

# Imaginea Interaction Design Services

*For Richer, Brilliant, Best-in-Class Applications*

Imaginea's Interaction Design Services team have set a high bar for user experience, usability and efficiency. Our comprehensive, RIA development offering provides more than just aesthetics and a fine finish. We are known for our focus on data, scalability, and reliability. We pool in expertise from the other groups within Imaginea to offer you a complete solution.



## Complexity Kills

Software applications have become complex, powerful beasts. Their complexity is one of the reasons why businesses sometimes fail to fully realize the expected return on investment from these products. Software product companies spend considerable time researching, carefully segmenting their market, thoroughly understanding their customer's fundamental business requirements, and using all their ingenuity and technical expertise to develop products. Yet, many products fail to electrify users in spite of the great functionality available, failing to meet basic needs of the users – swiftly turning 'killer apps' into fatal casualties.

While vendors appreciate the dangers of complexity, the pressures from investors, competitors, analysts and the trade, the lack of time and suitable in-house expertise forces them to bravely soldier on, and hope for the best.

## Imaginea Interaction Design Services

- Product interaction design
- Usability architecture - review, design and implementation
- Usability testing
- Usability-heuristics and analysis
- RIA, Web 2.0, social media applications design and development services

## Imaginea Interaction Design Services-Beyond Usability

If you are a product development company that does not wish to take a chance with your user's product experience, and have set a high bar for user experience, usability and efficiency, you need to look no further. At Imaginea, we have been helping companies assess their user needs, and have been making recommendations, developing nifty, efficient applications with our rich experience in Interaction Design, and have been very successful at it. Whether rich-client applications or RIA, desktop applications or serious enterprise management systems, stolid platforms, or heady social-media widgets – we have helped them all.

The User-centered methodology of Imaginea ensures that our designs are in line with the user's goals, and with your business objectives. We do exhaustive Research and Analysis to understand User Mental Models, business objectives,



Competition Advantage and issues with current systems before proposing any design solutions. Following an iterative approach, we validate and improve our design constantly by incorporating user feedback. The User-centered methodology of Imaginea can be tailored to suit your budget and business goals.

### **Rich, Reliable Internet Applications**

Our expertise does not begin and end with Usability. Our Web 2.0 and Social Media applications development team combines over a decade of experience in building enterprise class software products and now, new-age Rich Internet Application (RIA) technologies. Using technologies

like Ajax and Flex, and Ruby on Rails™, we make internet applications look, 'feel' and work like desktop applications.

Our comprehensive, RIA development offering provides more than just aesthetics and a fine finish. We are known for our focus on data, scalability, and reliability. We pool in expertise from the other groups within Imaginea such as, Service-oriented Architecture, Middleware Infrastructure and Performance Engineering and Optimization, backed by our sound software product development practices to make sure your product performs at its peak, even under back-breaking loads.

**Web 2.0, RIA, UX Expertise:**

Web 2.0 Mechanics, Web 2.0 UI Uplifting, Web 2.0 Re-engineering, User Experience Analysis and Design, Usability, Visual Styling, Rich Interface Apps with Ajax™ or Flex™, Dashboards, Web-based Reports

AIR™, Silverlight™, Ruby on Rails™

Rapid prototyping using Axure™

Wire protocols like SOAP and REST, EXTJS, GXT, prototype, DOJO, jQuery, ActionScript™ 3.0, Flex 3.0, Cairngorm™

Frameworks like Flash™-based monitoring framework, tagging framework, extended MVC framework, desktop appserver platform, re-usable Ajax widgets

To find out how we can help develop rich, interactive applications that you will be proud of, please get in touch with us.

The logo for Imaginea, featuring the word "imaginea" in a lowercase, sans-serif font. A thick, grey, curved line arches over the text, starting from the left and ending on the right, partially overlapping the text.

Imaginea provides product engineering services to independent software vendors, enterprises and online SaaS businesses looking for reliable technology partner. Services stretch end to end, from interaction design to development to testing to managing clouds. For more information on Imaginea, visit <http://www.imaginea.com>. Imaginea is a business unit of Pramati Technologies ([www.pramati.com](http://www.pramati.com)). **Contact:** 1975, W. El Camino Real, Suite 301, Mountain View, CA 94040 | +1 (866) 660 6533 | [sales@imaginea.com](mailto:sales@imaginea.com)  
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