USER INTERFACE AND USER EXPERIENCE

FROM PIXEL TO PROTOTYPE

Creating natural, intuitive interfaces and experiences for your digital products and services is key to customer-centric innovation.

SG:D PIXEL

WORK -SHOPS & MASTER CLASSES

Gain a foundational understanding of how to develop and refine UI/UX as part of the digital innovation process.

These sessions are organised as half-day workshops or full-day masterclasses, and cover a range of UI/UX topics. Both are FREE, and open to attendees from enterprises.

ONE-TO-ONE CONSULTATION SESSIONS

Conduct a usability review of your digital product or service with an assigned UI/UX expert.

WHO IS THIS FOR?

• Companies who have a ready digital prototype or solution, and are looking to enhance its UI/UX to make it more customer-centric or cater to new markets

WHAT WILL I GET OUT OF THIS?

• A FREE 2 man-day engagement with a UI/UX expert, to conduct a usability expert review of your digital product or service

• Potential suggested improvements to your UI/UX, and guidance on scoping out an action plan, which you can then work on with your in-house UI/UX team or appointed vendors

PROJECT-BASED COACHING

Transform the UI/UX of your digital products and solutions, and build your company's UI/UX design capabilities through more in-depth coaching sessions with an assigned expert.

WHO IS THIS FOR?

- Those who have a ready digital prototype or solution, and are looking to enhance its UI/UX to make it more customer-centric or cater to new markets

HOW MUCH DO I HAVE TO PAY FOR THIS?

- Project-based coaching can be supported up to 70% (for SMEs), and up to 50% (for non-SMEs) of the total man-day cost of engaging the design consultants, capped at S$70,000

WHAT WILL I GET OUT OF THIS?

- Improved UI/UX of your digital prototype or solution

- Delivery of agreed milestones (e.g. conducting user research, synthesising insights, generating and prototyping ideas, conducting user testing, and developing an implementation plan). Projects can be scoped for a duration of up to 24 man-days, over the course of up to 6 months, depending on complexity

USABILITY TESTING LAB AT PIXEL

Usability testing involves observing real users as they attempt to complete given tasks.

PIXEL's Usability Testing Lab allows companies to organise usability testing interviews to gather quantitative and qualitative feedback on effectiveness, efficiency, and user satisfaction.

Our facility is equipped with:

Hardware, such as cameras, screen-based and wearable eye-tracking equipment, and galvanic skin response sensors.

Software to collect and analyse data from the interviews, such as screen capture and expression recognition.

FROM PIXEL
TO LIFE

To find out more, email us
at enquiry@impixel.sg.

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