Who needs a better mousetrap?

Who

WE ARE

Just because we can build a better mousetrap doesn't necessarily mean anyone needs a mousetrap.

More technology, therefore, is not necessarily what the customer needs. Our experience shows that the technology parts of software will eventually have to go '*under the hood*' much like the engine of a car. At Ideafarms we deliver the 'softer' aspects of software creation - **'Experiential Aesthetics'** - pioneering the application of Industrial Design concepts and approaches to deliver high quality IT services and solutions.

Good design makes products usable and understandable. Design is central to the creation of software; it turns information technologies into meaningful and enjoyable experiences.

In other words ...

Design humanises technology.

Ideas are seeds.

Ideafarms provides them the soil and nourishment to grow them into valuable solutions for society.

"Clever people with clever ideas is less than half the story. You still have to get down to implementing those ideas that provide value to your business."

The real source of wealth and capital in this new era is not material things.. it is the human mind, the human spirit, the human imagination, and our faith in the future.

Steve Forbes
- Spirit - Innovation

Imagin*ation*
*The next destination*

Ideafarms operates at the intersection of Design, Business and Technology and employs distinctive and innovative organizational, technical and process DNA.

Our business model brings key concepts of Industrial Design - *Usability, Aesthetics, HCI, Rapid Visualisation & Prototyping, and Simulation* - to ICT.

Hybrid interdisciplinary competencies and a compelling participative culture built on mutual respect, ensures demonstrable value to clients.

The colours of our walls show our 'brand'. They show how we thrive in diversity of culture and opinion. Our bold, innovative approach is our promise that clients will benefit from our "radicality".
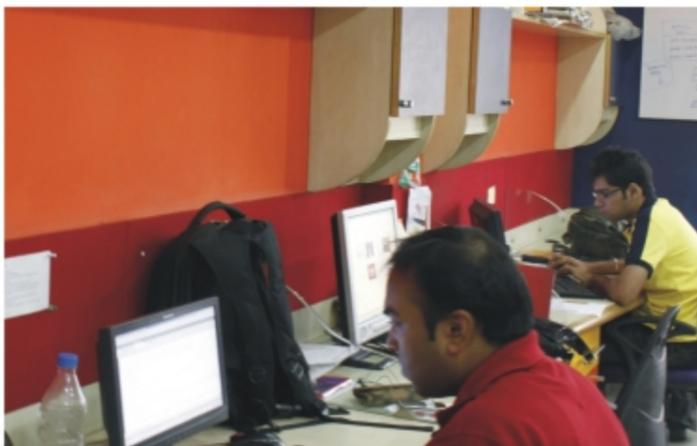
Success involves people

What

WE DO

Winning involves people

RAPID PROTOTYPING

Prototypes validate functional aspects as well as the more valuable *'look & feel'* of business concepts and clarify user expectations early in the product life-cycle.

We have built capabilities in rapidly creating 'pieces' of the overall solution for users to validate experience. Imagine presenting in a matter of days, something for people to interact with that looks & feels exactly like the final solution.

Virtual Guide - Training, Installation & Maintenance. **Otis 2007.**
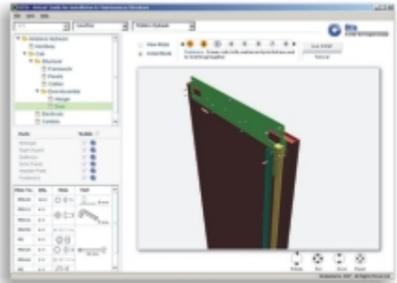
Imagine

Digital Marketing & Sales kit

3D Thinking Tool

Why care about technology?

So long as people can use things by themselves, without having to be trained, they're happy. See how kids use phones, cameras, games and other tech products without any instructions. Interacting with today's products - *physical and non-physical* - goes way beyond cosmetic appeal; interaction, behaviour and logical placement of elements connect users with products.

Our design teams focus on making things simple for even the most "technophobic" users.

Multidisciplinary teams of designers, engineers, software professionals, domain specialists and usability practitioners work closely together to bring concepts to life. We consult and offer services in Usability Testing, Prototyping, Interface design on several delivery platforms – Desktop, Web, Mobile and Touch Interfaces.

SOLUTIONS 2.0

We combine skills on social platforms, content management systems, Web 2.0, open source and their related interfaces to come up with highly innovative, value added solution concepts for Training, Marketing, Sales and R&D.

Interactive Product Selection.
Waterloo 2004

Experience

Data-driven Visualisation - Java

Event Backdrop

DESIGN & INNOVATION ADVISORY

The recipes, ingredients, tools and techniques of innovation are strewn all over the place. We focus on the *'what-to'* parts which essentially address innovation in business contexts.

Our interdisciplinary capability brings together value from different streams of technology, business and creativity so that innovation is solution focused.

Business Intelligence Widget.
Grande 2010

Engage

Interactive Visual Communication

Concepts
(Request Information)

PRODUCT

PSG: Quantitative product selection	TSC: Parametric configuration	InDExT: Interactive Document Management	WhizPhone: Calls on the move	User Tutorial Framework

Heart
CAPITAL

End-users are our best critics

We are proactive, pre-emptive and sensitive to "people" needs.

We constantly remind ourselves that we're servicing real people at their individual levels of understanding and comfort.

Brewing the future

Hiring people is easy. The challenge is finding them.

We create Heart Capital. An exchange of feelings, emotions and culture that fosters knowledge interchange. An asset for individual growth and organisational excellence. A tool for sharpening the competitive edge.

We have a high-energy work environment and a participative culture where values - openness, transparency and trust - can thrive.

Why would our people be here otherwise!

An environment of collaboration, mutual trust and respect. A belief in sharing with the larger business and social environment on an ongoing basis.

The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow.

Rupert Murdoch
- Change - Innovation

Ideafarms
(Div. Confidign Solutions P. Ltd.)

B-25, First Floor, Okhla Phase 1
New Delhi - 110 020. India
T: **0091 11 2681 8255**
F: 0091 11 2637 1361

its.magic@ideafarms.com | www.ideafarms.com
© *Idea*farms.

Follow us on Twitter
@Ideafarms