



## CAPABILITY STATEMENT

### UX Consulting | Research | Creative

Garofalo UX is a User Experience (UX) Strategy and Creative Problem-Solving consulting agency helping Enterprise, StartUp, and Government agencies to create engaging and innovative experiences.

Garofalo Enterprises, Inc. dba Garofalo UX is an IRS verified S-Corp small business, privately-owned and operated. User Experience as a Service (UXaaS).

#### What sets Garofalo UX apart?

- Over 19 years of experience in the web industry.
- Strategic blend of Graphic Design, Computer Programming, Ethnographic Research, and Business Operations.
- Past large corporate managerial experience, as well as designing interfaces for consumers, government, and enterprise.
- Professional experience with industries: Agriculture, Federal, State, Local, Facilities, Public Works, Emergency / Disaster Management, Homeland / National Security, Law Enforcement, Wildland Fire Management, Public Health, Human Services, Public Transit, Railways, Ports and Maritime, Electric, Gas, Water, and Wastewater.

#### Core Capabilities

##### CONSULTING

- User Experience (UX) Strategy
- Web & Information Architecture Strategy
- Design Leadership and Brainstorm Facilitation
- UX Storyboarding & UX Mapping
- User-Centered Design for Enterprise & Organizations
- UX & Agile/Scrum Methodology
- Service Design
- Card Sorting / Affinity Diagramming
- UX Coaching & Mentorship
- Location Intelligence, GIS, and UX

##### CREATIVE

- Product Ideation/Strategy
- Interactive Strategy
- Information Architecture
- Interaction Design & Low-fidelity Wireframing
- User Interface / Visual Design
- Rapid Prototyping
- Logo design, branding, & Web Design

##### RESEARCH

- Observational, Usability Research Studies
- Field Research
- User Interviews
- Contextual Inquiries
- Persona / Target-Audience Identification

#### What is User Experience (UX)?

User Experience (UX) is a person's perceptions and responses that result from the use or anticipated use of a product, system or service.

Source: ISO 9241-210

#### General Information

Registered Company Name: **Garofalo Enterprises, Inc.**  
DBA: **Garofalo UX**  
Year Incorporated: **July 26, 2016**  
State of Incorporation: **California**  
Corporation Type: **S-Corp (Subchapter S)**  
D-U-N-S Number: **08-036-8167**  
CAGE Code: **7PV59**

#### Contact Information

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#### North American Industry Classification System (NAICS)

- 541512 - Computer Systems Design Services
- 541330 - Engineering Services
- 541715 - Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)
- 541430 - Graphic Design Services

#### Product/Service Code (PSC)

D306, D307, D318, B544, B553, AZ11, AZ12, AZ14, AZ15

#### Partnerships & Memberships



#### Major Clients

- Microsoft
- Indeed
- Frazer Bilt Ambulances
- SecureAuth