

# \_backspace

**40% of online behaviour is made up by the use of the backspace button on a PC keyboard.**

This tells us a lot about how people interact with the web: people like to know where they are in relation to where they've been.

Good design in the online space is about providing users with guidance about where they are in relation to everything else; how to get back to where they've come from and where to go to get the information they seek.

Backspace Consulting is dedicated to helping agencies, companies and development teams to build user-aware, simple and exciting online services.

Website:  
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"Good design takes into account the day-to-day requirements of the audience; answering the questions "what do I want?" and "how do I achieve this?" at every stage of the design process. I wanted to create a company focussed on answering these questions so that businesses can get down to doing what they are best at; selling their services or products to a receptive audience. So I suppose you can say that what we help to achieve is the creation of receptive audiences."



**Kelly Ledger, Owner,  
Backspace Consulting**

**Backspace Consulting  
offers 3 key products:**

- 1) Consulting services**
- 2) Rapid prototyping**
- 3) User testing**

**“Putting the user at the heart of your online and mobile product strategy.”**

## **Consulting Services**

**Our core focus is usability: we believe that only by putting the customer at the centre of your digital strategy will your online services succeed.**

With years of experience in developing online and mobile products our consultants are able to provide insight and consultation on your digital and mobile strategy.

Because strategies vary from company to company, we don't apply a “one size fits all” methodology to our consultation services. Each solution is carefully structured to suit your needs. We offer:

- **Research**
- **Competitor analysis**
- **Testing of current services**
- **Testing of beta services**
- **Sourcing of solution providers**
- **Mobile specific services**
- **Project and third party management**

# Prototyping

**We build flexible, interactive, working prototypes of your online or mobile services BEFORE a line of code is written.**

Whether you are an agency looking to impress clients with high fidelity prototypes, a CTO managing software builds or an outsource development house needing a way to manage customer expectations – rapid prototyping is a way to improve your customer experience and overall development methodology.

We work within your established process to deliver prototypes and are highly adept in working in agile environments. Our service can run as a complete outsource project or we will work with you to develop low fidelity prototypes and user journeys prior to the development of high fidelity prototypes.

**“Prototypes bridge the gap between a documented idea and a living, working service – it has the wow factor”**

**“Improve your user experience and design with the aid of real users”**

## **Testing**

**Testing bridges the gap between how we think people will interact with a service and how they really interact.**

The testing requirements of any service varies with it's complexity but should never be left out completely.

We test using a variety of methodologies and hone our product set to your requirements. The result of any testing will provide your company with a set of results and suggestions to help improve on the usability and user experience of your service. We provide:

- **Persona testing**
- **Remote testing**
- **Lab testing**
- **Test documentation**
- **Recommendations**
- **Improvement plan**

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**Contact us today to  
discuss your usability  
requirements**

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