



**Heggerty**  
PHONEMIC AWARENESS

# UX is at the core of our business

Hype Interactive, founded in 1994, is an interactive marketing communications agency serving small-to-large-scale firms. We're experts in UX – it's at the core of our business. We believe that successful strategies are rooted in quickly adapting to changing user expectations.

We focus our efforts on gaining a deep understanding of the user journey, delivering meaningful content, maintaining their interest, and sparking exploration that leads to a better user experience. We've helped build intuitive user experiences for decades and understand every project is unique, with distinct business goals and opportunities.

## Our Methodology

Our approach is to completely understand and outperform each project's distinct requirements, ensuring unparalleled user experiences.

### 01

#### Business Goals

Objectives  
Target audience  
Strategy  
Aspirations

### 02

#### Personas & Interviews

Research  
Psychographics  
Pain points  
Preferences

### 03

#### Information Architecture

Taxonomy  
Hierarchy  
Content Strategy  
Context

### 04

#### Wireframes

Journey mapping  
Blueprints  
Calls to action

### 05

#### Prototyping & Mapping

Rapid prototyping  
Interactions  
Feedback

### 06

#### Usability Testing

Iteration  
Task analysis  
Effectiveness  
QA

### 563% online sales increase within the first year of redesigning the website

We rebranded the company as "Heggerty", named for the man who created their flagship phonemic awareness curriculum after our research said their target audience overwhelmingly used his name while searching online.

We created audience-specific content and navigation that drove visitor conversions, followed by a custom checkout and fulfillment process built with BigCommerce.

## TRIPP·LITE by EAT·N

### Successful UX key driver in acquisition of Tripp Lite by Eaton

As Tripp Lite manufactures over 5,000 products, we continually leverage insight from visitor behavior to determine the most important features and flows within the UI that make finding their products easy. Online product advisors, project lists, and one-click-comparison widgets substantially refined the user experience and eliminated unnecessary customer service calls.

The success of the UX was a key driver in Eaton's purchase of Tripp Lite for **10x revenue** in 2021.