User-centered design through collaboration
About Obscure

We are an energetic team of user experience designers, marketing strategists and architects creating and delivering meaningful experiences to our clients’ customers.

Ahmed Shuja - CEO, User Experience Consultant
Ahmed firmly believes in research and the need to deliver user and environment friendly, sustainable products and services. Ahmed has been innovating and making everyday things simple since 1997.

Syma Ahmed - Director, Marketing Consultant
Apart from Obscure, Syma keeps herself busy at Forman Christian College where she is an Assistant Professor of Marketing. A champion of research & strategy, she works closely with the team to deliver purpose-built products and services.

Shajeea Shuja - Director, Interior Architect
Shajeea helps us deliver brand experiences in the real world. With an eye for detail, multiple design degrees, and years of experience backing her, she enables us to deliver experience design not only virtually but also in the real world.

Sammy Iqbal - Interaction Designer
Saad Tariq - Analyst, Researcher
Alaina Khalid - Graphic Designer
Mudasser Aslam - Development Team Lead

We work towards a triple bottom line - profit, planet and people - which focuses on running a business while trying to improve the condition of the planet and the people.

User experiences are a powerful source of creating meaningful differentiation. That is why users are at the heart of Obscure’s design philosophy, as reflected in our approach.
Our Approach

User experiences are a powerful source of creating meaningful differentiation. Our User Centered Design approach requires understanding of all types of stakeholders. Brainstorming alone cannot bring such obscure elements to light.

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- Research
  - Context Studies, Focus Groups, Competitor Review, Depth Interviews, Questionnaires, Personas and Scenarios, User Goals Identification, Ethnography
- Concept
  - Concept Models, Paper Prototypes, Use Cases, Usability Testing
- Design
- Build
- Measure
  - Usability Testing, Focus Groups, Competitor Comparison, Analytics

Our Services

67 - T (Commercial) Phase 2 DHA, Lahore PK
0992 321 480 6335
http://www.obscure.pk
http://www.twitter.com/obscureux
Our Services

We design usable products that your customers would love to experience.

1. User Experience Design
   - We work in 3 distinct ways in our effort to help you increase your ROI
   - You may hire us to design a complete solution
   - We can collaborate On-Site. We will work with your product teams to find solutions to design challenges and create compelling workflows to satisfy both your business and user needs
   - We can do a 1-day intensive session to identify and resolve critical issues in your design or bottle-necks within your product team.

2. Research & Testing
   - We use observational, contextual, and behavioral methods, over traditional market research or software quality assurance methods, to improve web and mobile software.
   - We can conduct both Remote Usability Testing and in-house Usability Lab Testing.

3. Training
   - Besides our regular design courses, we also deliver customized training for groups and organizations. Our training courses like “Perspectives on Design” aim to expand the horizons of managers and entrepreneurs so they can create better and sustainable products. To learn more about our training courses and capabilities send an email to training@obscure.pk

What we can do to improve your products ...

- Interaction Design
- Information Architecture
- Search Engine Optimization
- Website and Landing page design
- Market Analysis
- Brand Experience Strategy
- Project Definition
- Persona and Scenario Development
- Research and Requirements Gathering
- Concept Design
- Visual Design
- Prototype development
- Design Research and Evaluation
- User Research
- Site Analysis and Reporting
- Usability Testing & Training
- Advise your design and development teams

We also provide Application QA/Testing services in collaboration with our partners.
Our Work

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Client Casestudy: Medical & Legal Business Services (MLBS)

MLBS is a UK based company providing comprehensive digital dictation and transcription outsourcing solutions. In the third quarter of 2006, MLBS felt the need for their proprietary web-based digital dictation and transcription workflow solution to power their premiere UK based transcription outsourcing services. They called us for help. By the end of the year we launched the first working beta release of their flagship product, ScribeForce. Since then, we have worked with MLBS - providing research, design, and development services to cultivate a sustainable ecosystem around ScribeForce for a “triple bottom line”.

Over these years we have provided MLBS all the services we have to offer and delivered all projects and initiatives undertaken by MLBS. Besides numerous marketing communications tools like websites, advertisements, and brochures we have successfully delivered great software - the ScribeForce ecosystem:

- ScribeForce - All editions (Pro, Team, Enterprise)
- Online Training & Assessment Platform
- ScribeForce Trainer
- ScribeShop
- ScribeForce Author Essentials (Java Server and Desktop client software)

We particularly love to work on new and innovative product ideas like ScribeForce. Do you have a product idea? Don’t know how it can be done? You’re uncertain if the product will be successful? Most of the processes are ambiguous? Send us a text or email us at fresh@obscure.pk - We’re friendly people!
Questions & Answers

So you guys are web designers?
No! We are a design consultancy that designs more than just pretty websites. With expertise in usable Web and Mobile UI design and testing, we often design small websites for clients who ask us nicely. We are quite good with Software UIs and other Human Machine Interfaces, with a keen interest in haptics and the semantic web. We’re also involved with research, branding, usability testing, and training.

Why does Obscure not have an extensive portfolio?
We’re a young company, which is still evolving. Since its rebirth as a collaborative design firm, in 2007, Obscure has been following a sustainable path to growth. We tend to be a little selective about what kind of projects we work on. Also, we have been secretly working on a number of our own web-based products. We intend to launch them very soon. We’re confident that our portfolio will mature further with their launch.

We don’t just make “pretty websites”. We understand your customers, so you can make more money

If you are a design consultancy, why do you give training?
We feel there are certain skills that are currently absent in our region. Our training courses like “Perspectives on Design” aim to expand the horizons of entrepreneurs and managers so they can create better and sustainable products and services. We hope that this will improve the lives of people and save the planet.

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What do you mean by “collaborative design”?
Collaborative design happens when experts from various fields and industries work together with real users for accomplishing one goal - better products!
For instance, as a collaborative design consultancy our approach to design is extremely collaborative in nature. We collaborate amongst ourselves, with our clients, and their customers, to design. We can work directly with your product teams and liaison with the management to successfully deliver usable products. We also work closely with organizations to introduce usability and design thinking in their systems and processes for attaining a triple bottom line.

Do you work with other design or software firms?
We particularly enjoy working with startups and entrepreneurs. It helps us meet likeminded people who often want to collaborate. We have worked together with design studios and software firms in the past. We look forward to more of such opportunities to collaborate and deliver state-of-the-art results. If you wish to work with us, please email your project or product idea to collaborate@obscure.pk.

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Contact Details

Once your customers are happy with the experience we design for them, you will earn their loyalty and respect, recommendations will follow, and they will do your marketing for you - for free!

We work Monday to Friday 10am - 6pm PST (GMT +5), with occasional Saturdays. You can catch us in the office on a Sunday, only if we’re busy with an urgent 1-Day intensive design session for a client.

Care to visit us? We’re at
67 - T (Commercial) Phase 2 DHA, Lahore, Pakistan

For design enquiries, send your emails to
ux@obscure.pk

Have a quick question? Send us a text (SMS) at
0092 321 480 6335

Or

you can find us online at:
- http://obscure.pk
- http://twitter.com/obscureux
- http://getsatisfaction.com/obscure

Our headquarter is in the beautiful city of Lahore, known for its culture, people, and food. However, we have worked with our clients and their customers from United Kingdom, United States of America, Pakistan, the Middle East, and Australia.

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