

ergonautek

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ergonautek
The Experience Design Company

User Experience Matters

At Ergonautek we help companies create products and services with an optimized user experience. We develop experience strategies for a seamless integration of products and services into people's everyday lives.

After all it is the user experience which is crucial for the lasting success of products and services on the market.

We explore opportunities for innovation and develop people centered design solutions.

What we do

- User research to document user behaviour
- Design research and concept development for user-centric products and services
- Usability testing

How we do it

- Ethnography, interviewing and participant observation
- Participative and user-centered design-methods
- Market- and technology research

Scope of activities

- Home appliances
- Consumer products
- Health care products
- Industrial applications

Partners & Network



Our Portfolio

Our Portfolio

Are you interested in exploring potentials for product innovation? Would you like to know how your customers experience your services? Do you wish to make product interaction easier and more pleasurable for your customers? We can assist you with the following services:

User Research and Design Concepts

We conduct user research to identify user needs and develop design concepts.

We involve design stakeholders in co-creation frameworks introducing user needs, new technologies and market trends in order to lay the foundations for innovative user-centric concepts for products and services.



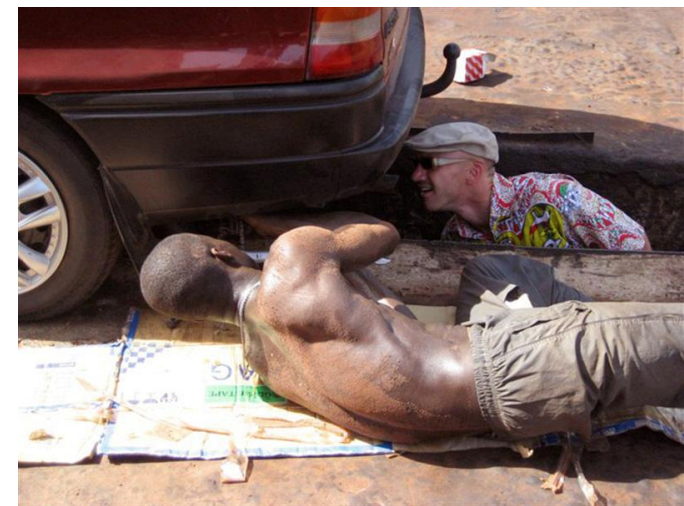
Experience Design Strategies

We develop experience design strategies in which we show how existing design solutions can be made easier, more elegant and more pleasurable – from the user’s point of view. We also create concepts for novel designs. In both cases we innovate products and services based on insights gained from our design research and user studies.



International User Studies

As trained anthropologists in the field of design we have the expertise to work in cross cultural contexts. Typically our clients ask us to help them adapt global products to local markets. Our international researchers explore in particular the socio-cultural aspects of the design of products and services.



Usability Lab

In our usability lab we test the look and feel of designs, such as software applications on mobile devices. We also conduct product testing in the user's environment to actually learn about the pain points users have with new designs.



Tool-Implementierung

We conduct courses to help companies integrate our design research methodology into their value added chain. Here we explain how design research can be done effectively. We teach several observation, involvement and interviewing techniques. Furthermore we explain how to conduct design research with the help of technical equipment, such as video. After the training we will continue to assist you in applying our methods in practice.



References & Contact

A selection of our clients



Are you interested in the methods we are using or some reference projects? You are welcome to get in touch with us.

Sebastian Wendlandt

Founder

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Academic Background

User Centred-Designer, Syddansk Universitet Sønderborg, Denmark; specialisation in user-centered design, design research and design anthropology; user research in Denmark and Germany

Social Anthropologist, University of Munich and Université de la Réunion, Saint Denis de la Réunion; specialisation in visual anthropology, anthropology of work, fieldwork methodology; thesis research on work and everyday life of Sudanese nomads