

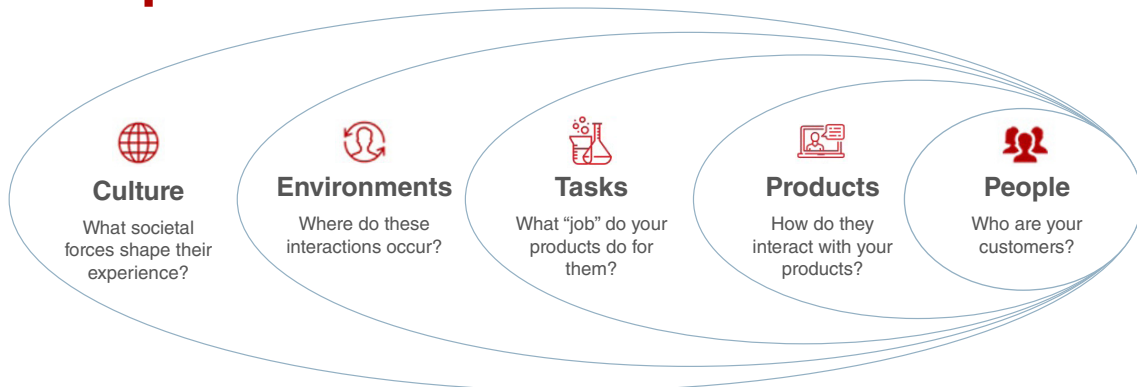
It's not about the touchpoint. It's about the experience touchpoints enable.

Human-centered innovation doesn't just happen. To drive differentiation that matters, experience is everything.

By starting with the human, Kelton helps cross-functional teams work together to design innovative new experiences that matter.



To build better experiences, we make sure we see the whole picture.



And our capabilities are diverse enough to solve any challenge.



Use Case Excavation & Need Prioritization

Find new opportunities for your project to bring value or where your innovation can be impactful.

- Contextual inquiry
- Concept speed dating
- Creative Co-creations
- Jobs-to-be-done discovery and prioritization
- Quantitative Prediction Markets
- Concept Optimization Survey



Experience Maps & Mindset Mapping

Understand your customer's journey with your product and brand.

- Journey mapping workshop
- Current state journey mapping
- Future state journey mapping
- Mental model and mindset diagramming



Whitespace Opportunity Finding

Uncover hidden needs, understand how consumers currently meet them, and identify opportunities.

- Participatory design
- In-situ observation
- Job shadowing
- Intercept interviews
- Sizing Survey



Collaborative Synthesis & Concepting

Make sense of our findings with your team and turn them into insights alongside you.

- Innovation and design thinking trainings
- Journey mapping workshops
- Design and concept development sprints
- Ideation and business model creation workshops



Digital & Physical Design

Put ideas to action through product design in the form of illustrations, renderings, prototypes, or UX flows & wireframes.

- Package design and modeling
- UX flows and wireframes
- High fidelity design and digital prototyping
- Front end engineering



Service Design & UX Testing

Put product, pilot programs, or interactive prototypes in front of consumers to understand how to improve and optimize them.

- Heuristic Evaluation
- Product qualitative testing
- Moderated US testing and evaluation
- Card sorting + Info architecture
- AI systems and experimental interface evaluation

Want more info? Learn how we can help your brand imagine, build, and optimize experiences that matter.

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