PURE IT Usability Research

profit from us

etail | mobile | intranet | gaming | b2b | net banking

pure use

Pure Use is the usability research practice of PURE IT.

We make digital interfaces simpler by applying usability and information architecture principles.

If enhancing employee productivity, reducing shopping cart dropouts, increasing conversions or simply putting a smile on your customer's face is important to you …..

You are important to us.

our clients, partners and associations

- eBay
- Rediff
- Yahoo!
- Gera Developments Pvt. Ltd.
- Bank Of Baroda
- National Forwarder - Singapore
- ICICI Bank
- Maharashtra Knowledge Corporation Ltd.
- Singapore Government Project Through Our Partner

our projects and domain

- Heuristic usability audit
- User evaluation testing
- User centered design
- Information architecture
- E-tail
- Mobile
- Intranets
- Online gaming
- B2b
- E-learning
- Net banking

quotes

"Really useful"
- Manish Vij, Quasar Media

"Excellent work!"
- Vivek Sawant, MD, MKCL

our people

- Scalable team of 20 professionals
- Mix of designers, market researchers and engineers
- Designers have created over 100 digital interfaces for international markets
- Market researchers have handled diverse projects in India

our facilities

- State of the art fully equipped Usability Lab
- Ability to set up Lab at diverse locations
- CC TV & remote viewing
- Screen Grab technology
- Video recording & editing
- All major browsers & operating systems

contact us

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