Pink Frog Interactive is a human-centered design and design research consultancy. We specialize in making complex processes, interactions and information clear through design research, strategy and innovation. We make applications, websites, product interfaces and services easy to navigate, intuitive to use and a best in class customer experience.

We improve the quality of human experience across web applications, product interfaces, services, touch points and interactions. We conduct design research and study human factors to understand your customer and analyze the touch points across your company to give them the best in class customer experience. We study how to assess, evoke and predict emotion in design.

Overview

Incorporated PA S-Corp 2005
DUNS: 144583783
NAICS: 541512, 541490, 541430,
    541519, 541511, 519190

EIN: 52-2458913

WOMEN OWNED

Contact

Tammy Fritz
Principal and Founder
Pink Frog Interactive, Inc.
Our Pad: 3816 Kim Lane
Gibsonia, PA 15044 USA
tel: 412-848-2777
email: tamella@pinkfroginteractive.com
www.pinkfroginteractive.com

Clients

A sampling of our clients—many of whom we have completed multiple projects over a series of years. Some of our clients we are not permitted to mention due to contract agreements.

McKESSON   DDI   CDC

PARAGON   DISPLAYS FINE ART SERVICES   CROZIER

TE connectivity   Carnegie Mellon University

RJ LEE GROUP   Capital BLUE

Mutual of Omaha   ENERNOC

HIGHMARK   DANAHER   cytiva

Pfizer   RITE AID   North Shore LIJ

Core Capabilities

Human-Centered Design
Customer Experience Design
Design Research (See methods below)
User Interface Design
Innovation + Brainstorming
Information Architecture
Visual Design
Customer Journey Mapping (ecosystem, touch points, journey)
Heuristic Evaluations and Expert Reviews
Competitive Analysis
Personas
Prototyping
Design Thinking & Strategy
Style guides
Consistency Reviews
Standards Guides
Marketing: print, digital, social media, visual

Differentiators

We are laser focused on human-centered design and incorporating design research across all of our capabilities. We deliver data driven research with actionable insight.

Mission

To help our customers deliver the best customer experience.

Vision

A world where people have equal access to information and services because they are designed in a way that is intuitive, easy to navigate, and clearly communicated.

Design Research Methods

Qualitative and Quantitative Methods
Usability Testing & Analysis
Ethnographic Research / Observation
Shadowing
Self Documentation
Participatory Design
Heuristic Evaluation & Expert Review
Card Sorting
Data Mining / Analysis
Questionnaires / Surveys
Site Visit
Competitive Analysis
Thematic Analysis
Think Aloud Protocol