

Strategic consulting services



SPOINT DELIVERS TRANSACTION-CENTRIC, USER-FOCUSED
DESIGNS THAT DRIVE CUSTOMER USAGE BY:

Thoroughly understanding the customer and transaction attributes

Embracing and reflecting our client's brand identity

Merging appropriate technology with the environment of use

Converging these concepts to provide an holistic approach

5point is an internationally recognized design, development, manufacturing, and professional services organization specializing in interactive self-service kiosk, digital signage, web-enabled products, and related e-commerce programs. We proudly serve the aviation, education, entertainment, exhibition, financial, gaming, government, healthcare, hospitality, human resources, retail and transportation markets.



5point employs an award-winning, proprietary design process that explicitly focuses on end-user needs and expectations early in development. The output of that process results in a product or environment that is consistent with those needs and expectations, providing incomparable end user delight. Program results are assured by 5point's total commitment to quality through out the program's cycle, from conceptualization through deployment.

We have an internationally recognized reputation for the design of interactive self-service, and kiosk products. This reputation, combined with a proven history of manufacturing complex electro-mechanical devices clearly distinguishes 5point from the competition. Our staff includes industry-recognized experts in the fields of design, manufacturing, safety, agency compliance and accessibility.

The core of 5point's professional services is our Strategic Consulting practice. These services provide the analytical framework underpinning our design offerings. There are seven analytical methods that 5point has developed:

- **Customer and Transaction Analysis** - This methodology provides a 360-degree view of customer behavioral patterns and defines transaction requirements to establish functional criteria.
- **Task and Usability Analysis** - This methodology defines and ensures intuitive operation of the solution appropriate to the intended transaction.
- **Brand-Through-Design Analysis** - This methodology is designed to position the interactive solution to enhance brand position through expression and enhancement of brand equity.
- **Design for Manufacturability Analysis** - This methodology is focused on applying accepted industry manufacturing processes to solution designs, which results in consistent quality standards.
- **Design for Serviceability Analysis** - This methodology ensures long-term program success and cost-control by focusing on system replenishment requirements and system maintenance needs.
- **Regulatory Compliance Review** - This process evaluates a solutions compliance to accepted industry and regulatory standards to ensure that the products are safe and legal for sale in the intended geography of deployment.
- **Project Remediation Review** - This process is focused on quickly analyzing products or programs that require corrective action to attain stated goals. Analysis could include any or all of the above analytical methods

5point

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