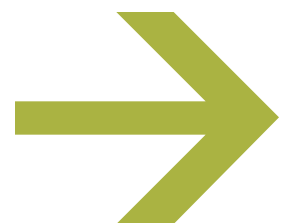


User Experience Strategy and Design

truemattersm



We're not an agency, web design shop, or development house.

Not All Things to All People

Most firms offer every conceivable "digital" service (including the kitchen sink).

Different (and Simple)

We make digital products (sites, apps, and software) effective and easy-to-use.

That's it.

Other Things We Don't Do

We're also not an SEO company, hosting provider, brand design boutique, social media house, or full-service anything.





We're user experience experts. Period.

Digital Product Strategy & Design

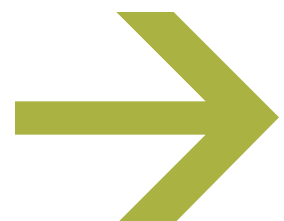
User Experience Strategy
User Research
Digital Product Design
UI Definition & Design
Content Strategy
Front-End Development
Prototypes
Metrics & Measurement

Usability & Accessibility

App, Site, & Software
Expert Review
User Testing
Accessibility Strategy and
Implementation

UX Training & Workshops

UX & Usability Workshops
UX Team Development
Public Speaking



truematter

We make digital products real people love to use.

Software & Vital Interfaces

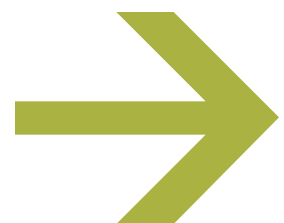
Efficient, easy-to-use interfaces for mission-critical software products and technology suites.

Complex Websites & Intranets

Content-heavy, dynamic, functional, transactional, user-centered websites and intranets.

Apps for All Screens & Devices

Engaging, modern mobile, web, and wearable apps that drive revenue.





We're an ideal match for...

Internal Product and Service Teams

Organizations looking for user-centered app, site, or software wins.

Teams with a vision but lacking in UX know-how.

Development and Tech-Heavy Orgs

Dev teams who need UX experts to take their work to the next level.

Companies wanting to build internal UX skills and processes.

Agencies and Consulting Firms

Organizations with little or no UX expertise.





Find out if we're a fit for you.

Connect

(803) 252-9896

Rusty Farrell (partner & president) will answer.

Email

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Twitter

[@truematter](https://twitter.com/truematter)

Location

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Suite B
Columbia, SC
29201

Validate

www.truematter.com

Our work, services, and process.

Get Insight

blog.truematter.com

No sales pitches, just stellar advice for making better digital products.