

## CAPABILITY STATEMENT



### Overview

Economically Disadvantaged,  
Women-Owned Small Business  
GSA Contract Holder IT SCHEDULE 70 132-51  
GSA & PA State CO-Operative Purchasing Vendor  
ITQ PA State Approved Supplier  
Incorporated PA S-Corp 2005  
DUNS: 144583783  
Accept Credit Card Payments  
NAICS: 541512, 541490, 541430,  
541519, 541490, 541511, 519190

### Contact

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

### Mission

Our mission is to make the world a better place by conducting human-centered design. We believe that understanding people's problems, emotions, goals, and needs creates empathy. Empathy allows for compassion and compassion causes shifts in mindset. Shifts in mindset, change the world. We do this work because we love it. We are passionate about solving complex problems with design thinking, innovation and technology.

### Differentiators

Full Stack UX Design  
Innovation + Strategy  
Business + Design Thinking  
Over 25 Years Experience  
Education and Training  
Our People  
Our Process and Approach

### Business Summary

We are an experience design company specializing in customer and user experience design, service design, human computer interface design, information architecture and design research. We focus on improving the quality of experience and human interaction with web applications, product interfaces, services, touchpoints and interactions.

### Core Capabilities

- Human Centered Design
- User Interface Design
- Design Research
- Customer Experience Design
- Service Design
- Innovation + Brainstorming
- Information Architecture
- Visual and Graphic Design
- Customer Journey Maps
- Heuristic Evaluations and Expert Reviews
- Competitive Analysis
- Personas
- Lo - Hi Fidelity Prototyping



### Some of Our Clients

