Rits &co

CAPABILITIES STATEMENT

UX UI DESIGN
TESTING & ANALYTICS

Differentiators

At Rits and Company, we bridge design with technical and business realities, ensuring that our solutions are not only visually compelling but also feasible and aligned with core business goals. We foster collaboration between design, engineering, and product management, integrating early feedback to create seamless, functional, and technically sound experiences that drive measurable impact.

Past performance

Google

Research, UX & UI design for dashboards, ticket management systems, and enterprise applications. ➔

Apple

Generative and evaluative research for online clinical trial, leveraging the Heartline app in combination with Apple Watch's ECG detection. ➔

◢◣ Adobe

Integrating AI into B2B software to strategically incorporate features that enhance value for our Enterprise customers. ➔

Core Capabilities

1 UX AND UI DESIGN

- Enterprise software and public-facing websites
- IA, user flows, journey maps, modular designs
- Intuitive and accessible interface design
- Pattern libraries & design systems

2 DATA ANALYTICS, RESEARCH & TESTING

- Generative and evaluative user research
- Data analytics, benchmark studies, A/B testing
- Heuristic evaluations, quant & qual analysis
- User testing, surveys, workshops, focus groups

3 AI STRATEGY & INTEGRATION

- Integrating AI for better user experience
- AI strategy for functionality
- User interfaces for AI features

Contact us today!

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Company Snapshot

UEID: SLUQRL91P7H9

Socio-economic certifications: WOSB, EDWOSB, SBE, WBE

NAICS: Primary 541511 541690, 541613, 541618, 541430

CAGE Code: 05Z03

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