

FACT SHEET

bswing partners with companies committed to **transforming human health and unlocking human potential.**

- ▶ We focus on helping people live, work and play better; enhance their learning & growth; improve financial decision making, increase health & wellness, and build social connection.
- ▶ We pair existing assets with big bets to accelerate new and innovative products, services, and change.
- ▶ We help people see the unseen so they can find opportunities, fix current problems and build change within their organization.

Our Services

- ▶ Qualitative and quantitative market research.
- ▶ Business case writing including innovation and hypothesis development.
- ▶ Online digital product and platform development, mobile, desktop, and proprietary computer software system design.
- ▶ Online marketing and advertising and tracking on behalf of our customers.
- ▶ Integration of data and information from multiple sources into a consolidated user interface that is highly effective and usable.

Our Skills

Brand & Value Proposition
Business Innovation & Hypothesis Formation
Consumer & Employee Insights
Customer Experience Strategy & Planning
Visual & Interaction Design
Platform & Product Development
Product & Service Experience Design
Prototyping
Technology Strategy
Validation

Contacts

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Representative Clients in Human Health & Human Potential



People

Boutique firm with 15 strategy and design leaders who have expertise and experience in behavioral science, customer experience, scenario development, research and market insight, design, market development, and technology strategy. We have deep partnerships with collaborators to meet the emerging needs of our clients.

History

Founded 1997. Delivered over 300+ projects across industries including energy & utilities, health, financial services, education, and non-profits. Our work has been recognized by the Webby Awards, Business Week, Web Marketing Association, UXPA, and other organizations. We have a partnership with the Institute of Design at the Illinois Institute of Technology in Chicago and have been trained in human centered research methods by Stanford's d.school.



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