Human-Centered Design

Human-Centered Design is a problem-solving approach that focuses on the user, involving them in the design process from beginning to end, including user research, brainstorming, co-creation, and usability testing. This approach creates user-focused designs that are sure to increase customer satisfaction.

Take your customer experience from good to great.

Great design is more than a polished interface with some slick graphics. A human-centered design process should unveil user pain points and work toward addressing their needs and goals. Ultimately, you'll build a trusting relationship with your customers that will lead to increased conversion rates.

> When design connects, it feels like magic, but that magic doesn't happen by chance.

Designing without user input at the start of a project is risky. You won't find out for months if a design solution has been impactful to your users or business. Introducing an iterative process of feedback and improvements can ensure you get insight into how well your organization is meeting users' needs much sooner—reducing the risk that your product is a flop once released. Each feedback iteration helps you work towards a successful product as you learn if your solution hits the mark.

With immediate and consistent feedback from users and the product team, we can ensure the design makes sense to the users and is possible to execute. While applying design within an Agile framework is easier said than done, Excella is a leader in making designs intuitive, delightful, and engaging to your users, driving real business value.

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Rapid Experimentation at Minimal Cost

> Excella ensures that every iteration is an improvement for you, your stakeholders, and your users by building and sustaining the tight feedback loop critical to great design.

We talk with users to understand their behavior and validate that the solution we're building meets organizational goals and fits the users' needs. As we facilitate workshops with users and stakeholders, we can align the stakeholders with the problem that needs to be solved. We work side-by-side with the product team to get immediate feedback on the research-informed sketches, wireframes, and mockups.

Then, we rapidly prototype the proposed solution. This enables us to:

Run usability tests

Assess user feedback

Gather metrics

We also engage stakeholders to ensure our solutions fit within the bounds of the business constraints. Including stakeholders and users throughout the design and development process allows us to identify improvements that we can incorporate into the next iteration, continuously making product refinements centered around your company's objectives.

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Meeting Measurable Business Goals

Our design work is always driven by your goals. Our designers understand that it's not enough for designs to be beautiful and intuitive—they have a measurable impact on your business objectives. By regularly reviewing progress against your key metrics, we stay focused on creating real value, such as:

- Increased customer engagement
- Higher acquisition and retention rates
- Measurable boosts in user comprehension
- Sustained increases in conversions
- Improvements in customer loyalty
- Lower customer support costs

Grounded in Human-Centered Design

Product teams live and breathe the product every day. It can be easy to lose perspective of users' needs when juggling conflicting and competing priorities. **At Excella, we draw upon a wide range of tools to make sure that we are always designing with the user in mind, including:**

- User Experience Strategy
- Design Thinking
- User Research
- Information Architecture
- Content Strategy
- Service Design
- Interface Design
- Visual Design
- Design Systems
- Usability Testing

Create great experiences for your customers by reading our eBook, **Five Ways to Enhance Your Customers' Digital Experience.**

Read eBook

Excella is an Agile technology firm helping leading organizations realize their future through the power of technology. We work collaboratively to solve our clients' biggest challenges and evolve their thinking to help them prepare for tomorrow. Together we transform bold ideas into elegant technology solutions to create real progress. Learn more at **www.excella.com**.

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