



fact sheet

TheAlloy build profitable brands through the application of:

Product Design
Interaction Design
Innovation Strategy

We help organisations deliver excellent user experiences by creating the look, feel and behaviour of products and screen based interfaces.

About us

TheAlloy was forged in 1999. We are renowned for delivery and effectiveness. On average, every six seconds, someone, somewhere in the world, buys a product designed by TheAlloy. We have won many global design awards, and have repeatedly won the UK's DBA Design Effectiveness Award, which measures the commercial impact of design.

Areas of expertise

Product Design

The design of a successful product must address many issues relating to user needs and desires, brand values, functional performance and development risk. Our full range of product design services starts with user and contextual research, spans all aspects of design development utilising 3D CAD and rapid prototyping, through to full realisation support, including mechanical engineering if required.

Interaction Design

Interaction design addresses the look, feel and behaviour of software user interfaces. Our interaction design services cover the auditing & analysis of existing systems, as well as the creation of new software concepts driven by user and contextual research. We develop behavioural concepts and graphical design themes using a variety of techniques from paper prototyping through to fully realised interactive prototypes.

Innovation Strategy

We help our clients understand how they can move their businesses forward. We explore how to extend their brands, implement products and identities, and structure successful innovation. We support our clients by acting as a powerful connective force driving excellence and consistency of customer experience across businesses and their supply chains. Typical engagements include product planning, brand identity coordination, and innovation process improvement.

Clients include

Aqualisa
Bic
BT
Dixons
E2V
Genius
Hasbro
Hewlett-Packard
Inquam
Intel
Kuster
Lake
Mamas & Papas
M&S
PZ Cussons
QStik
SunCorp
Tesco
Thomson GV
Toshiba
Virgin Atlantic
Yorkshire Water

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