

## CAPABILITY STATEMENT



We are a boutique design consultancy that provides customer experience design for public services. We specialize in making complex processes, interactions and information clear.

We improve the quality of human experience across web applications, product interfaces, services, touchpoints and interactions.

### Overview

WBENC Certified WBE and WOSB  
SBA Self-certified small, EDWOSB  
Incorporated PA S-Corp 2005  
DUNS: 144583783

NAICS: 541512, 541490, 541430,  
541519, 541511, 519190  
EIN: 52-2458913



### Core Capabilities

- Human-Centered Design
- Customer Experience Design
- Service Design
- Design Research
- User Interface Design
- Innovation + Brainstorming
- Information Architecture
- Visual and Graphic Design
- Customer Journey Maps (ecosystem map, touchpoints)
- Heuristic Evaluations and Expert Reviews
- Competitive Analysis
- Personas
- Lo - Hi Fidelity Prototyping
- Design Thinking and Strategy

### Differentiators

We are laser focused on human-centered design.  
It's all we do and we've been doing it for over 25 years.

### Mission

To help our customers deliver the best customer experience.

### Vision

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

### Clients

Carnegie Mellon University



subcontracting:



### Contact

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