website or application, and continues with each individual user story. Understanding the needs of your users and how they align with your business goals makes for an efficient, positive impact overall.
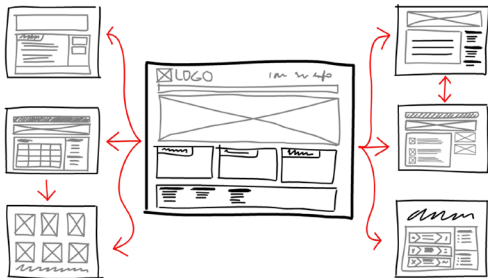
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Getting to Know Your Audience

Is your application or website easy to use? Technology Partners can help you better understand your audience and ultimately deliver a great experience to your users. Qualitative usability testing helps us provide actionable recommendations to improve the critical flows through your application by determining the pain points in the user's experience.

Increase Conversions and User Satisfaction

The user interface is one of the most important facets of your application. In fact, studies show that by 2020 the user experience will overtake price and product as the key brand differentiator. That's why we use best practices across visual design, usability, architecture, and interaction design to create excellent user experiences. Let Technology Partners show you how a properly tuned interface can give your business a competitive advantage.

The design work was great, but the way they collaborated with us to understand our business and ensure everyone here had buy-in to their work was even better. We're already seeing the benefits of a better user experience.

Communications Director
Client

88%

OF ONLINE CONSUMERS ARE LESS LIKELY TO RETURN TO A SITE AFTER A BAD EXPERIENCE

—*Econsultancy.com Limited*

An outdated, clunky and difficult to use website gets turbocharged with a facelift, upping traffic immediately.

The Challenge

Our client's website was outdated, not mobile friendly, and made it difficult for users to find the information they needed. For an organization that prided itself on accessibility for all, the website was not a great representation of the brand. With the content not aligning with the user's needs and the goals of the business, **changes needed to be made quickly to attract a wide range of audience types.**

The Plan

We began with a rapid, but comprehensive, user-centered design process, ensuring both the strategy and design fulfilled the needs of the customer and the business. By using an agile approach with the client's leadership and communications teams, **Technology Partners was able to plan, design, and build a stunning new digital experience.**

The Results

Within weeks of going live, the website saw **an improvement in success metrics, including a 26% decrease in bounce rate and 18% increase in returning visitors (who are twice as likely to convert as new visitors)**. By creating a best-in-class user experience for their customers, users spent more time on the website leading to improved conversions—and a responsive design translated into a 54% increase in mobile user traffic. In the end, the final testing on the user interface proved to give the client an edge over their competitors.

"The team at Technology Partners was responsive, knowledgeable, and dedicated to delivering a great user experience. We look forward to a lasting partnership with them."

Someone's Name
Communications Executive
Client

48% of Online Users

base the credibility of a business on their website's user experience

Find more success stories at **technologypartners.net/success** and see how you can utilize our decades of experience to give you added peace of mind. **Together is just better.**