tandemseven
PERSONA MODELER®

UNLEASH THE **POWER** OF PERSONAS!

Persona Modeler ®, TandemSeven's new *software as a service* product, takes user-centered design to the next level. The secure, Web-based toolset enables user experience professionals to unleash the power of personas across the organization, allowing stakeholders to focus on customers and users like never before.

MAKE USER RESEARCH MORE EFFECTIVE

Persona Modeler's Web-based rich media repository provides a centralized location for all of your in-depth research findings. Set standards and adopt best practices for UX/CX design with:

- Template-driven research
- Collaborative and repeatable workflows
- Flexible customization

CREATE & SHARE POWERFUL RESEARCH-DRIVEN PERSONAS

Use Persona Modeler's dynamic affinity group functionality to quickly analyze data. Then, easily produce and share research-driven personas in multiple high-impact formats for teams across the organization, including product, marketing, IT, and executive management.

With Persona Modeler's accompanying iPad app, teams have an additional level of visibility and access to all of your organization's personas. Teams can collaborate with colleagues about key customers and users directly from the app.

KEEP PERSONAS CURRENT & RELEVANT

Emerging trends and technologies, such as social media and mobile devices, can have a significant impact on how your customers engage with you. Update and validate user research findings regularly, keeping your personas current and relevant.

TandemSeven was founded on the principle of design and technology working in tandem to create superior user experiences. And we believe all great user experiences stem from truly understanding your customers or users. For over ten years, we have used our proven user-centered design and development methodology to create hundreds of compelling user experiences across digital platforms and channels for world-class organizations. Our mission is to continually raise the bar of user-centered design best practices through superior UX design and development services and product. **Preview at: www.tandemseven.com/persona-modeler.**

508.746.6116 | info@tandemseven.com | tandemseven.com/persona-modeler

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