

Enriching the consumer experience

Usability

We believe that technology is a catalyst for simplicity. A consumer should not be mired by the perplexities of technology but instead, effortlessly reap the benefits from the experience of applying this technology. It is only in striving to incorporate this mindset in the development of all products that we would have achieved our guiding principle of delivering sense and simplicity to the consumer. At InnoHub, we promote a comprehensive usability framework which amalgamates seamlessly with the Product Creation Process to transform this promise into reality.



Translating needs and maximizing consumer experience

Our competence provides a whole new dimension to the conventional product conceptualization approach. Initially, we strive to acquire a profound understanding of the consumer's needs by utilizing various methodologies such as focus group discussions, workshops and interviews with key consumers. Beyond these dialogue-based consumer engagements, our consultants conduct interaction studies to investigate how consumers react and use actual products that are to be launched.

Nothing is assumed in this process; everything is rediscovered. The eventual understanding gained forms a common platform from which we evaluate our solutions. Our expansive experience in user studies and recruitment profiling allows us to communicate directly with the right people, at the right place and with the right methodology.



Bridging relationships

Our modus operandi with clients is to cultivate success as early in the development phase as feasible, and upon this success trust develops. We do this by harnessing consumer insights and promoting the synergistic efforts of marketing, technical and business people on a common focal point, the end consumer. We view client relationships as partnerships which we continually nurture, with the ultimate benefactor being consumers. In many cases, clients view us as integral extensions of their product development teams.

Usability focus inspection

Usability-focused design is a key differentiator over traditional technology-focused design. At InnoHub, our competence lies in rapidly analyzing the usability of products from an integrated system perspective, pin-pointing areas which development teams should focus on to derive maximum product usability.

Although the development methodology may vary for different products, usability issues should be validated at various stages of the development process. Even before the conception of a physical prototype, specification documents can be duly assessed. As prototypes evolve, graphical user interfaces, interoperability with other devices, installation software, user guides etc., can be further assessed to ensure that the eventual product will work in accordance with how the target consumer would intuitively expect it to function.



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