

BUILDING BLOCKS FOR A SUCCESSFUL PRODUCT

Transform your applications with smart Design & Engineering. Mobomo is using a fine tuned process that helps to uncover the characteristics of your users by learning about their needs, wants, and limitations. Increase your return on investment with precise requirements.

BEST OF BREED APPROACH:

- Design Thinking
- Human Computer Interaction Design
- User Experience Design & Interaction Design
- User Centered Design
- Customer Experience Design

Designing a service/product with focus on the end user through a process. Get input and feedback throughout the process from users, client and stakeholders. Iterate.

STUDY: GOOD DESIGN IS TRULY GOOD FOR BUSINESS

228%

An analysis by the design management institute (dmi.org) concludes that design-driven businesses have outperformed the s&p by a whopping 228% over the past 10 years.

PREPARE

- Create design plan with client and team members
- Setup expectations with stakeholders

LEARN

- Usability tests (a/b or task oriented)
- Integrate user feedback
- Refine visual design language
- Refine application design
- Manage app lifecycle
- Roadmap planning

BUILD

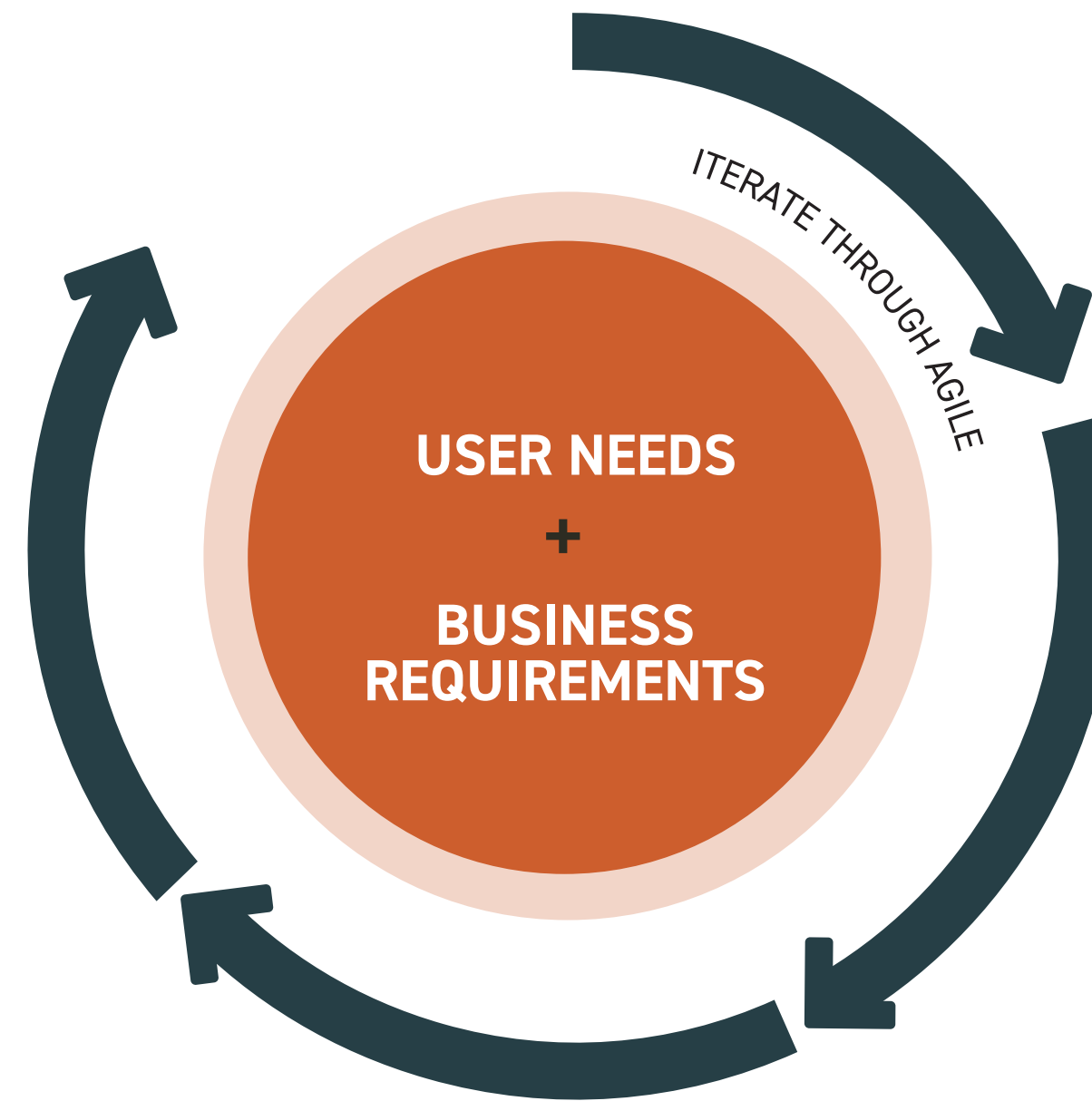
- UI engineering
- Drupal/Wordpress
- Ruby on Rails
- Mobile JS Cordova
- API development
- Spree ecommerce
- Cloud Hosting
- Mobile Native

RESEARCH

- Learn product vertical
- Creative client worksessions
- Observe and interview users
- Develop user personas
- Competitive landscape analysis
- Audit existing applications
- Analyze competitors
- Develop engineering recommendations

DESIGN

- Moodboard worksession
- Write use cases
- Break down and simplify complexity
- Create style tiles
- Create information architecture
- Develop visual design language & style guide
- Data visualization design
- Design application prototypes
- Usability testing



208
NUMBER OF CLIENTS

312
PROJECTS LAUNCHED

100+
TEAM MEMBERS

DC HQ
COLORADO, MISSOURI, CONNECTICUT

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