THE TEAM W

CONSULTING

Bring in Team W consultants when you need to solve problems and get expert advice on human behavior. Our expertise in brain and behavioral science, behavioral economics, and user experience finds problems, provides answers, gives you clear recommendations and designs solutions.

Behavioral Science Assessment and Audit

In a Behavioral Science Assessment and Audit we evaluate your product or service and make recommendations for changes based on brain and behavior science and best practices in behavioral economics.

Assessments and audits can be done on a range of products, for example:

- software
- apps
- websites
- services
- videos
- marketing campaigns
- printed material
- learning materials
- physical spaces

Behavioral Science Assessments and Audits typically range from $7,500 - $50,000 (USD) depending on size and scope.

User Experience Assessment and Audit

In a User Experience Assessment and Audit we evaluate your product and make recommendations for changes based on user experience optimal design and best practices.

User Experience Assessments and Audits typically range from $7,500 - $18,500 (USD) depending on size and scope.

Target Audience Research

Behavioral Science Target Audience Research is an exploratory study of your target audience. During one-on-one interviews with your target audience we uncover insights about their expectations, impressions, problems, and motivations regarding your product, service, and/or brand, synthesize the research, and give you actionable data and recommendations for moving forward.

Behavioral Science Target Audience Research typically ranges from $25,000 - $55,000 (USD).

User Experience Research

The Team W can conduct research in user experience, including:

- Personas
- Scenarios
- Task Analysis

- User Testing
- Customer Journey Maps

User research typically costs $15,000-$25,000 (USD) but can vary significantly depending on the scope of the project.

User Experience Design

The Team W will design your prototype and/or interface for software, apps, websites, and devices based on best practices in user experience and in brain and behavioral science.

UX design typically costs $15,000-$25,000 (USD) but can vary significantly depending on the scope of the project.

Human Systems Consulting

Human Systems Consulting is a problem-solving study into the causes of, and solutions for, targeted problems within your organization. The consulting focuses on both "people" issues and/or "systems" issues that are affecting the problem and gives you actionable data and solutions.

Human Systems Consulting typically costs $15,000-$25,000 (USD) but can vary significantly depending on the scope of the project.

Customized Consulting

Let us know what you need help with and we will proposal consulting to get the answers you need. We are flexible and can work by the hour, by the project or on retainer on projects, coaching and/or mentoring.