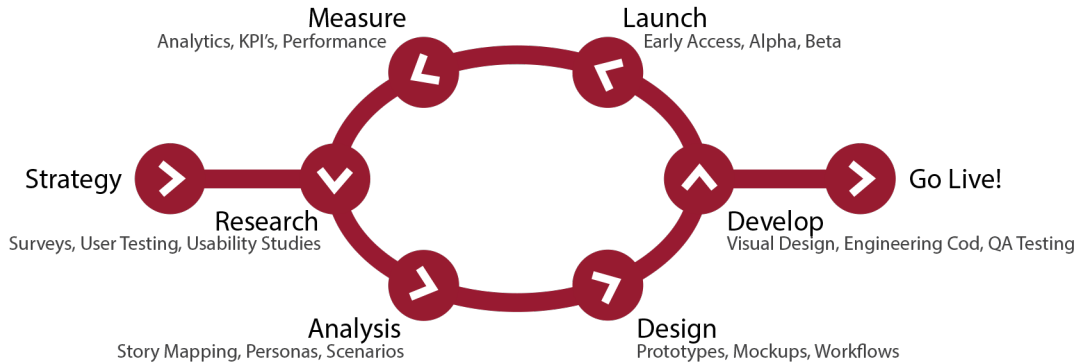


User Experience (UX) & User Interface (UI)

INNOVATIVE SOLUTIONS FOR CRITICAL MISSIONS

We believe that building great software requires innovative thinking that puts the user first. From vision to execution INCA Tech will partner with you to build powerful and intuitive software.



Vision

Creating purpose-driven software begins with INCA Tech’s veteran UX team. Through a comprehensive engagement that includes research, design, prototyping and usability testing, INCA Tech will help you define and realize your product vision. Whether creating personas, conducting story mapping sessions or preparing functional designs, INCA Tech’s UX teams design applications that inspire users.

Execution

Complementing our Agile development process, INCA Tech’s UX design sprints ensure rapid incremental delivery to maximize efficiency and business value. By using iterative design cycles, INCA Tech validates ideas and assumptions using a process that results in genuinely intuitive software. Getting your product in front of users and implementing feedback is crucial to refining good ideas into great ones. Our UX designers use a variety of visualization techniques including: paper drawings, interactive wireframes and semi-functional prototypes to discover what works optimally for your users. After validating with stakeholders and end-users, the UX team prepares the final visual design and participates with the development team to ensure your final application delivers on its promises.

Optimization

To go from minimum viable to a strong mature product is challenging, but INCA Tech’s Lean Agile approach will get your product to market faster and on budget. Post-launch we evaluate the critical tasks and activities in which your website visitors are engaged. The data we gather is fed back into the Agile development team’s iterations. By combining behavioral data analysis with the UX research and usability testing, our UX team can determine the WHAT and WHY driving use of our product. UX researchers identify usage patterns and collect relevant metrics for you and your organization. Through our data driven approach we ensure your product works for your users

