

CAPABILITIES STATEMENT:

Key Lime Interactive is a customer experience and usability consulting firm that conducts qualitative and usability research for Fortune 500 companies, mid-to-large design agencies, and government agencies, which enables the creation of user interface concepts that drive remarkable customer experiences. We make it our business to answer research questions that help a company move the needle in terms of acquisition, convergence, and customer experience differentiation.

Our approach is simple: first we listen to our customers to help identify pain points and potential research questions, then we design studies to answer questions and/or validate hypotheses, and finally we provide actionable insights to drive and prioritize change. We can conduct studies in English and in Spanish. We employ co-creation methods to create designs while helping companies keep our eye on innovation.

AREAS OF EXPERTISE:

USER EXPERIENCE STRATEGY	USER EXPERIENCE RESEARCH
<ul style="list-style-type: none"> Behavioral Personas Co-Creation Journey Mapping Joint Development Workshops Roadmapping UX Research Strategy Workshop UX Training and Coaching 	<ul style="list-style-type: none"> Usability Testing Card Sort/ Tree Test Contextual Testing Diary Study Ethnography Expert Review Eye Tracking Surveys True Intent Competitive Benchmarking

FACILITIES & EQUIPMENT:

- **Headquarters office:** 8350 NW 52nd Ter, Ste 301, Doral, FL 33166
- **Brooklyn office:** 155 Water Street, Suite 3, Brooklyn, NY 11201 33166
- **Equipment:** SMI and Tobii Eye Trackers, UserZoom, Decipher, Qualtrics, and more.

LEADERSHIP: Eugenio Santiago (President), Alex Rodriguez (CFO), AnaCarla Castrillo-Baquero (COO), and Sandra Higgins (Dir. Sales & Marketing)

SAMPLING OF CLIENTS: Fannie Mae, FDA, Ad Council, National Cancer Institute, DHS (via Acuity), Google, Microsoft, Amazon, Meta, USAA, Navy Federal, Citibank, GE Healthcare, University of Pittsburgh Medical Center, Brightline, Bose, Disney, Southwest Airlines, Miami Heat, Roku, Cisco, ESPN, HBO, ADP, and more.

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