



GLOBAL MARKETS / SOLUTIONS / BY BUSINESS NEEDS /

## VISUALIZATION

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## Solutions for Visualization

Interested in improving the efficiency and effectiveness of your traders? We can help by designing rich interactions and data visualizations, real-time user interfaces and highly integrated, collaborative environments.

With an unmatched understanding of how capital and commodities firms work, our team of designers and technology experts infuse industry knowledge with research methodologies that leverage a user-centered design process to develop trading interfaces, investor research platforms, portfolio management workspaces, interactive product applications and collaborative workspaces.

We use the latest technologies and collaborate with portfolio managers, research analysts, heads of research and traders to create working environments that maximize every action and present information in a more usable way. Our solution offers support in the following areas:

- ▶ **Research and requirements gathering** — Our experts use ethnography to gather empirical data on how your traders work and we augment it with interviews, focus groups and competitive analysis. We also conduct system and application health checks and evaluate existing software usability.
- ▶ **Information architecture and interaction design** — We use data and information modeling, task analysis, business process mapping, functional requirements gathering and simple prototyping to understand how traders use various systems either independently or together—and how they can get the most from each interaction.
- ▶ **Visual design** — Using such advanced technologies and techniques as Windows Presentation Foundation (WPF), Silverlight, augmented reality, data visualization, gestural interfaces and tablets, we establish the graphical user interface (GUI) look and feel in a way that reinforces a firm's brand and promotes ease of use.
- ▶ **Content strategy** — We help evaluate, audit and test content, develop the metadata strategy and provide publishing management guidance and expertise.
- ▶ **Interactive development** — We use the latest technology and advanced prototyping, along with rich internet application (RIA) development methodologies and compliance with IT standards, to develop front-end interfaces that help drive user interaction.

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