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WHAT WE DO

Symplit is a Customer Intelligence and User Centred Design consultancy that offer services that help clients understand their customers, and in turn, design effective interfaces.

OUR SERVICES

Research:

- Brand Experience
- Contextual Enquiry
- Competitor Benchmarks
- Product Reaction Analysis

Design:

- Brand Image
- Interaction Design
- Information Architecture
- Prototyping
- Visual Design

Strategy:

- Stakeholder Analysis
- Strategic Design Direction
- Working with your team

Testing:

- Eye Tracking
- Usability Testing
- Online Observation
- Accessibility Evaluation



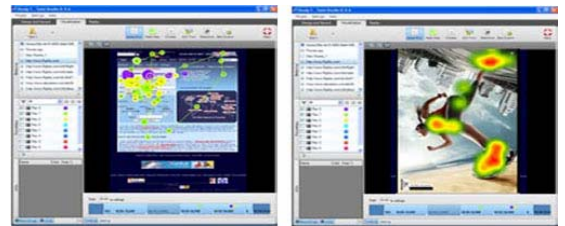
EYE TRACKING

Melbourne's only Usability consultancy offering Eye Tracking Testing.

Record and analyse eye gaze data to gain deep insight into human behaviour, user responses and physiology.

Symplit's eye-tracking services utilise the most advanced eye-tracking technology available to explore product concepts and evaluate interactive offerings, print and online advertising with your target customers.

Eye-tracking is integrated into standard Usability Testing when relevant.



HOW WE DO IT

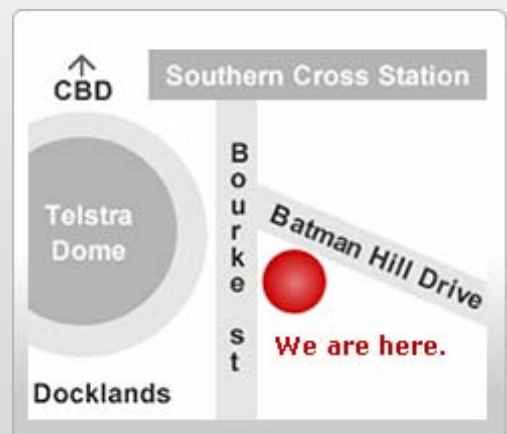
We utilise leading-edge technology research techniques and User Centred Design methodologies. We are experts in digital experiences.



OUR FACILITIES

Now located in Docklands with Usability Lab available for hire.

State-of-the art testing facilities and a central location enable you to reach us quickly and observe customer research and design validation activities first-hand.



Level 1, Suite 103, 757 Bourke st Docklands.
 Enter via Batman Hill Drive