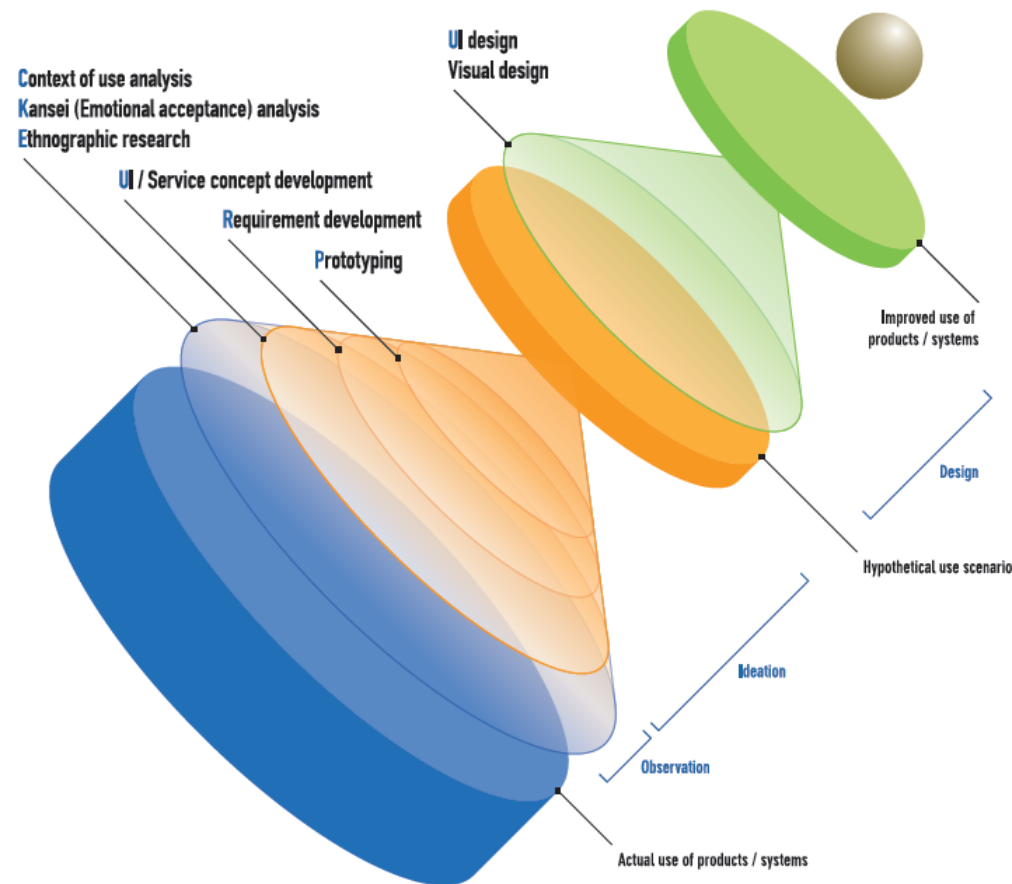




# Introduction: U'eyes Design Inc.



# Innovative design from the user's point of view



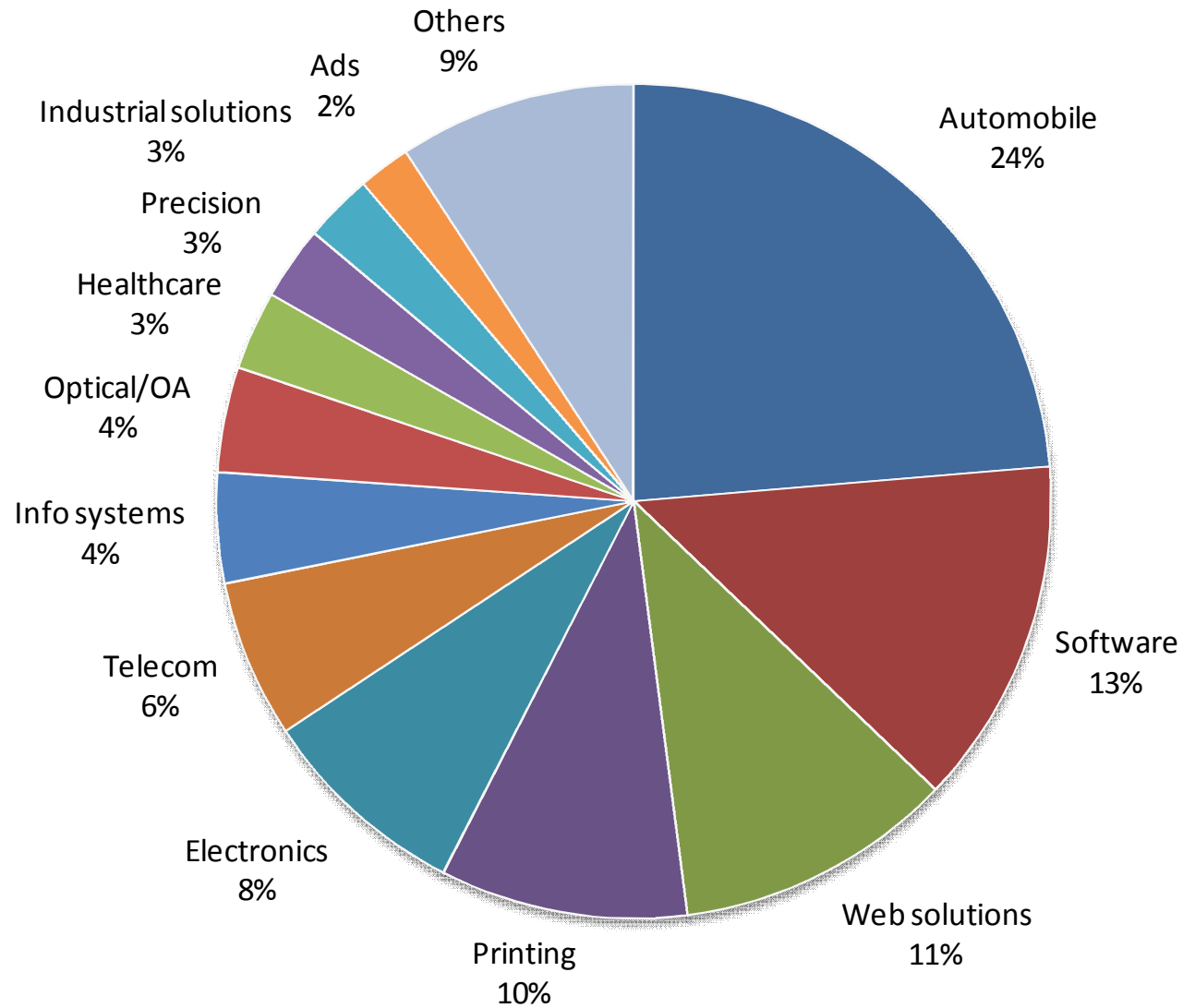
U'eyes Design helps to realize innovative interactive products or services by designing or assisting to design with methods to understand users' needs and, physical, cognitive, or cultural human factors.

## Company profile

Company Name	U'eyes Design Inc.
President	Haruhiko Urokohara
Office location	Yokohama (1 hour from the central Tokyo)
Annual revenue	4.2M USD
# of employee	40
Timeline	<p>2001 Founded U'eyes Novas, specialized in usability testing</p> <p>2004 First international research in Germany</p> <p>2005 Renamed as U'eyes Design, supporting the whole HCD processes</p> <p>2008 Started service design consulting</p> <p>2011 Joined International UX Partners</p> <p>2012 Expanded research panel</p>



# Client by industries



# Services

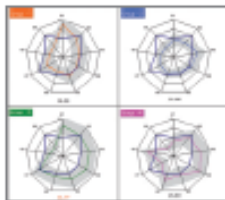
Covering whole HCD process

User research

UI design

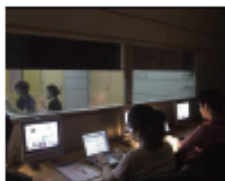
## Use-based user segmentation

Categorizes users based on awareness and use patterns to better understand the market and offer suitable services



## Usability Testing

Ensures products and services are usable and acceptable for intended users



## Visual Design

Makes user interface attractive and usable for users



## User Research

Clarifies perceived values and context of use related to specific products and services



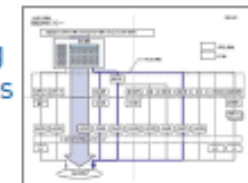
## Interaction / Service concept development

Generates compelling functional and service concepts matching the life-styles of intended users.



## User interface design

Develops optimized interactions providing functions and services effectively and efficiently to users



## Research methods

1. Usability testing

2. In-depth interview/Focus group

3. Questionnaire survey

4. Desktop research

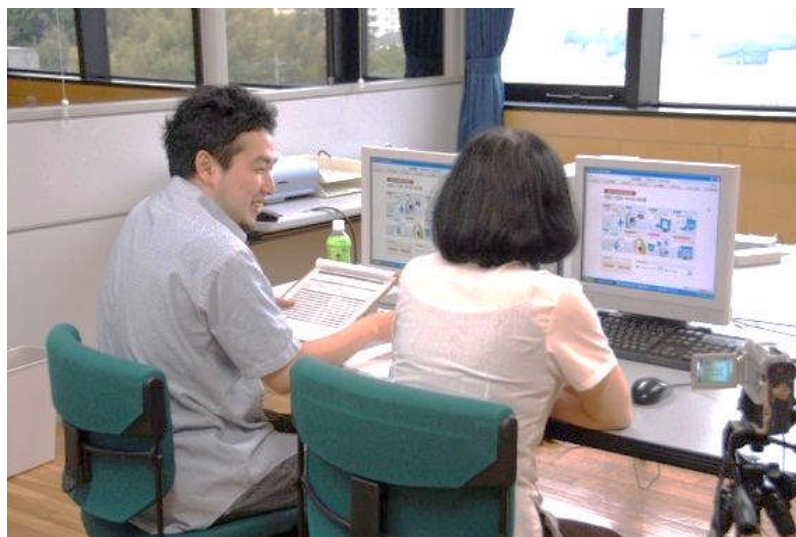
5. Ethnographic research

# Testing facility

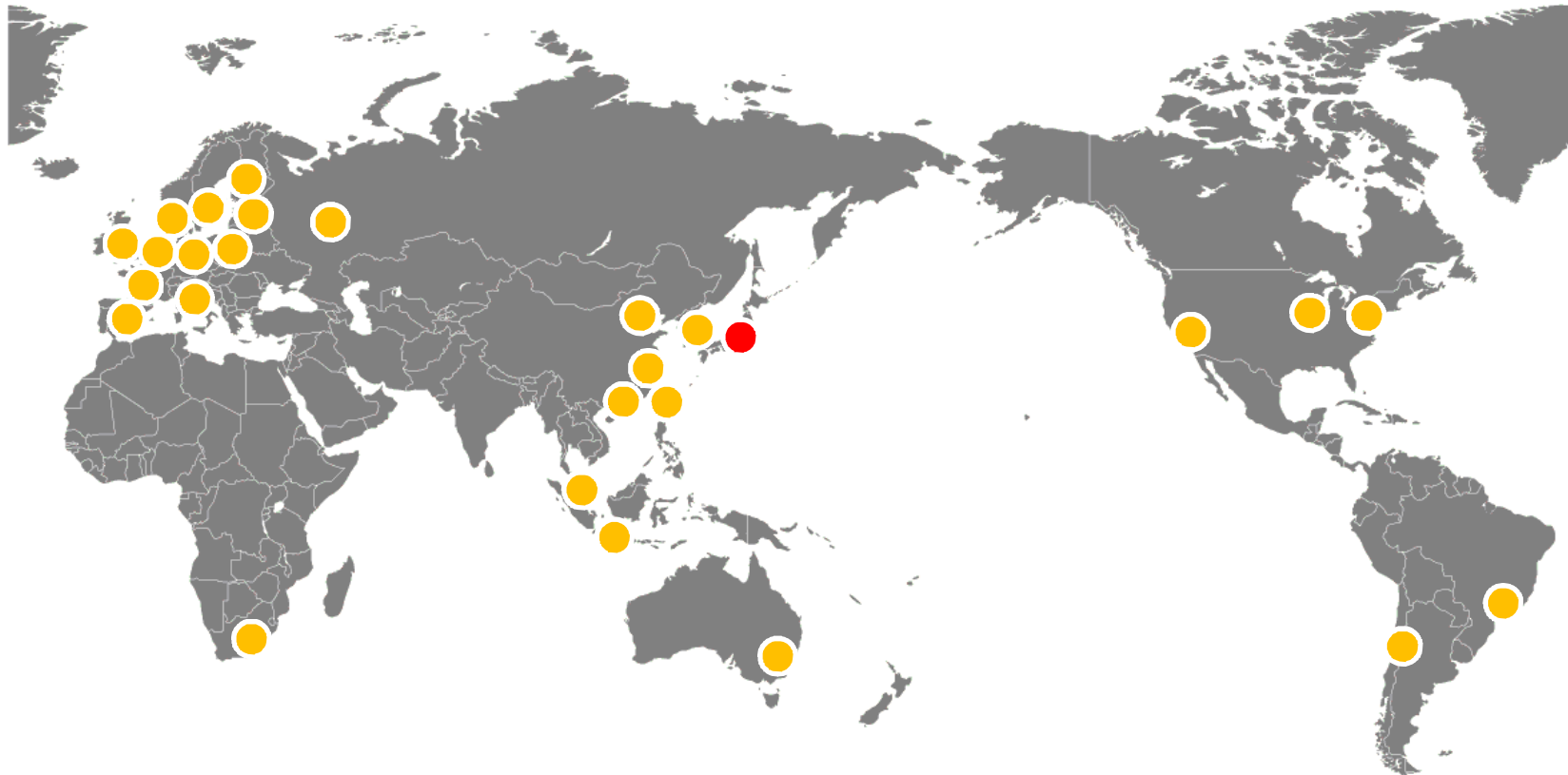
## Yokohama lab

Testing room + observation room (with a one-way mirror)

Testing room + observation room (with video connection)



# International network



**More than 30 partners in 23 countries**