VISUAL ROOM™
S H O W   Y O U R   S T O R Y

End-to-End Design That Drives Better Outcomes

In an ultra-competitive market, user experience is the key barometer for business success. In order to attract and retain your target audience, you need to focus on more than just sales and support. You need a comprehensive strategy that addresses every end user's needs across every point of interaction, from your website and social media profiles to your service applications.

At Visual Room, our creative team leverages expertise in art, science, research, design, and digital architecture to deliver intuitive, aesthetically pleasing business solutions. As a creative partner in your business, we can help you develop applications and implementations that optimize decision making and user engagement. We focus on telling your brand's story, which results in authentic connections with your users. Whether it's through interactive software features, responsive design elements, or UX design, we help our clients make the most of their creativity.

Customized Strategies

UX Design Workshops

We conduct client workshops to help collaborate with you and ensure consistent service delivery. These workshops cover overall strategy, identifying deliverables and the technical skills and resources required for those deliverables.

Wire Frame Prototyping

All development and design initiatives are based on an iterative process that builds upon client feedback at every stage. Our wire frames work as functional models that can be adjusted with ease to reflect each client's requirements.

Content Strategy

We work to align messaging with our design focus in order to tell your brand story as effectively as possible. We also help you manage your new content once it goes live.

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Planning and Research

Personas and Market Research

Personas lie at the very heart of the user experience. These representative profiles allow us to design a customized experience that matches specific needs of your target audience. We compile our analysis from a range of qualitative and quantitative market research that includes interviews, client feedback, focus groups, analytics, user forms, and more.

Information Architecture

Our designers, writers, information architects, and developers work at client sites to gain the best insights about your goals and business processes. We then use this assessment to identify your competitive advantages and any of your vulnerabilities.

Process Flows and Task Models

We use sophisticated modelling techniques to monitor and document key actions across the entire customer experience. Then, we use these insights to optimize your processes to give you every advantage.

Visual Design

Enterprise Applications

A digital initiative is only successful if it inspires real organizational change. We can help ensure that new applications and tools are integrated into your normal systems and processes. We design interfaces that are streamlined and well-suited to your daily operational requirements.

Mobile App Design

From implementing the right gestures to optimizing visual elements for smaller screens, we work to create intuitive apps that engage users and will help you win the innovation race.

Brand Style Design

We work to plan and implement a visually consistent aesthetic that translates across all internal and external communications.

Get Started

Visual Room Inc.

703.922.UIUX

info@visualroom.com

1200 G Street, NW
Suite 800
Washington, D.C. 20005

SHOW YOUR STORY™