

➤ gaia

Company profile

User Experience.

A good user experience is the only way to build a relationship to the mutual advantage of company and user.

User Experience = Effective technologies + Usability + beauty

A close-up photograph of a woman with curly hair and glasses, looking slightly to the right. The image is partially obscured by a white speech bubble.

Match user expectations.

Surprise user with simplicity and beauty.

User experience means technologies that are effective, reliable, secure, and appropriate to the medium and to the devices used.

Effective Technologies

User experience means usability: Clarity of design, use of conventions already learned by the user, ease of familiarising and remembering, accessibility of contents and services, and consistency in navigation paths.

Usability

User experience means attractiveness: and today attractiveness means a clean interface, functional animations, and attention to graphic detail.

Beauty

User Experience.

A good user experience is the only way to build a relationship to the mutual advantage of company and user.

Gaia: we help companies build strong, lasting relationships with their users.

A close-up photograph of a woman with curly hair and glasses, looking slightly to the right. The image is partially obscured by a white speech bubble and a white puzzle-piece graphic.

Match user expectations.

Surprise user with simplicity and beauty.

Your users learned to surf on the best sites on the web. Your users know how things should work. And they are able to make judgements on your website and on what it says about you.

Corporate web

People who can't find a product can't buy it. And people who do find a product won't buy it anyway, if they find it in a dark, dusty shop without help from the sales clerk and there's a long queue at the cash register.

E-commerce, Mission Critical & 2.0

We design the perceived value of your software.
"What users want is practicality and results, but all they see is the interface. As far as the customer is concerned, the interface is the product." (Jef Raskin).

Your software products

We design user experience: with a method

We help companies to build relationship on the internet and manage the associated processes.

Gaia has been conducting research in user experience at its permanent laboratory since 2001, and has a lab in the Milan Polytechnic Science Park for research, design and development of innovative software.



Goals

Analysis

Benchmarks

Projects

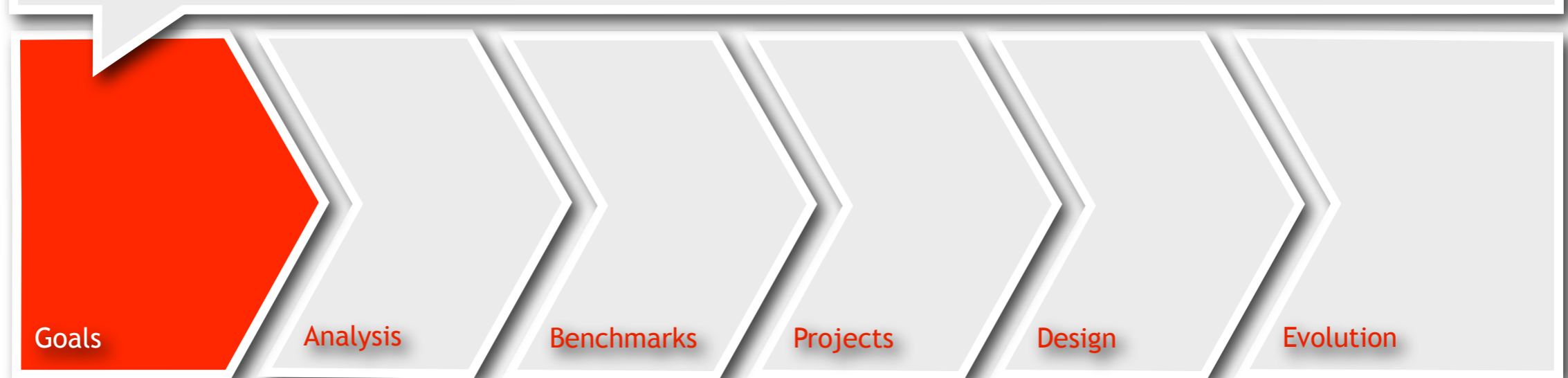
Design

Evolution

We define the project goals with you.

Every project begins as a response to specific goals and is assessed on its capacity to meet the agreed goals.

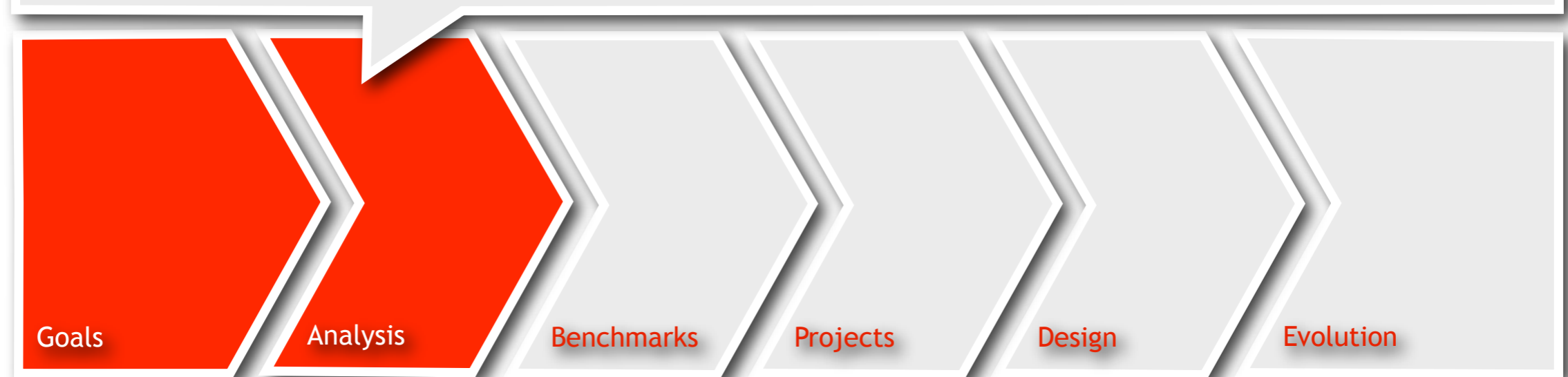
Our first contribution to the project is clearly defining and agreeing the goals to be reached with you.



We study your current user interface in detail:

The project begins by understanding the opportunities and weaknesses in the current solution and from an analysis of the functionality to be fulfilled.

A detailed report allows us to share the project assessment criteria with you.



We systematically analyse and monitor the most important benchmarks to understand and take advantage of the standards of usability and communication that are becoming established in the internet.

Gaia has been conducting research in user experience at its permanent laboratory since 2001, and has a lab in the Milan Polytechnic Science Park for research, design and development of innovative software.

Goals

Analysis

Benchmarks

Projects

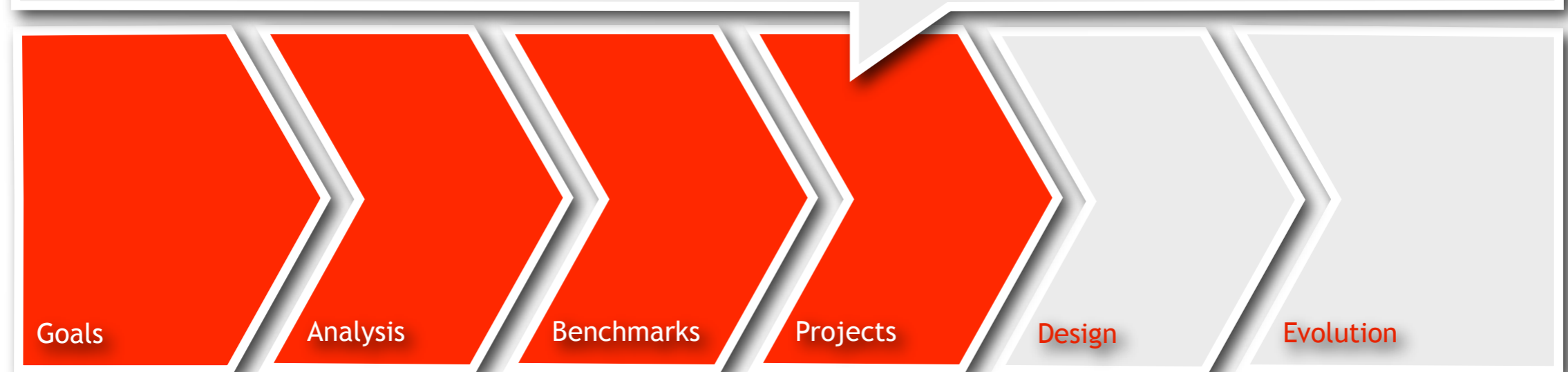
Design

Evolution

Interdisciplinary skills for a project that's feasible and practicable.

We offer strategic consulting. We define a project that's consistent with communications and technology, and we share our informed choice from the best solutions available.

Our strong expertise and experience in development allow us to identify the opportunities and restrictions in the main technologies available. We take this into account when we design a project. That's why we have stable relations with all the major technology suppliers and can integrate with them... but we can also offer you turnkey solutions and solutions with



Our product stands out because it's sophisticated, clean, and designed to give a rich interaction experience for any type of user.

We represent the leading edge in interface design. When we submit a creative proposal, it takes account of the diversity of functional, cultural and cognitive user needs, while being firmly anchored in the project requirements set by the customer's communication methods. The definition of web identity manuals and the development of proprietary iconic systems enrich our



A good design has to last over time and be able to evolve: we follow the project goals over time and propose lines of development to maintain them.

Goals

Analysis

Benchmarks

Projects

Design

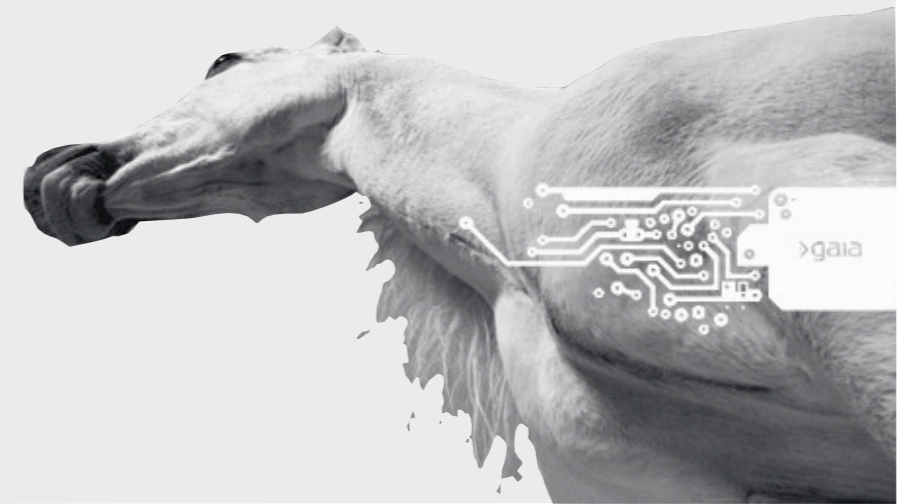
Evolution



[Rich user experience, Sophisticated web design](#) | [Outstanding software platform](#) | [Our customers](#) | [Contacts](#)

We develop innovative solutions: with experience and flexibility

We design and develop web and client-server applications: mission critical applications, non-standard and palmtop browser accessibility, interfaces for software platforms and management systems, corporate portals, intranet portals, community portals, B2B e-marketplaces, e-commerce, e-learning and knowledge platforms, multimedia applications and mobile solutions.

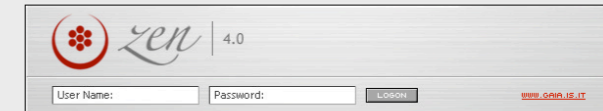


Proprietary platform

Development expertise

Integration with software houses

Specific platforms for web based activities, supported by testimonials, up-to-date and easy to use: C.M.S., email marketing, market surveys, management systems.



C.M.S. Zen. Everything you need to manage your internet or intranet site and build an effective relationship with your users. The Zen platform offers three independent modules to meet the requirements of everyone who needs to develop their presence on the web, and a complete range of add-ons to include dedicated functionalities for communities and for all forms of applications—web 2.0, e-learning, e-commerce, investor relations, intranet, and extranet.

Microsoft certified.

Powered by  Zen

Proprietary Platforms

Development expertise

Integration with software houses



Technology and expertise for building effective solutions

Web and multimedia

Management, configuration and administration of Web Servers, HTML, CHTML, Database design using CASE tools, UML analysis and design

Database

Oracle, Microsoft SQL Server, Ibm DB2, MySQL

Development environments

Framework .Net Microsoft (C#, VISUAL BASIC.NET, ADO.NET, ASP.NET, WPF, Windows Forms), Framework Java 2 Enterprise Edition J2EE (Enterprise Java Beans, Java Server Pages, Servlet, Java Server Faces).

Platforms

Windows NT/2000/XP/Vista, Apple OS X, Linux

Other IT expertise

Management, configuration and administration of Web Servers, HTML, CHTML, Database design using CASE tools, UML analysis and design DHTML, JavaScript, Flash, Director, SVG capacity, security expertise, networking expertise

Gaia is a Certified Microsoft Partner. Microsoft recognises the quality of the solutions developed by Gaia on Microsoft technologies, by validating the principal case histories, certifying Gaia products, and adding Gaia to its list of qualified partners.



ISV/Software Solutions

Proprietary Platforms

Development expertise

Integration with software houses

We work on development in cooperation with the principal players in the IT market, using tried and tested work sharing methods.

- We work with detailed project Gantt charts
- We produce accurate specifications in English
- We produce commented code
- We publish intermediate, navigable models
- We systematically manage quality control

Proprietary Platforms

Development expertise

Integration with software houses



HUGO BOSS

LEVER FABERGÉ

MARTINI & ROSSI



better work, better life



DURACELL



Europcar

UBI Banca



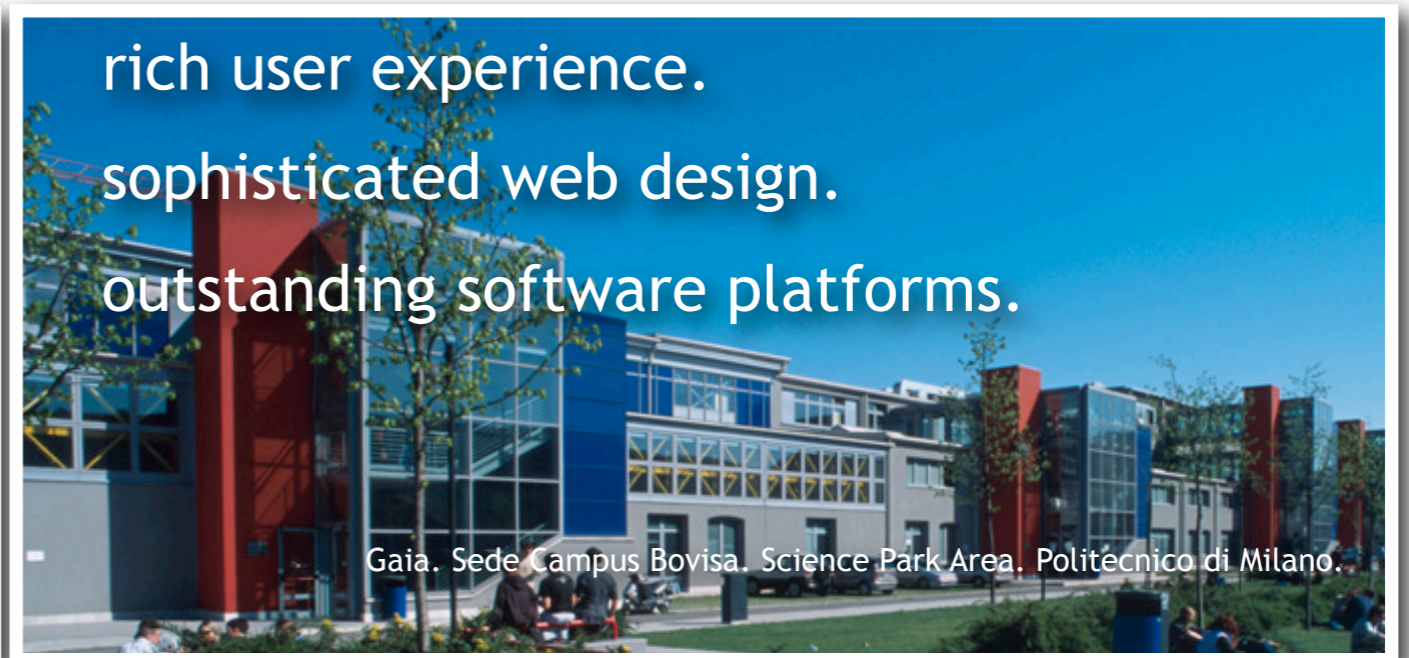
CANDY



YOOX



Rich user experience, Sophisticated web design | Outstanding software platform | [Our customers](#) | [Contacts](#)



rich user experience.
sophisticated web design.
outstanding software platforms.

Gaia. Sede Campus Bovisa. Science Park Area. Politecnico di Milano.

Gaia S.r.l.

Milan office
Via Durando 10
20158 Milano, Italy
c/o Politecnico di Milano
Tel. +39 02.2399.7188
Fax. +39 02.2399.7113

www.gaia.is.it info@gaia.is.it
download presentations .pdf from www.gaia.is.it/download



Gaia supports Informatici Senza Frontiere

Rich user experience, Sophisticated web design | Outstanding software platform | Our customers | [Contacts](#)