

COMPARATIVE ANALYSIS

UDC Web Portfolio Project

WW22.3

BUSINESS GOALS

Highlight some of the work UDC has done

Cultivate a desire for user-centered outlooks

Demonstrate the difference user-centered design can make

USER GOALS

Learn what it is that UDC does

Understand UDC's role in the projects it participates on

Understand how other parties/groups work with UDC

Learn about the resources (services) within UDC that can be utilized

Meet the UDC team

Contact UDC

Findings Related to Presenting UX Work
Break Down Into Two Primary Momentums

Telling the Story

Present as Case Studies

Show the Design Approach

Describe the Services

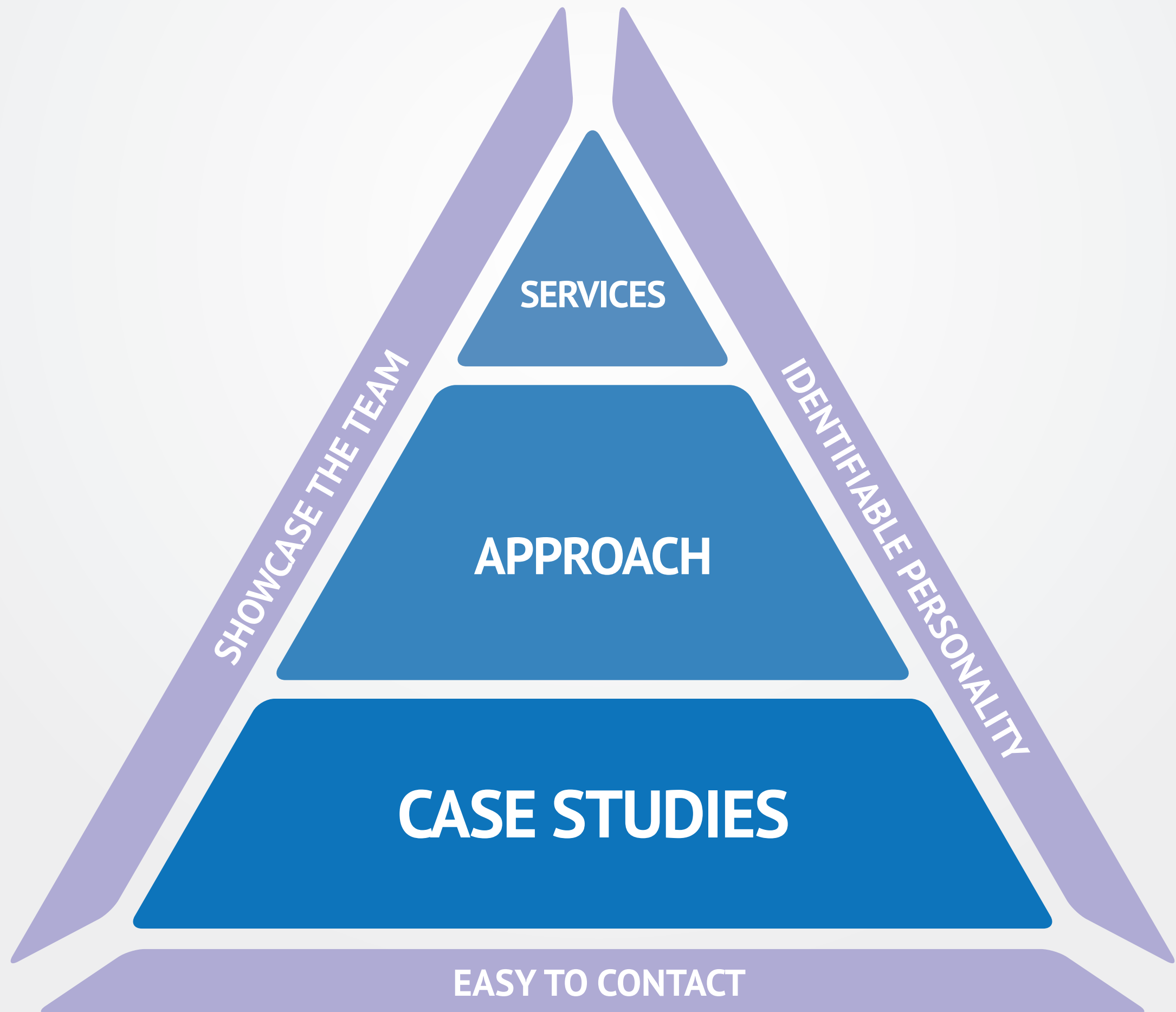


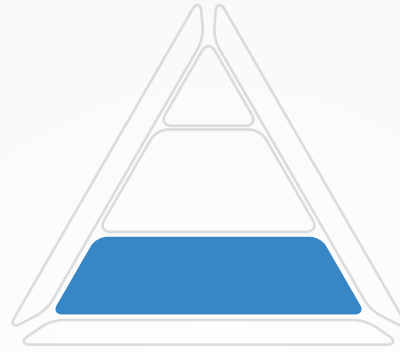
Supporting the Story

Identifiable Personality

Showcase the Team Members

Easy to Contact





Present Projects As Case Studies


- Emphasize context of the work
- Maintain accessibility to unknowledgeable viewers
- Interconnect project descriptions with process
- Show work at multiple fidelities
- Incorporate multiple methods of information processing
- Provide visible quotes & feedback



60 MINUTES

A Chrome Application

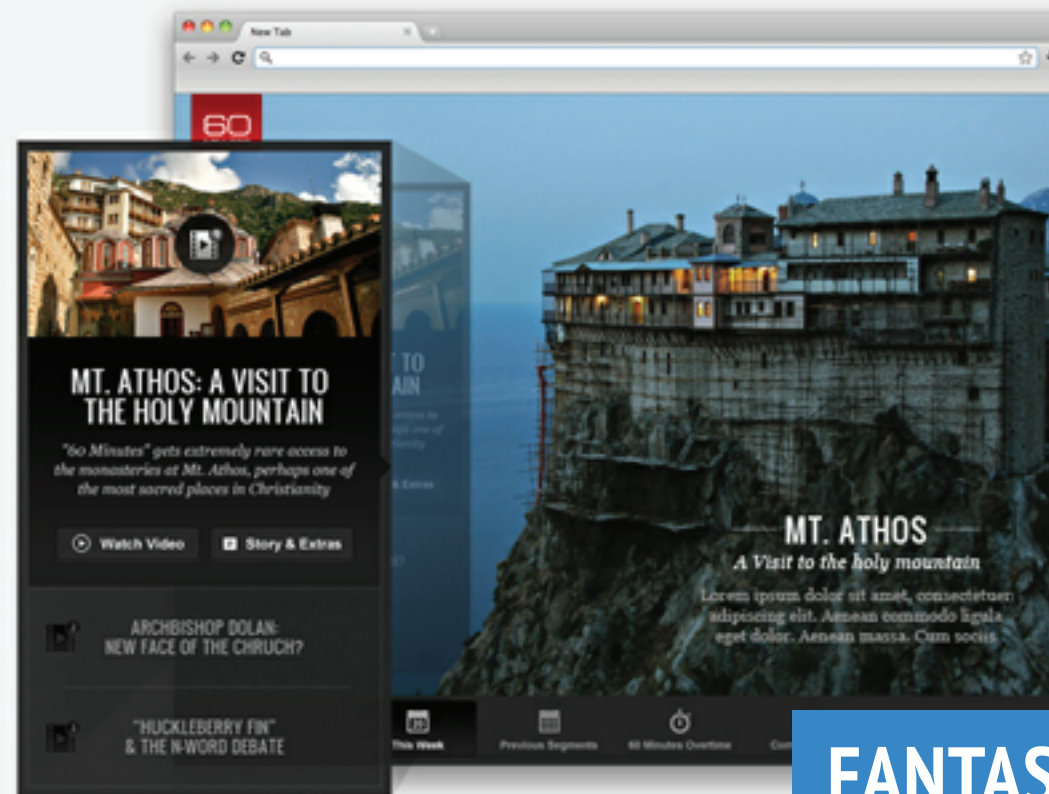
Fi and CBSNews.com worked together to create an elegant and visually rich online news and entertainment experience for Chrome users.

 **Install the Chrome App**

CONCEPT

Present rich and engaging content

Using HTML5, CSS3 and transitions, Fi built an app that allows Chrome users to access, watch and browse broadcast and online news content from 60 MINUTES in a way that's richly engaging, informative and entertaining. The 60 MINUTES Chrome app features hard-hitting investigative reports, exclusive interviews, news segments and profiles from 60 MINUTES broadcasts, plus new original content from the 60 MINUTES online series 60MinutesOvertime.com.



Magazine cover style navigation of 3 weekly segments

FANTASY INTERACTIVE

VIDEO SEGMENTS

OUR APPROACH

We wanted to make 60 MINUTES news content easy to access, fun to watch and connected to users' preferences and interests. We pushed the limits of web app performance by incorporating mobile app best practices into the user experience and interaction.

Using the latest technologies, including HTML5, CSS3 as well as background page loading, we were able to engage with users via intelligent rich push notifications even when the user isn't using the app.

THE DETAILS

Using shading, gradient overlays and shadows, we adapted the iconic 60 MINUTES stopwatch for a new digital environment.



FANTASY INTERACTIVE

COMPONENTS BREAKDOWN

We created a complete CBS 60 MINUTES style framework and styled icons to translate the 60 MINUTES broadcast experience to the Chrome store.



Volume Control

Sharing Options

THE RESULT

To watch CBS 60 MINUTES is an experience unlike any other. The news program's deep journalistic roots and ethics have made it one of the most respected and trusted news sources around the world.

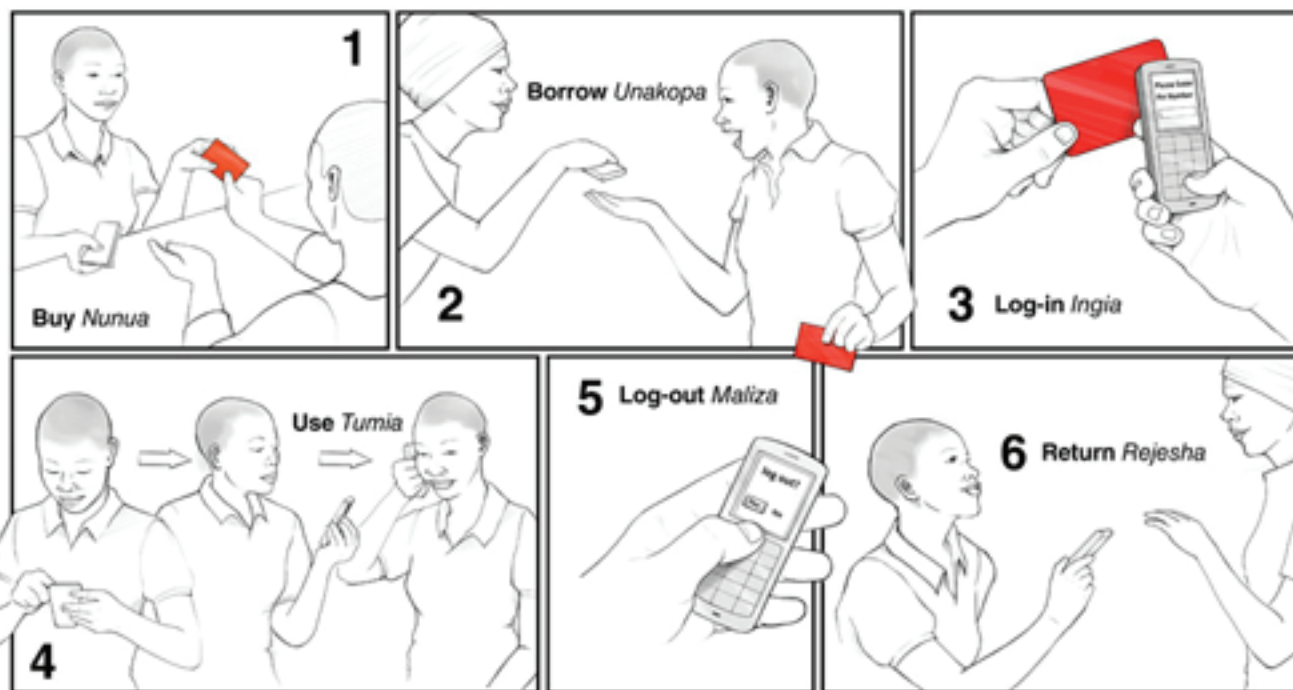
The CBS 60 MINUTES Chrome app simply adds to the overall news experience, by allowing users to access, view and sort through new and archived footage in one place.

FINAL DESIGNS

The home page displays three main news segments from the latest 60 MINUTES broadcast, where users can watch the segments or explore related content such as previous segments, correspondents and 60MinutesOvertime.com.



FANTASY INTERACTIVE



Mobile Impact

Movirtu

Providing products and services for the so-called bottom of the pyramid—the several billion poor people in emerging markets who typically earn less than \$2 a day—is of increasing interest to many companies, but understanding how to address this large but diverse group is difficult. Movirtu is a UK-based for-profit social enterprise that provides wireless communications infrastructures for Africa and South Asia. They turned to frog to help them find ways to make their offerings more useful and usable to end-users.

Transforming Communication

Movirtu's MX Series of products and services allows someone to borrow a mobile phone and use it to make a call or send a text as if it were their own. Each person gets a login when they buy a locally sold Movirtu ID card, which works much like a conventional calling card except that it doesn't just provide minutes; it changes the digital display on the phone itself so that every device behaves consistently, avoiding the problem of having to frequently learn new interfaces of borrowed phones.

Also, a user's information is stored by Movirtu rather than on the phone to ensure that called and received numbers are kept private. It's a bit like using a web-based email service—accessible from anywhere, with a consistent experience no matter what device is used.

Movirtu's MX Series of products and services allows someone to borrow a mobile phone and use it as if it were their own. frog helped the company find ways to make their offerings more useful and usable to end-users.

For this project a team of designers traveled to Kibera, Kenya, to interview a range of men and women of different ages who do not currently own mobile phones but who often need one. For these people, access to the Internet is limited, so a mobile is their primary mode of communication. Still, they often have to borrow phones from others. Sometimes this means doing it secretly, which they don't feel good about. Some insert their own SIM cards into other people's phones to make a call or, more often, send a text, but it's inconvenient.

The people we interviewed found it embarrassing to have to rely on others to borrow a phone. They view phones as a way to create a personal or business identity. This pride combined with concerns around privacy and security were regular themes. We also found cultural nuances around how people learn to use mobile phones, and the general unreliability of having to use another's phone for important daily communications.

Improving the Experience

Based on the findings in Kenya and having people try the existing Movirtu interface, we established a set of design guidelines for how to make the process of using Movirtu's service more appealing and less confusing. We streamlined the interface the user sees when logged on to a borrowed phone. We also simplified the steps needed to send and receives texts, calls, or voice messages. The service works on



FROG

A brand new iVillage



iVillage is the daily destination for women, with horoscopes, health and pregnancy information, message boards and blogs, celebrity gossip, beauty and more.

21.4 million

Visits to iVillage.com in June 2009. Following its first new release in June 2009, iVillage's unique visitor count was up by 23 percent compared to the same time in 2008.

ivillage.com

NBC asked HUGE to comprehensively overhaul the iVillage digital strategy and restore it to its rightful place as the world's most active community for women.

Services utilized

Competitive Analysis
Product Strategy
Web Analytics
User Personas and Scenarios
Information Architecture Development
Usability Testing
Content Strategy
Monetization Strategy
Visual Design
Client-Side Development
Server-Side Development
Quality Assurance and Deployment

CHIME IN

iVillage's redesign brings more focus to the already strong community that exists on the site. Now, it is easier than ever for iVillage users to share their thoughts with the community.

What iVillagers are chiming about

Will you watch 'American Idol' without Simon Cowell at the judges' table?

The right community strategy

iVillage is the first of its kind: a dynamic media company dedicated exclusively to connecting women at every stage of their lives. To successfully monetize this unique brand perspective, one of the most lucrative market segments online, HUGE began with an extensive analysis that included a site wide content audit, stakeholder interviews and user research.

The analysis revealed a robust, independently sustained community within the iVillage ecosystem. It quickly became apparent that making this community a chief focal point was paramount to the success of the redesign. Over the next several months, HUGE worked closely with the iVillage team on branding, content strategy, interaction and visual design. Together, they identified the goal of leveraging the community feel from the message boards to elevate the experience, making it more attractive to both potential members and advertisers.

"We had a very passionate and loyal audience base who had been underserved for a good couple years," said Lauren Zalaznick, president of the NBC division that oversees iVillage. The new site, said Zalaznick, will "serve them original content in a vibrant modern aesthetic."

Scalable content strategy

Mapping editorial content to the daily conversation posed both strategic and technical challenges. With literally thousands of message boards on every topic from politics to pregnancy, the taxonomy needed to remain extremely flexible, while page utility needed to drastically improve. HUGE wanted users to be able to find what they were looking for faster. The task of streamlining content within



was to present many detailed options to travelers in a way that encouraged exploration and decision-making. In order to address the challenge, Adaptive Path designed a system that helped people make sense of the many options for scheduling, fares, carriers, level of service and travel terms.



Insights

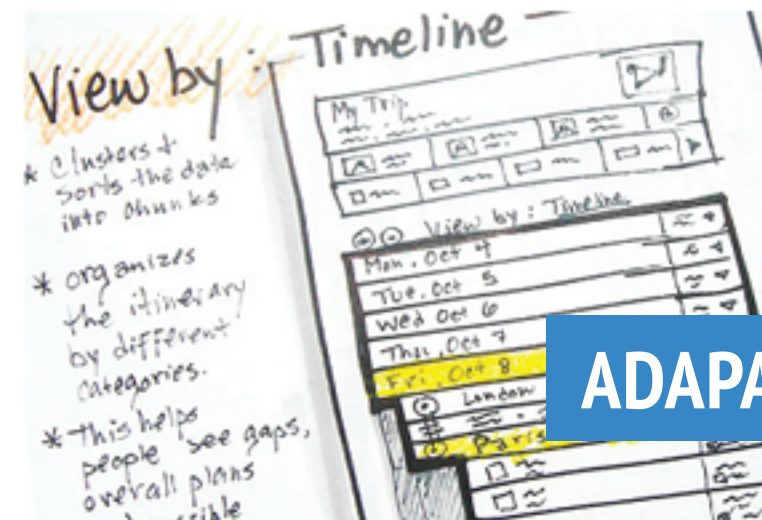


Adaptive Path engaged in multiple rounds of concepting, drawing from best practices of travel sites, user experience heuristics and Rail Europe customer feedback. During the process, we kept user needs at the forefront, and devised ways to address the current mental model of American travelers. We identified core concepts for scheduling, booking, itinerary planning and purchasing flows that guide the experience from exploration to purchase. We clarified key moments of decision making—dates, schedules, times and levels of service—by defining a use case that addressed 80% of Rail Europe bookings. For edge cases that were too complex to handle in the first release, we designed handoff processes to guide travelers to a human booking agent.



We developed an interaction model that guided travelers through the multiple choices they needed to make during the planning process, making sure that past choices were kept in view to define what remained in the purchasing process. The revised interfaces ensure that American travelers have a great travel experience: No missed connections, no traveler left behind, the right number of seats and amenities for all and the correct fare type and terms for the entire traveling party.

As a final test, Adaptive Path put the designs in front of customers to validate what worked and to identify areas that needed improvement.



ADAPATIVE PATH

Impact

Adaptive Path created a booking engine that helps users plan

"Thank you for helping us

First draft of the presentation on the wall up for discussion



Competitive Analysis

Through competitive analysis of HTC competitors as well as a best practices gap analysis of non-competing properties that were doing things successfully in the digital space, our team of UX Strategists outlined a framework that identified what worked and what didn't.

Consider Avoid

The video walkthrough of UI and hardware is great

There are 3 separate Facebook functionalities on the same page

Users can embed and share on external sites

Tabs are problematic usability wise and create false bottom

FANTASY INTERACTIVE

Confidential

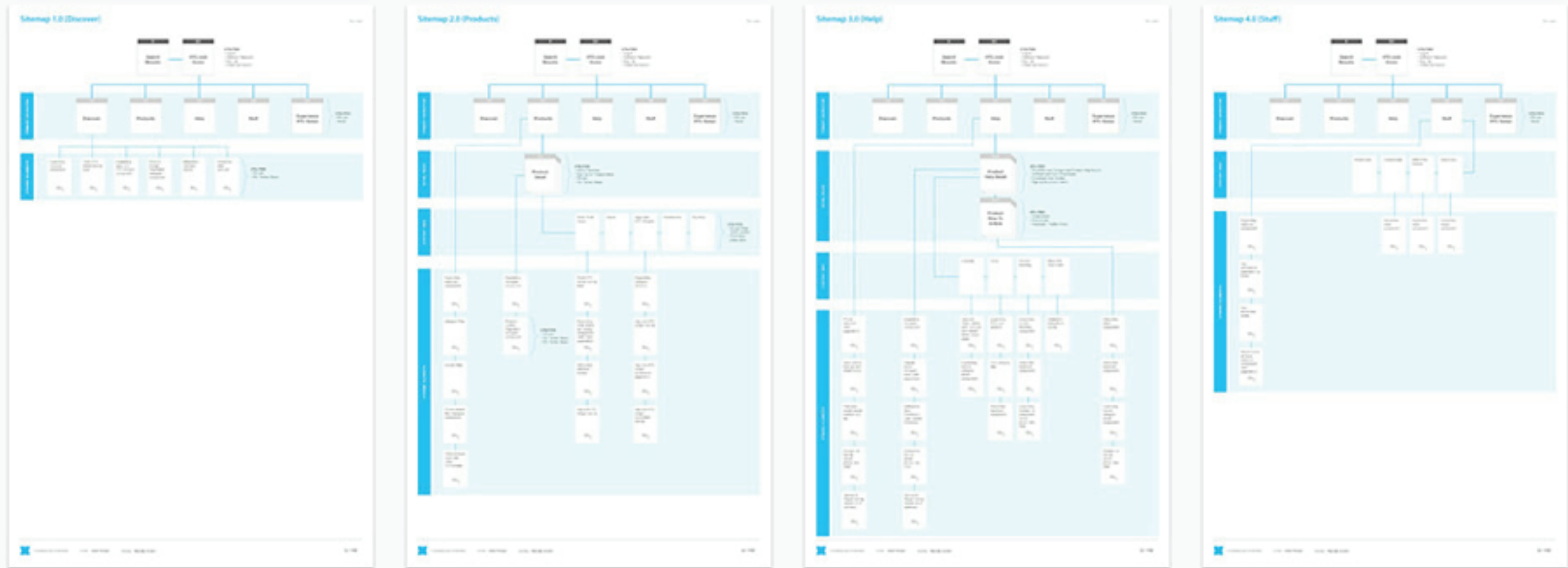
Sony Ericsson NOKIA Connecting People SAMSUNG BlackBerry Apple

Competitive Analysis

Competitive Analysis

accommodate for user paths, page content and design layout.

developers with a clear understanding of page elements and their functions.



Header: Navigation & Search

A Global Header Navigation



B Predictive and Categorized Global Search



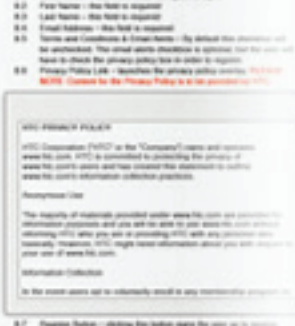
C Wrong Region IP Detection



Account actions

1. Login
Clicking the login will take the user to the 'Discover' main page.
2. Discover Navigation Bar
Clicking the bar will take the user to the 'Discover' main page.
3. Smartphones Navigation Bar
Clicking the bar will take the user to the 'Smartphones' main page.
4. Tablets Navigation Bar
Clicking the bar will take the user to the 'Tablets' main page.
5. Help Navigation Bar
Clicking the bar will take the user to the 'Help' main page.
6. Register Link
Clicking the link will take the user to the 'Register' main page.
7. Global Search Functionality
By default the search bar will be populated with 'Discover'. When the user clicks the bar, the bar will display a dropdown menu with suggestions. The suggestions will be categorized and include a 'Register' button.
8. Predictive and Categorized Global Search
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Dynamic Footer / Localize a Store

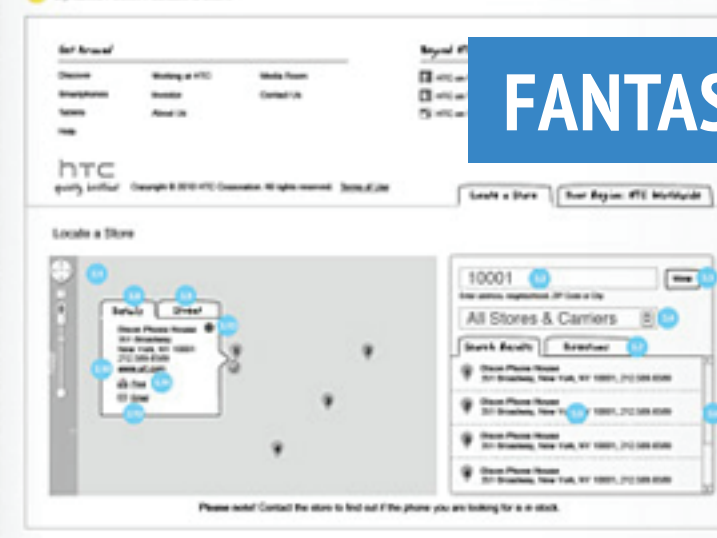


Footer: Navigation

A Global Footer Navigation



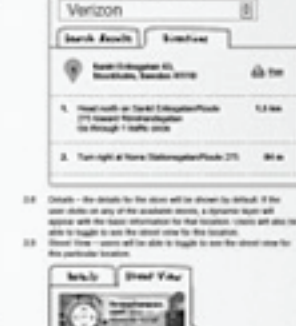
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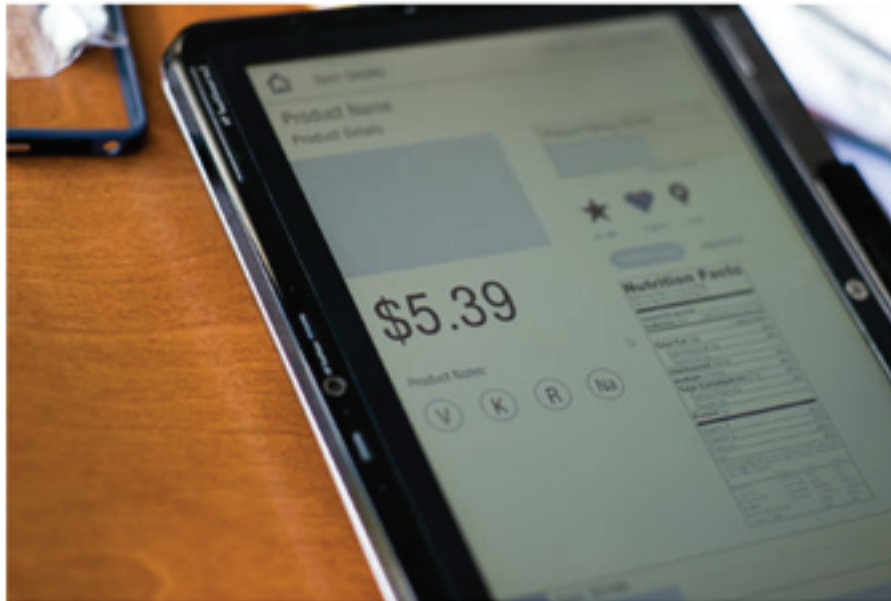
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Dynamic Footer / Localize a Store



FANTASY INTERACTIVE

Insights



We wireframed the interactions and brought them to life in only 12 minutes using Adobe Flash Catalyst.

The immediate feedback that the prototypes stimulated had a huge impact on our thinking and allowed us to adjust quickly, without wasting valuable time. It provided specific insights into areas of the interface that we might otherwise not have seen. The time we saved allowed us to not only meet our aggressive deadline, but also fine-tune the details of the experience.

We pursued the concept of a touch screen interface that lives in supermarket aisles and helps shoppers make more informed decisions about the food they purchase and eat. It is now possible to eat smarter, healthier and more responsibly by relying on products found in most grocery stores. It's even possible to do it without spending a prohibitive amount of money—but it's not easy. Knowing which products are really organic or truly sustainably harvested or actually locally sourced is difficult.

We set out to create a future-facing experience that would provide consumers with all this information simply by scanning the barcode on a product. To be viable, the touchscreen would have to be simple, and seamlessly integrated into the routine of the grocery shopper. The project team went to supermarkets to observe product placement, signage and store layout to brainstorm how we might include a touchscreen in that ecosystem. Personas were created to ensure our design met the needs of a wide range of consumers, and interactions and screen states were developed on whiteboards in quick, iterative design sessions. Keeping the project on track required informed, thoughtful decisions that wouldn't have to be reversed later.



ADAPTIVE PATH



alert. They are inextricably bound to bulky insulin pumps or syringes and test kits. Diabetes is never overcome, it is only managed, and too often, managing diabetes is a pain. There's also the guilt and psychological toll that comes with constantly being reminded of a vital piece of vital information.

A team of four Adaptive Path practitioners set out to develop an experience design concept that addressed user behavior and psychology as well as current technological trends. Our goal: Project how insulin pumps and glucose meters might work in five years.

Insights

To take on this challenge, we carved out nine weeks between client projects for the team. They scoped out four weeks for research, spending the time interviewing and observing diabetics. With their insights, the team was able to formulate a set of design goals to transform the experience of managing diabetes. This was emotionally challenging research for the team. They knew about diabetes, but did not understand the day-by-day experience of living with the condition. Hearing diabetics' stories helped the team understand the profound impact diabetes has on people's daily experience.

After the research phase, the team was determined to inspire the diabetic community and show them what was possible. They came up with dozens of possible design concepts. Out of those concepts, a few key elements started to fall into place.

“Medical device manufacturers are stuck in a bygone era; they continue to design these products in an engineering-driven, physician-centered bubble. They have not yet grasped the concept that medical devices are also life devices, and therefore need to feel good and look good for the patients using them 24/7, in addition to keeping us alive”

Amy Tenderich, Founder & Editor, Diabetes Mine



The team worked within the constraints of existing technology and user needs. To address insulin levels and control diabetes, the team considered various possibilities, the team considered the possibilities of a pump/monitor. The concept centered on turning the bulky, unsightly devices currently in use into a piece of jewelry with a touchscreen. Was it even realistic to create an adequate, intuitive interface on a screen half the size of a cell phone screen?

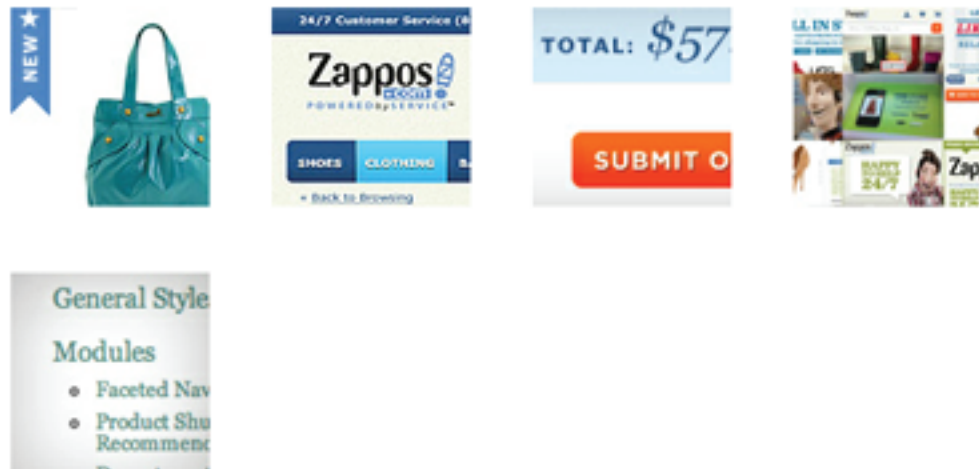
Then came the “Ah-ha!” moment: The team realized the interface most type 1 diabetics interact with is nothing more than a simple syringe — a way to select the amount of insulin you need and the way to deliver it. Delivering the same functionality in a new way was possible given new

ADAPTIVE PATH

The Shoe Fits



The work





 [Visit the Site](#)

LAUNCHED: February 10, 2010

RESPONSIBILITIES: E-commerce, Design System, Not Just Shoes

AWARDS:

-  People's Voice Award in the "Best Navigation/Structure" category for the 15th Annual Webby Awards.
-  "Best In Class" award in the retail category of the 2010 Interactive Media Awards.

self-contained modules. Happy Cog and the Zappos user experience team recognized that there needed to be a common style that tied together all of their products and associated attributes.

Happy Cog's module solutions were built on a universal grid structure, normalized typographic choices, and an enjoyable interface system permeated with the cheeky Zappos.com voice. The greatest benefit of this family of solutions? It's powerfully tied to the brand, and instantly portable to a wide variety of applications beyond the website. You'll recognize the website visual style in iPad and iPhone applications, television advertisements, and even the bins you put your shoes in at airport security checkpoints.

“ *We are pretty keen on viewing design as a verb, not a noun here. We never finish designs, we never “redesign,” we evolve. Business needs are always changing, economies change, customer needs change—hence how we tackle these issues need to evolve.”*



— Jaimee Newberry,
Former Sr. UX and Product Manager
Zappos.com

HAPPY COG

At the onset of our engagement, we faced a fantastic problem: their business had far outpaced the aesthetic of their website. The design didn't reflect the cornerstone of Zappos culture: amazing customer service. Happy Cog captured that hallmark in a redesign that surfaces their full-on service experience, the diversity of their products, and their quirky, fun personality.

Initially, Happy Cog was brought in to assist in a

we believe
health is
everything

→ GE IS MAKING A NEW COMMITMENT TO HEALTH



Digital Makeover

GE.com

How do you tell the story of a company as large and varied as General Electric? When Jeffrey Immelt took charge as CEO, he realized that the world still saw GE as an appliance and light bulb company. So he set a goal to illuminate GE's true identity. In partnership with frog, the company undertook a major redesign of its global website and at the same time created a rich comprehensive intranet for hundreds of thousands of GE employees. Six years, 100 websites, and 30 awards later, GE.com reflects the complexity and dynamism of GE and exemplifies the new world standard in global digital communications.

Imagination at Work

To convey this diversity, GE hired frog to rebuild and manage its online presence, and frog did so by emphasizing individual stories that collectively represented the full breadth of GE's capabilities, from energy and transport to health and imaging. The re-launched front page of GE.com presented a video about how GE's people and technology are making an impact on the world. A new story is posted every month, building an archive of the vastly different kinds of light GE is spreading around the world. These stories not only help customers and the public better understand GE, but also communicate the company's accomplishments to its employees.

"GE wanted to transform its image from [a] maker of power plants to a company known for the power of its innovative ideas."

— Sam McMillan, Comm Arts

designers, animators, writers, and programmers. All told, frog's team of 17 lived and breathed GE for six years to accomplish Immelt's goal of telling the company's full story.

Navigating by the Way People Think

The stories would be pointless if no one could find them, so one of the major tasks for the frog team was how to make 3,000 publicly available pages understandable and navigable. We streamlined the quantity down to 300 and devised a simple navigation scheme based on how people naturally approached the GE.com site (rather than GE's organizational chart, as had previously been the case).

We kept the language simple and ensured that customers searching for a microwave—the most common search term used on GE.com—would find the product page easily. In going for the bigger picture of GE, frog was conscious to pay close attention to the original aspects for which the company is still best known.

Inside GE

In addition to the public face of GE.com, frog also designed an extensive internal communications tool that combined more than 100 separate intranets and accommodated multiple languages and countries. This new insideGE platform was

备战奥运

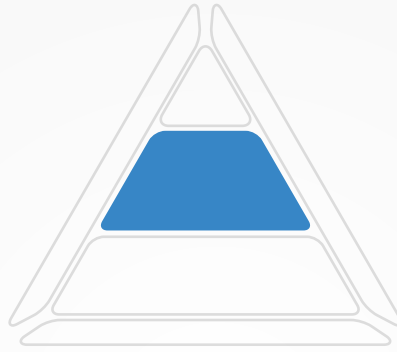
有机会帮助弘扬奥林匹克精神, 对GE来说是荣誉也是特殊的责任 →



FROG



Technology from GE is changing the way
and distributes electricity. →



Show The Design Approach

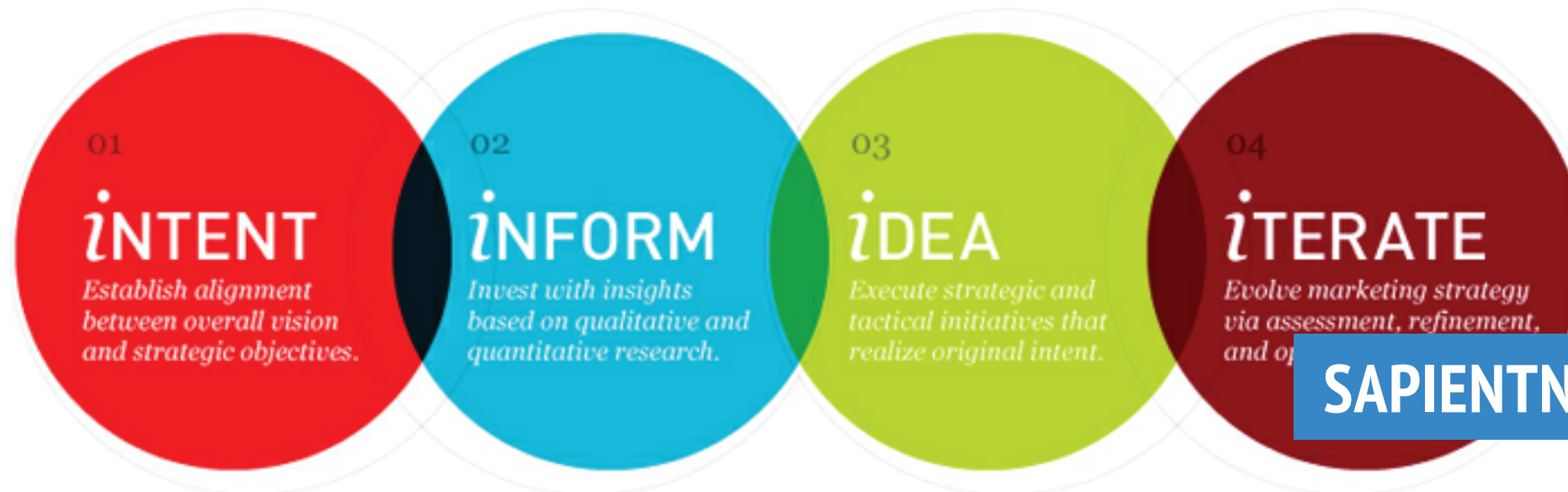
- Does not have to be concrete or definitive
- Illustrate sequence of events, entry points
- Build a sense of place
- How does it fit into the cycle the viewer is familiar with
- Strong intent, malleable framework

Success doesn't just happen. Success is planned.

Consumers are complicated. Not just because they're technologically empowered as never before but also because they are human. For every consumer behavior that can be coldly observed and calculated, there is an emotion and attitude that isn't as easily measured or understood. As we see it, we're not just obligated to tell our clients what makes consumers tick, but what they are feeling while they're ticking. And that discovery begins with strategy. SapienNitro's goal is to understand the full potential of the brand experience space. To that end we utilize research and analysis,

community intelligence, and data and analytics to create strategies that link consumer facing experiences with the technologies and systems required to deliver on the brand promise. And in a marketplace where people are at different places at different times, with virtually no symmetry to the means of engagement, the importance of a sound, holistically viewed strategy can't be understated.

Because, while it's easy to promise results, it's quite another thing to deliver on that promise.

**SAPIENTNITRO**

Our Work



strategy, creating the technology to design and implement digital marketing products for a diverse set of client circumstances and goals. The following is an overview of key phases and steps supporting our approach:



Discover.

HUGE client engagements begin with research and consumer insight analysis that informs comprehensive digital business and marketing strategy

Interviews with stakeholder audiences

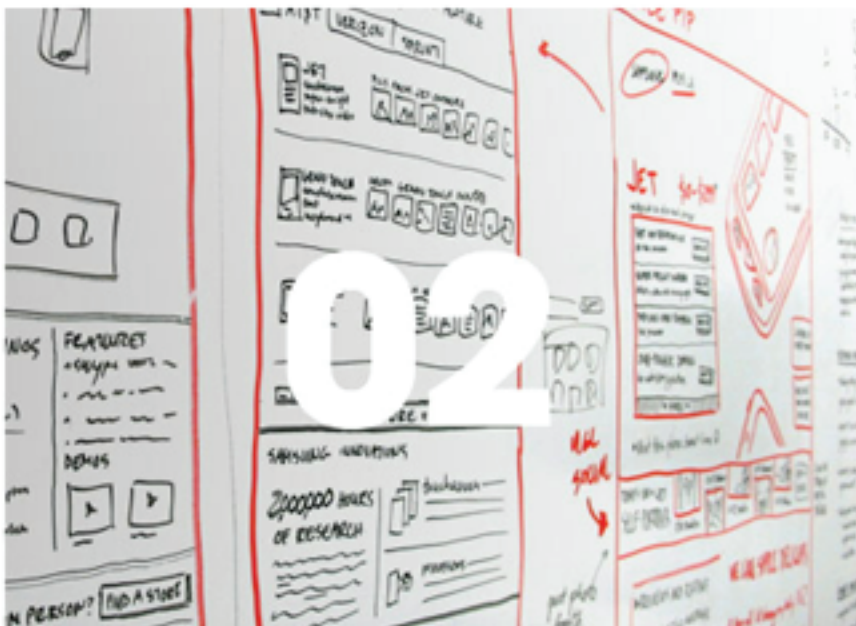
Competitive and market landscape analysis

Market research and consumer insights

Assessment of existing platforms and technology

Brand and content audit

Business analysis



Plan.

Strategists identify solutions that will give clients an advantage in their market. With a strategic roadmap in hand, user experience teams map out the complex structure, content, and dependencies that underpin modern platforms and marketing initiatives.

Goal prioritization and implementation roadmap

Briefs for creatives, designers, and UX

Creation of user personas, scenarios, and decision journeys

Measurement and analytics plan

Strategic business vision

Inventory of

HUGE

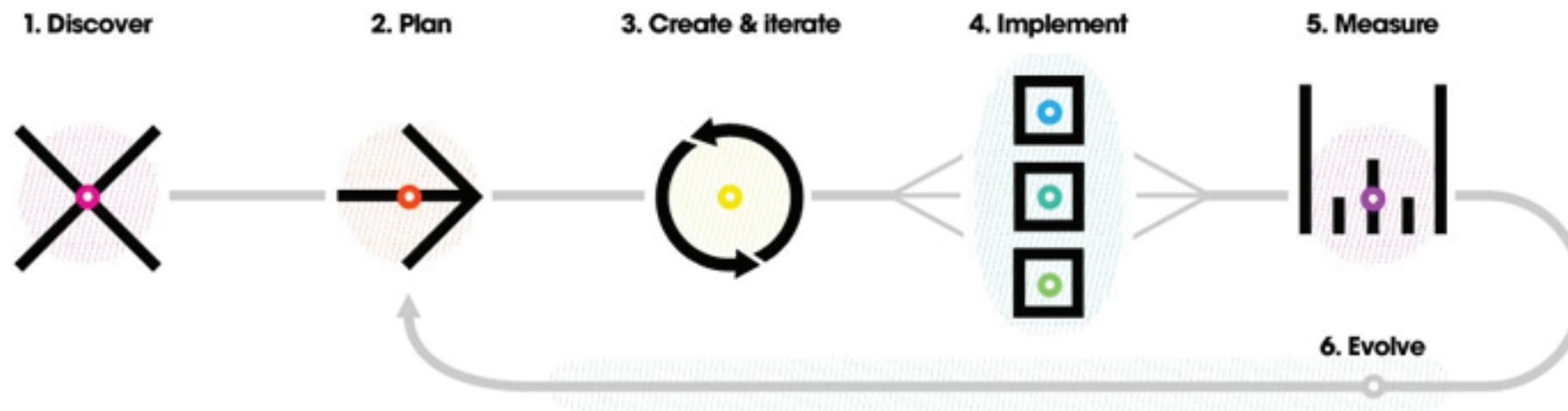
Marketing strategy



Create.

Creative teams focus on concepting and refining campaign ideas across multiple channels. Visual designers apply brand and

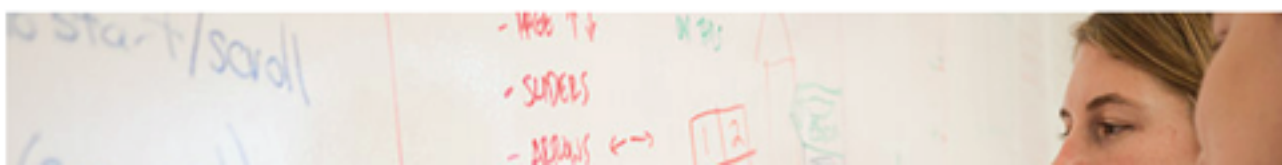
Process.



Discover.

First, we listen to our clients. Our goal is to fully understand our client's business and the environment in which they operate. We'll start by carrying out stakeholder interviews, followed by an assessment of internal strategy documents and relevant materials. Then, we perform a competitive analysis and conduct heuristic and analytical reviews of our client's current digital activities. Finally, we look at the problem from the user perspective, where we'll engage in primary research to fully understand the target audience and how they want to interact with the brand online

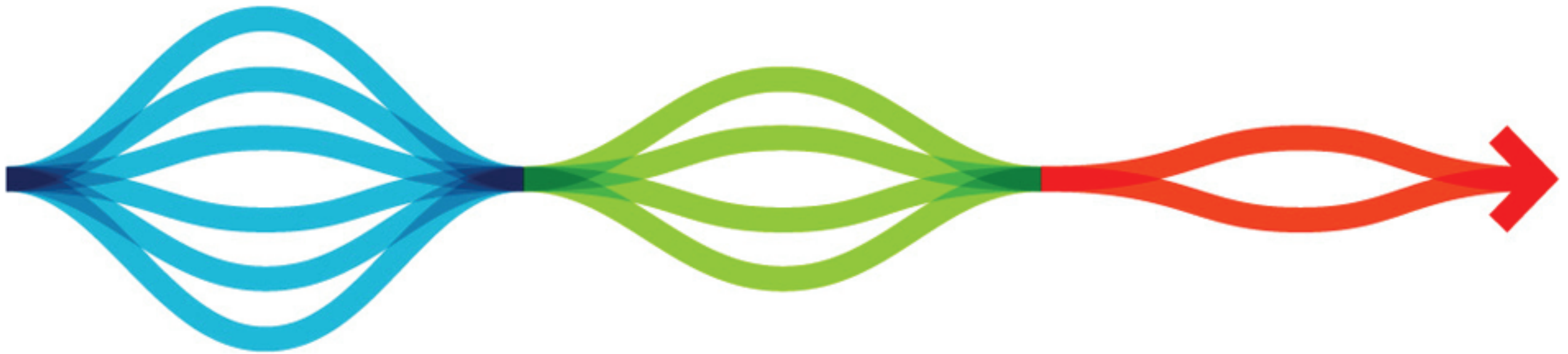
HUGE



Plan.

Huge has been the central planning and strategy definition hub for some of the most complex digital initiatives ever

We meet client challenges with a simple yet powerful process.



Discover

Analysis Becomes Insight

Through intensive design research and strategic analysis, frog gains insight into customers, competitors, client brand, and key opportunities. Discover inspires and guides Design and Deliver.

Design

Insights Become Ideas

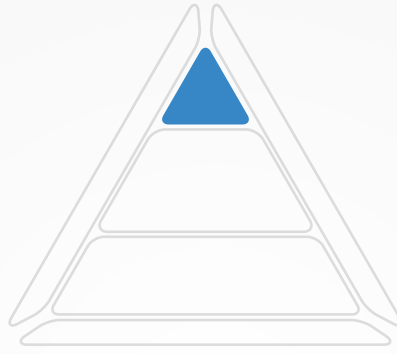
Here is where we produce a range of design approaches and concepts to more fully address the client's challenge. The concepts are reviewed, tested, refined, and crafted into a focused design direction.

Deliver

Ideas Become Reality

In this phase we specify, document, and deliver project details involve guaran

FROG

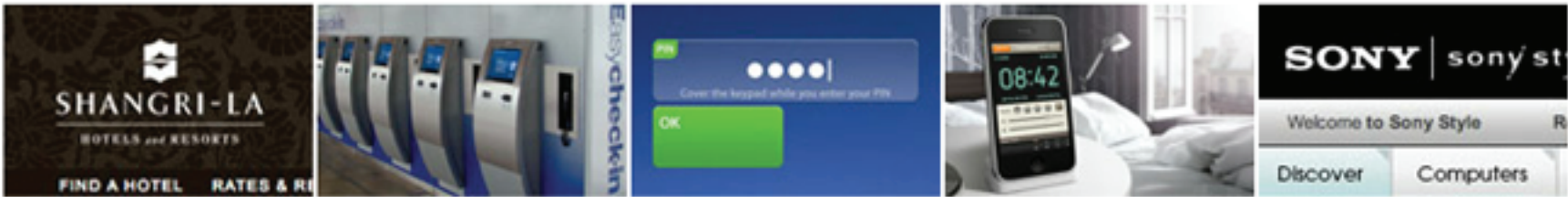


Describe the Available Services

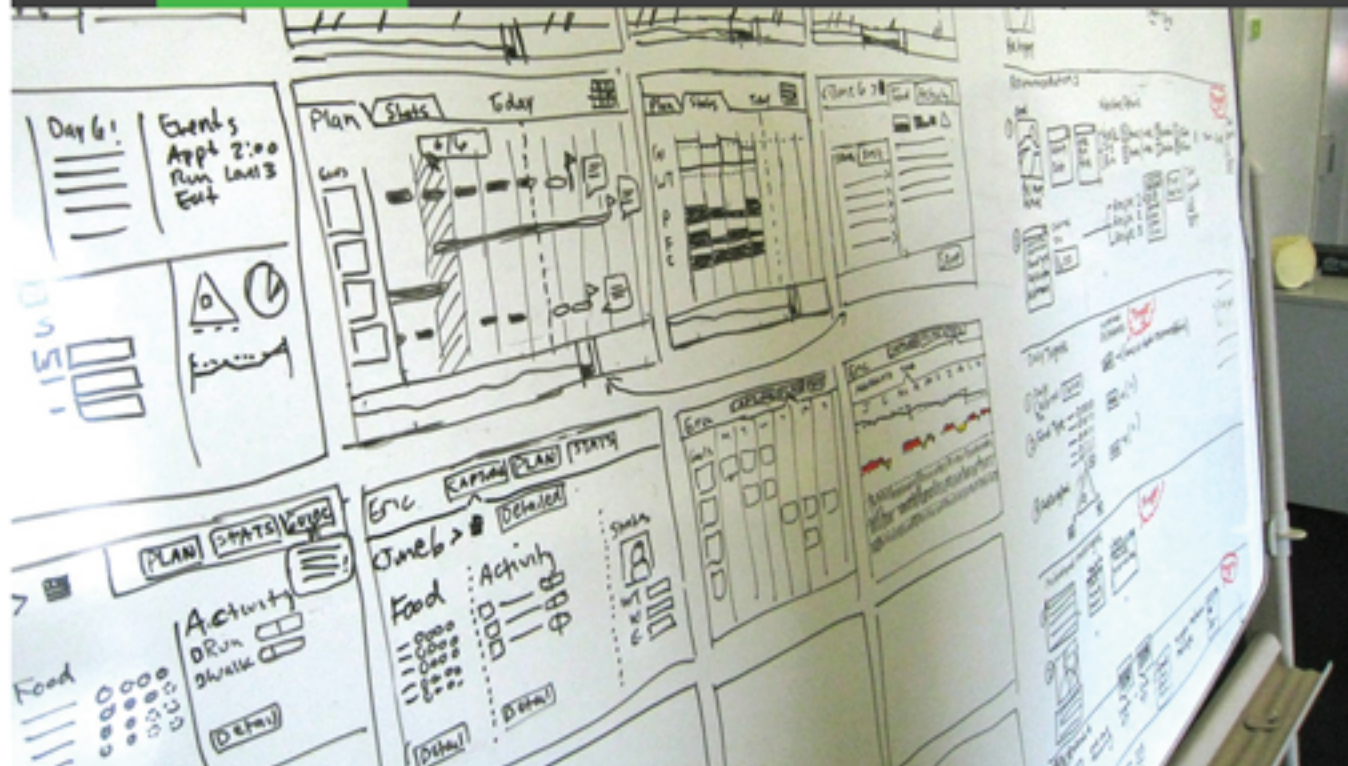
- Tightly pair with the design approach
- Remain simple and accessible
- Avoid domain-specific knowledge
- What, How & Why
- Connect back to project case studies

Interaction design

The discipline of Interaction design spans the planning, design, conceptualization, validation, and development of customer experiences in the realm of software, web-based applications, and on-screen activity. Our team of user interface designers, information architects, developers, and researchers have skillfully created a long list of product, service, commerce, publishing, and marketing success stories.



Shangri-la and Sony: Creative direction by partner Brett Wickens, while at MetaDesign.



Interaction Design

We create user experiences for most technologies and platforms.

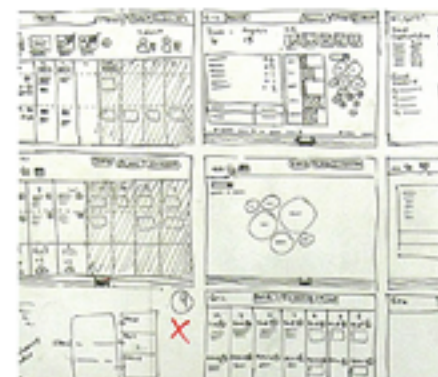
These days, value for our clients is driven more by software than by physical products, although the two often coexist. frog was one of the first design firms to recognize the importance of software and user interfaces, and we have made them a core part of our offering since the early 1990's.

For us, experience design encompasses a huge range: consumer and enterprise desktop applications, websites, "weblications" and cloud-based applications, mobile interfaces and applications on multiple platforms, social networking, and interfaces embedded into physical products such as appliances or consumer electronics. The list goes on. If it involves software running on a screen, we've done it.

In the traditional model, software development starts with building the system architecture, then moves to defining the

use cases and related workflows. That's followed by sketching the interface in wire frames and giving the software its visual appearance. At frog, we take a more progressive approach: We combine many of these activities in parallel streams that inform and inspire one another. This makes our designs more innovative, brings the software to maturity faster, and means we are validating feasibility and usability simultaneously.

Throughout the design process, frog's technologists and visual designers work alongside the rest of the team to ensure that the emerging designs can be implemented and are easy to use. We also identify ways in which technologies open up opportunities for new functionality and better user experiences.



FROG

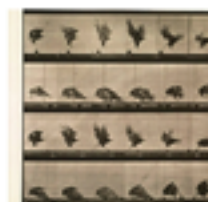
Perspectives



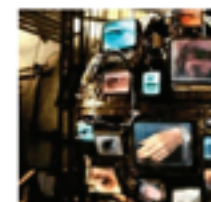
frog's Burning Man at TED 2012
Are you ready for some wildly fiery sound displays?



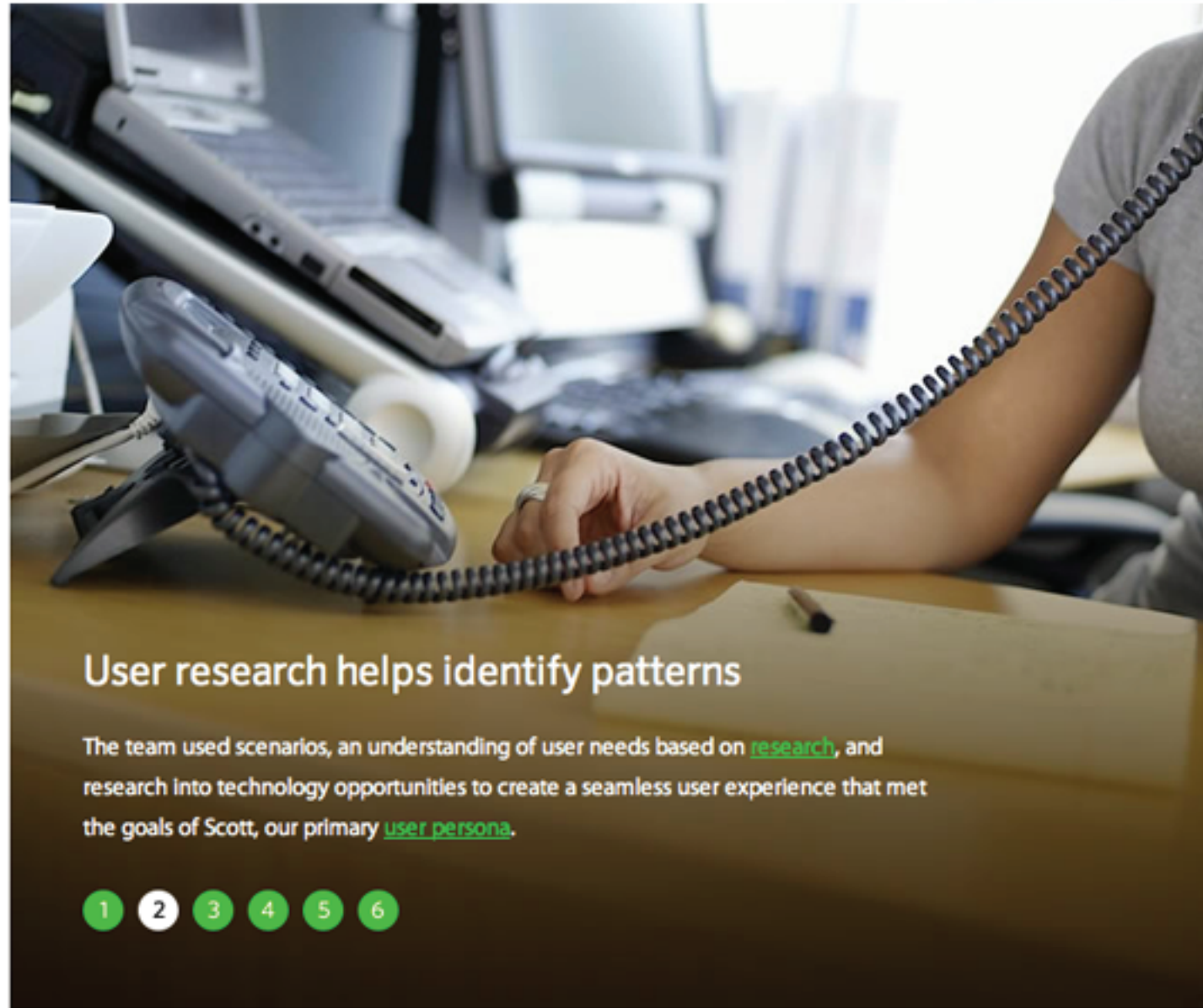
frog's 2012 Technology Trend Predictions
frogs worldwide reveal their favorite tech trends and predict what their impact will be on culture.



Prototyping Interaction with Video Scenarios
Why video is the perfect medium to capture interactions.



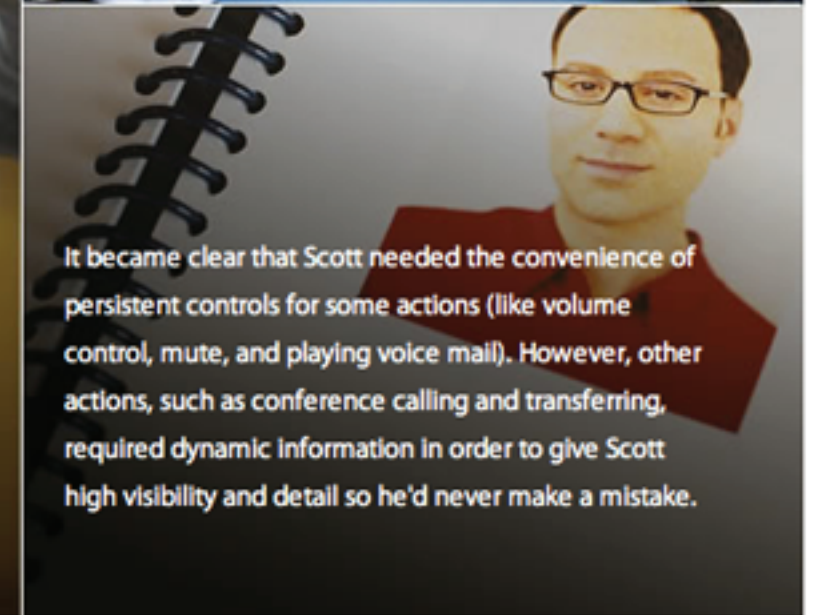
Re-Thinking Interaction Design
Our misguided focus on brand and user experience.



User research helps identify patterns

The team used scenarios, an understanding of user needs based on [research](#), and research into technology opportunities to create a seamless user experience that met the goals of Scott, our primary [user persona](#).

1 2 3 4 5 6



It became clear that Scott needed the convenience of persistent controls for some actions (like volume control, mute, and playing voice mail). However, other actions, such as conference calling and transferring, required dynamic information in order to give Scott high visibility and detail so he'd never make a mistake.

COOPER

COLLABORATION

define why and how users want to interact with a brand. Our analytics group determines KPIs and analyzes interaction to continually improve the experience and effectiveness of each program.

Focus groups & surveys

Usability studies

Website, social & campaign analytics

Ethnography & listening labs

Social listening & trendspotting spotting

Dashboard & reporting tool development

plan to achieve core brand and business goals, from raising awareness to shaping brand perception, creating engaged user bases, and catalyzing specific behavior.

Brand planning & marketing

Business & organizational consulting

Search strategy (SEO, SEM)

Mobile strategy

Product strategy

Communications & connections planning

CRM strategy

Social strategy



Our interaction designers and content strategists create the architecture for platforms and experiences that are intuitive and enjoyable to use, while exceeding our clients' business and marketing goals.

User personas & scenarios

Content strategy

Interaction design

Business analysis

Information architecture

Mobile experience design



Huge's creative team develops brand experiences across multiple channels and digital touchpoints. The goal: combining inspiration and usability to communicate clear brand messages that drive engagement and consumer action.

Creative concepting

Visual design

Production & asset development

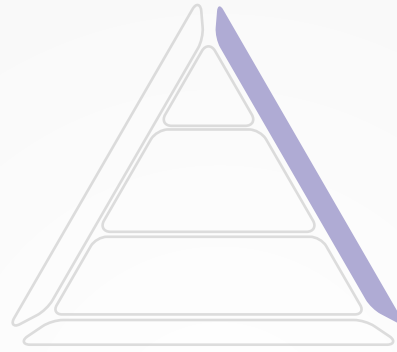
Copywriting

Mot

In-s

HUGE





Build an Identifiable Personality

- Extend the brand to make the site delightful, not just useful
- Enhance memorability, raise investment value
- Foster a genuine interaction
- Engaged users want to understand

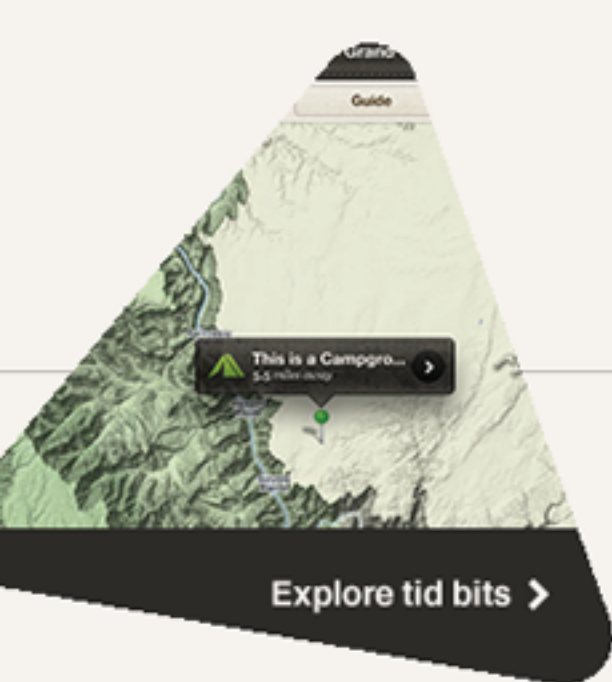


Let's Go Rally



This is Rally. We're here to help you build digital things.

View work samples below.





We help our clients **define** experiences for new products and services, strategically **evolve** existing ones and **integrate** experiences across channels. **We help our clients do new things.**

For over ten years, we've been working at the frontier of UX design. We are drawn to complex, ambiguous challenges that defy known approaches and best practices. If it's easy, it's not for us. Through our consulting **services**, we're constantly on the hunt for opportunities to define new methods. We love to share what we've learned from our work with the masses through our **writing**, **public events** and **in-house trainings**.

WHY COMPANIES HIRE US

One of our clients recently referred to us as their special forces team—when their usual design shop gets stuck, they call us.

Experience. We have a lot of it.

Our work with **hundreds of organizations** means we have a deep well of experience to draw from. We apply the sum of our understanding to your challenges.

The Problem. We define it.

We create custom frameworks for looking at and thinking about each of our client's problems in a new light.

CASE STUDIES



Harvard Business Review
Bringing together the timely and the timeless for the new
hbr.org



Charmr
Our patented diabetes management system

ADAPTIVE PATH





HOME
PRODUCTS WITH GORILLA
NEWS & EVENTS
INNOVATING WITH GORILLA

VIDEOS
FUN WITH GORILLA
FAQS
PRAISE FOR GORILLA

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OVERVIEW

CHARACTERISTICS

CUSTOMIZATION

APPLICATIONS

LITERATURE

INNOVATING WITH GORILLA

Corning® Gorilla® Glass's unique combination of beauty and toughness is creating exciting new possibilities for electronic devices.

Gorilla Glass features exceptional damage resistance to the scratches, drops, and bumps of everyday use. It's cool to the touch, and cleans easily – making it the perfect solution for sleek, seamless designs. And it's sensitive enough to enable today's most sophisticated touch applications.

NEW CORNING GORILLA GLASS 2

New Corning® Gorilla® Glass 2 is now up to 20 percent thinner, enabling slimmer devices, better touch responsiveness, and brighter images without sacrificing the damage resistance consumers demand. The result is superior design flexibility for electronics manufacturers as they develop high performing, touch sensitive, and durable mobile devices.



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- Download - Thin Glass: A New Design Reality
- Download - Corning® Gorilla® Glass 2 Product Information Sheet
- Download - Protective Cover Glass for Portable Display Devices

[View All »](#)

CHARACTERISTICS

Gorilla Glass provides exceptional performance and protection, with distinct advantages over other materials. [More »](#)

CUSTOMIZATION

Gorilla Glass offers customization options to suit your applications. [More »](#)

APPLICATIONS

Gorilla Glass is an ideal cover glass for the most innovative electronic devices, from smartphones to slates to TVs. Many companies have not only integrated the glass, but designed for it. [More »](#)

Tough
just got
Better.

A CORNING GLASS

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New York, NY 10016

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FOUNDER

Philadelphia

CLIENT & PRODUCT WORK

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Philadelphia, PA 19107

Greg Hoy

PRESIDENT

Austin

CLIENT & PRODUCT WORK

3601 S. Congress Ave
Suite C-304
Austin, TX 78704

Greg Storey

PRESIDENT



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Start Your Project With Happy Cog →

I've got a question about something else →

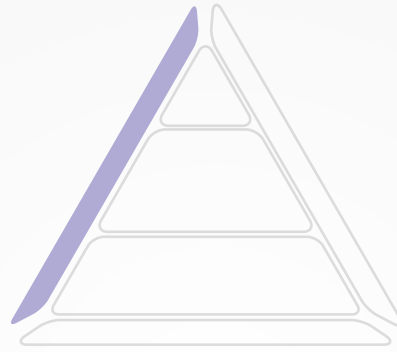
Thank you!

It was great to see you again.



HAPPY COG





Showcase The Team

- Human connection builds personable value
- Establish relationship with potential collaborators
- Ground abstracts to relatable people.

PEOPLE



Analisa Lono
Assistant Events
Manager



**Brandon
Schauer**
President &
Managing
Director



Chelsa Robinson
Project Manager,
Events



Chris Risdon
Lead Experience
Designer



Chris Wronski
Experience
Designer



Chula Carlson
Controller



Dane Petersen
Experience
Designer



Eun-Joung Lee
Senior Program
Manager



Gina Crescenti
Sales Operations
Manager



Henning Fischer
Director



**Jamieson
Chandler**
Events Manager



Jamin Hegeman
Design Director



Jared Cole
Design Director



Jennifer Bolduc
Human
Resources
Director



**Jesse James
Garrett**
Chief Creative
Officer



John Lally
Client Partner



Kelly Borghello
Accounting
Assistant



Kim Cullen
Lead Experience
Designer



Kristin Skinner
Program
Management
Director



**Laura Kirkwood-
Datta**
General Manager



Maria Cordell
Design Director



Nigel Prentice
Senior Program
Manager



Pam Daghlain
Communications
Manager



**Patrick
Quattlebaum**



Paula Wellings
Design Director



Rae Brune
Resourcing and
Program Manager



Todd Elliott
Program
Management
Director



Tol Valentine
Experience
Designer

ADAPTIVE PATH

Jesse James Garrett

Chief Creative Officer

Jesse, co-founder and chief creative officer of Adaptive Path, is one of the world's most widely recognized technology product designers.



About

[History](#)[Careers](#)[Contact](#)

Jesse supports the company's designers and strategists with creative guidance and helps them advance the company's thought leadership position.

Every day, product designers around the world depend on Jesse's tools and concepts, which have been published in more than a dozen languages. His book, *The Elements of User Experience*, has been called "brilliant" and "essential" and is considered one of the seminal works on user-centered design. Jesse is a frequent keynote speaker, addressing audiences around the world on product design, user experience and innovation. His writings on these topics have appeared in numerous publications.

In 2005, Jesse gained worldwide attention for coining the term "Ajax" and defining the concepts behind this emerging trend in web technology. Since then, Ajax has become one of the driving forces in web product design, and Jesse's leadership role in this trend has been featured in publications such as *The New York Times*, *The Wall Street Journal* and *BusinessWeek*.

RECENT IDEAS

A Behind-the-Scenes Look at Developing iWitness

March 26, 2012

iWitness Aims to Aggregate News By Time and Place

March 6, 2012

Peterme Moves On

January 9, 2012

Ten Years Later: Way Beyond Digital

March 2, 2011

Congratulations About.me!

PARTIAL CLIENT LIST

Adobe	Microsoft
NPR	Nike
Ning	PBS
Skype	Twitter
Wells Fargo	CPB
Crayola	Intel
Sybase	

UPCOMING SPEAKING ENGAGEMENTS

USI Paris 2012

June 25-26, 2012 in Paris

[Jesse James Garrett](#) will be speaking at [USI 2012](#).

Books

The Elements of User Experience

Awards/Honors

Rave Award for Technology
(2006)

WIRED Magazine

50 Most Important People on
the Web

PC World

Top 100 Most Influential People
in IT

eWeek magazine

Top 100 Technology Industry
Leaders

Software Development Times

CONNECT ONLINE



<http://jjg.net>

ADAPTIVE PATH



About Us



We are passionate, agile, & live for the outdoors.

It's Go Time

The *definition* of a manifesto goes something like this: a public declaration of intentions, opinions, objectives, or motives, as one issued by a government, sovereign, or organization. We're just three guys, and have no cute manifesto written by an agency copywriter, only three important words to shout when you need a Rally call for sound strategy, visual design worthy of being talked about, and smart solutions to ever-changing technology challenges: Let's Go Rally. Let's say it together. It should sound inspiring. It signals Go Time. If we stand for anything, we stand for you. We just happen to focus on using the digital medium to help you achieve your goals, whether that's to sell more stuff, gain more awareness for your brand, or build a bigger fan base.

Where & Why

Passionate and agile is how a lot of small digital shops describe themselves these days, but "live for the outdoors", what's up with that? For starters, We're headquartered in the Wasatch Mountains of Utah. It's a great place to work, and an even better place to play. If we're not up to our eyeballs working on the latest client project, then we're most likely neck deep in Utah's "Greatest Snow On Earth", or going even deeper into oxygen debt, cycling up one of Utah's steep mountain passes on our road or mountain bikes. It's what keeps us going. It helps bring a sense of purpose and passion when we are fortunate enough to collaborate with brands with similar interests.

03

Founding Partners.

80%

Direct Client Relationships.

20%

Ad Agency Partnerships.






Thomas Cooke   
Executive Producer



Ben Cline   
Creative Director



Wes Pearce   
Technical Director

RALLY INTERACTIVE



Hide Rally Bios





Mark Rolston

As the chief creative officer of frog, Mark Rolston is responsible for driving the company's global creative vision. Working closely with the creative leadership team, Mark orchestrates teams of strategists, technologists, designers, information architects, and analysts to produce groundbreaking work for Fortune 500 clientele. An early Web pioneer, Mark co-founded frog's digital media group in 1996, working with clients to leverage emerging technologies and setting the tone for user interface design and e-commerce platforms. Today, Mark focuses on the intersection of product, digital, and strategic design, pushing clients to offer truly convergent user experiences. Mark is an internationally recognized expert on digital media, user interface design, e-commerce, and mobile applications. He has spoken at the [Emerging Communications \(eComm\)](#) conferences in the US and Europe and [Future: Mobile 2010](#).

[See Mark's TEDx Austin presentation on "Future Computing"](#)



Doreen Lorenzo

Doreen Lorenzo is the president of frog and an executive vice president and general manager of Aricent, frog's parent group. Doreen drives frog's company strategy and oversees its worldwide operations. During her 14 years with the company, she has been instrumental in re-structuring the company, taking it from a traditional design boutique to becoming one of the world's foremost global innovation firms, securing broad-based arrangements with an array of Fortune 500 clients. Doreen has been featured by *ABC Now*, *Bloomberg*, *Fast Company*, *Fortune*, and *The New York Times*, and other media. She has presented at and mediated various conferences including the GE Most Powerful Women Summit and the World Economic Forum's ["Summer Davos"](#) conference in Tianjing, China.



Robert Fabricant

Robert Fabricant is vice president of creative for frog based in New York, where he leads multidisciplinary design teams for clients such as BBC, Comcast, GE, MTV, Nextel, and Nissan. He has developed user experiences for numerous digital platforms, including hand-held devices, in-car information systems, medical devices, retail environments, networked applications, and desktop software. Robert is also a leader of frog's healthcare expert group, a cross-disciplinary global team that works collectively to share best practices and build frog's healthcare capabilities. An expert in design for social innovation, Robert recently led Project Masiluleke, an initiative that harnesses the power of mobile technology to combat the



Jan Chipchase

As the executive creative director of global insights, Jan Chipchase oversees frog's global user research practice. With deep experience in running complex, international design research projects, Jan is widely considered to be the authority on applying human-centered insights to the development process. His extensive research projects have taken him around the world to collect insights into the broader emotional, social, and cultural contexts of the impact of technology. His most recent work took place in Afghanistan, where he studied the country's nascent mobile banking service. A world-renown thought leader, Jan has delivered keynotes at conferences such as [TED](#), [CES](#), [LIFT](#), and the [Economist's Human Potential Conference](#). Jan holds 25 patents granted or pending, and his research has been extensively profiled in *BusinessWeek*, *The Economist*, *New Scientist*, and *The New York Times Magazine*, among others.

[See Jan's TED talk](#)



Adam Richardson

Adam Richardson is assistant vice president of strategy for marketing at frog, where he has worked with organizations such as Chrysler, HP, Humana, LG, Microsoft, NASA, Nike, and Vodafone. He brings a background in product development, interaction design, product strategy, and customer research. Adam is the author of *Innovation X: Why a Company's Toughest Problems Are its Greatest Advantage*, published by Jossey-Bass. His book is the manual for leaders looking for clarity about the emerging challenges facing their businesses. *Innovation X* provides practical innovation strategies that work in dynamic markets, and offers tactical methods that can be put to use immediately. Adam writes regularly on innovation, business, and design, and speaks at conferences worldwide, including [TEDx Taipei](#), [LIFT](#), and [The Next Web](#). He is also a guest blogger for the *Harvard Business Review* and a guest lecturer at the *École Supérieure de Création Industrielle* and the *University of Navarra* in Spain.

[See Adam's keynote at Amsterdam's Next Web conference](#)



Fabio Sergio

Fabio Sergio is an executive creative director at frog Milano, bringing more than a decade of hands-on experience in wrapping business scenarios around people's needs, desires, and dreams. As a design and user experience strategist, he is happiest where design, technology, and (social) connectivity intersect. He believes that empathy and curiosity are essential

FROG



Make It Easy to Contact

- One of the most important interactions, should be frictionless
- Highly visible, easily reachable
- Adapt to the context of inquiry
- Be conversational, walk through the information gathering
- Provide secondary, supporting data to enhance the available methods



We might be perfect for each other.

Are you interested in working with us? Or do you have an RFP you want to share?

The best way to get in touch with us is to complete the questionnaire below.

It won't take too long. You can also come back to it later if you have to stop along the way — just return to this page using the same browser.

Please note that fields marked with * are required.

What's your name? *

First Name

Last Name

What's your preferred email address? *

(e.g. john@example.com)


Why are you contacting Happy Cog? *


Let's figure out how we can best answer your inquiry.


HAPPY COG


☒ HAVE FUN

☐ DON'T SCARE
PEOPLE AWAY

 Business inquiries

 Got a question?

 Send portfolio

 Just want to say hi?

Yes, let's talk business!

Are you interested in working with FI? Please reach out and a business representative will get back to you swiftly.

What's your name?

It's a pleasure to meet you ...

Your email?

Let's keep in touch ...

And what can we help you with?

We look forward to having an interesting discussion ...

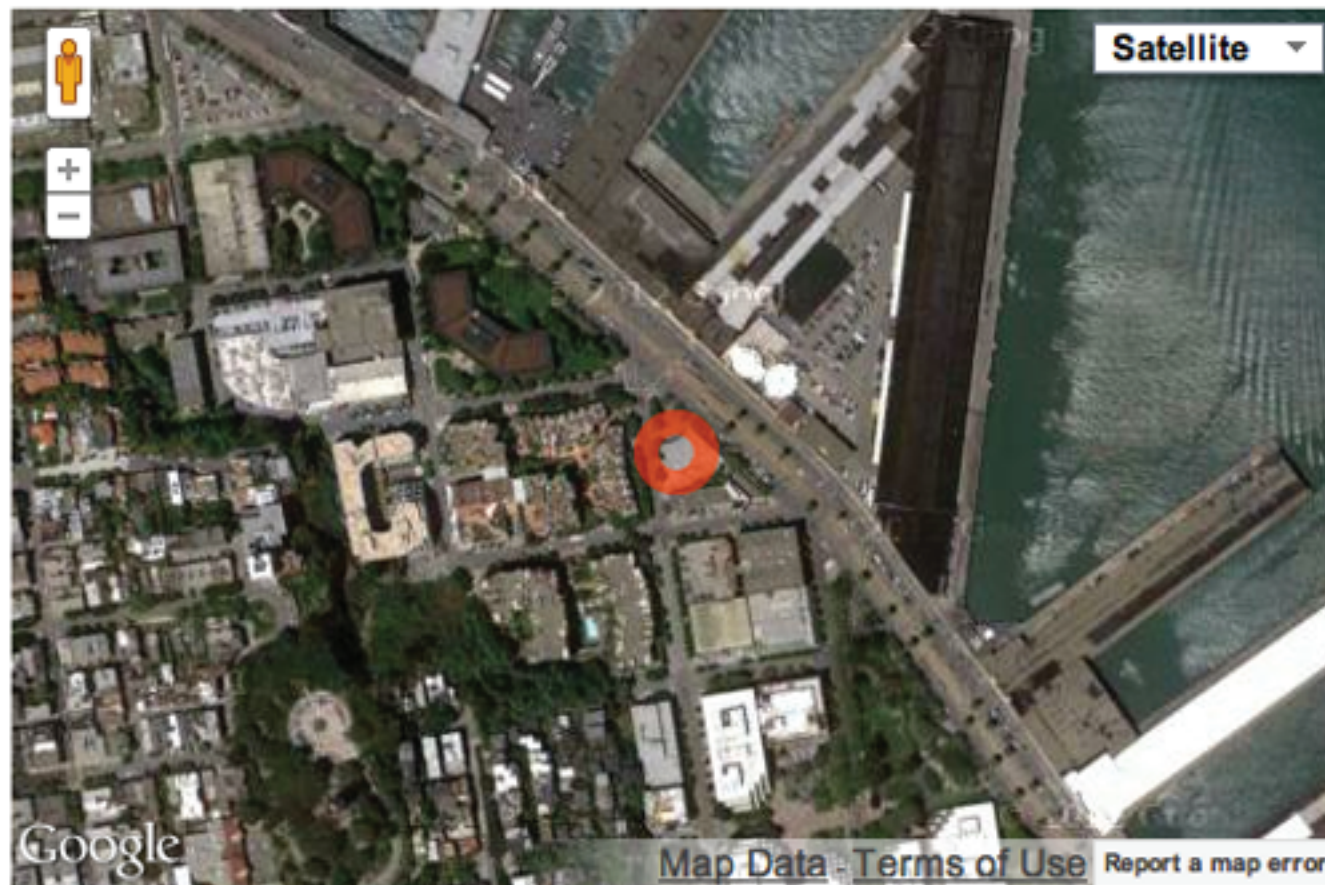
Phone Number

FANTASY INTERACTIVE

Send

Contact

Our design studio is located in the historic Roundhouse building on the San Francisco waterfront, where Sansome Street meets The Embarcadero.



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