

Limina Company Fact Sheet

Why is Usability Important to You?

Usability is the measure of the quality of a user's experience when interacting with a product or system - whether it be a web site, software application, mobile technology, or any user-operated device.

Empowering users by providing a highly usable product will result in increased productivity and transaction rates, a higher rate of customer acquisition and increased customer loyalty. Building usability into your product will also decrease development costs and timeframes.

Who is Limina?

Founded in September 2003, Limina is a consulting organization focused on empowering users of complex systems to meet their maximum potential by elevating the quality and efficiency of their daily computer interactions.

As industries mature competition increases as does the need to constantly differentiate and innovate. As this happens the need to focus on usability, ease of use, efficiency, learnability and flexibility increases.

Our purpose is to create interface design solutions which result in highly intuitive and usable products and to help our clients integrate usability throughout the product lifecycle. We improve user effectiveness, make products easier to learn, simpler to operate, and more meaningful in their function.

What does Limina Offer?

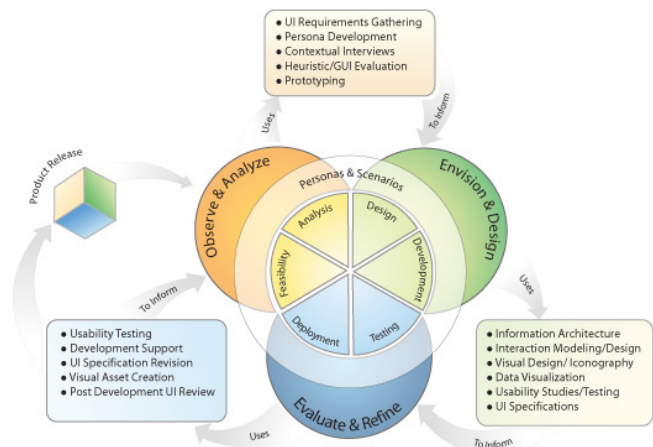
The Limina management team has more than 30 combined years of consulting experience working in

all aspects of user-centered design. Our teams are comprised of senior-level consultants who have deep knowledge and a passion for usability. We can ensure that our clients will receive the highest quality of service.

We have a broad set of skills to comprehensively address the application environment from Web to Desktop, across a significant number of industries including biotechnology, event management, executive recruitment, internet TV, medical software and devices, news media, financial services, social networking, video on demand, and venture capital.

Our Approach

The key to Limina's process is continuity:



maintaining focus on the user and usability from product inception to deployment and beyond. Limina has experience working within both traditional waterfall and Agile software development models and has built methodology focusing on each one specifically. Each one of our service offerings can easily be tailored to meet the needs of your development process.

Services

We have a full suite of integrated and one-off services that help to keep a fixed eye on the user while defining, designing and developing usable and useful products. We offer an end-to-end approach to integrating user-centered design practices into software development processes as well as the following list of individual services:

User Research

Contextual inquiry is used at any stage of a development cycle to understand target audience behavior in a naturally occurring context (ie, work environment).

Expert UI Evaluation

Conducting a UI evaluation is one of the best methods for identifying an actionable set of usability issues based on industry standards and expert evaluation.

Usability Testing

Usability Testing is a process that seeks to identify how easily a user can achieve certain tasks within a product or application (the usability of an application).

Usability Health Check

This health check is a light version of an Expert UI Evaluation and includes a report documenting a twenty-point evaluation rating the usability of specific aspects of your product.

Persona Creation

Personas are used to help focus a team on a specific audience. They provide concrete data about what might be a real or fictitious person.

UI Enhancement

We will partner with your marketing and software development teams to champion and validate usability through your next release.

Data Visualization

Software needs to empower users to derive the highest value possible from their data. The right graphical representation can provide an extremely effective means of empowering users.

Iconography Design

Good iconography helps users work smarter. When users need to act quickly and confidently, well-designed icons that convey their meaning at a glance are very helpful

Sample Portfolio



Get Started

1. Conduct an expert UI evaluation of your product or site. Conducting a UI evaluation is one of the best methods for identifying an actionable set of usability issues based on industry standards and expert opinion. Critique is offered from three perspectives: Visual, Usability, and Interaction.
2. To find out more about our services and our team of experts please visit <http://www.limina-ao.com>