



Interactive Design

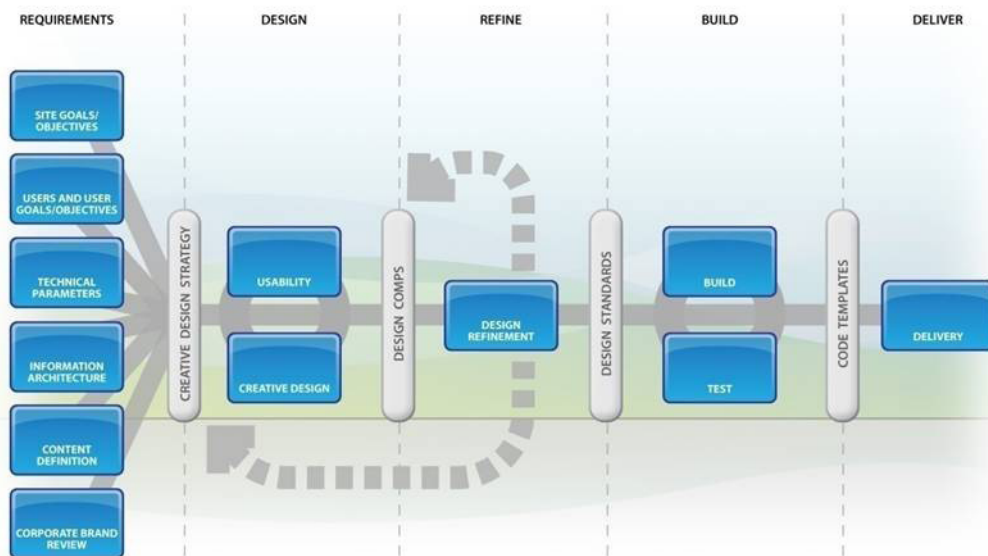
Create a meaningful and engaging experience for your end-users

In a digital economy, the perception of a company is initially shaped by its online presence. Customers, employees and partners all expect an intuitive and positive user experience when interfacing with an organization's Web site or application. As a result, it is essential that companies create meaningful and engaging experiences.

This, however, is often easier said than done.

Catapult's Interactive Design team gets it. We understand the power of collaboration and how to provide our clients with a comprehensive creative strategy that delivers a sophisticated design and compelling user experience.

Traditional creative firms start by developing visual solutions and then shoehorn the design into a technology to drive the back-end architecture. Catapult's creative team takes a different approach by working hand-in-hand with the development team—at every stage of the project lifecycle—to craft and implement a fresh solution that will enhance your business (Fig. 1).



(Fig. 1) Project Lifecycle: Catapult's Interactive Design team utilizes a tried and true methodology.

Catapult's creative approach to any engagement is to follow a phased grouping of activities that are iterative and actionable. We define roles and processes that integrate business, technical and creative disciplines, and set management activities that govern timeline and risk with specific goals and milestones. Our creative methodology employs best practices from usability and creative design with a disciplined set of design and development techniques that have proven to be successful and repeatable.

With over 35 years of combined experience, Catapult's creative team is comprised of graphic designers who have worked in a multitude of industries and specialize in:

- Web and Interactive Development
- Intranet and Extranet Design
- Custom Application Design
- User Experience/Information Architecture

Our creative talent, along with direct access to a premier group of technologists, make Catapult's Interactive Design team one the most unique and innovative in the industry. We welcome the opportunity to work with you in order to craft the creative solutions you need to better engage your audience and deliver your message successfully.



How can we help you?

Contact us at 1-800-528-6248 or info@CatapultSystems.com