



## Business Overview

Bello Insights Lab is your dedicated partner in user experience research and strategic solutions. We specialize in transforming human-centered experiences across regulated sectors such as finance, cybersecurity, compliance, risk management, supply chain, AI/ML, government, and beyond. Our innovative approach and expertise ensure we deliver insights that drive sustainable business growth and elevate user experiences.

## Core Competencies

- **User Research:** Conducting in-depth user research to inform product development, enhance user experiences, and drive strategic decision-making.
- **User Experience Strategy:** Specializing in establishing new research functions and enhancing existing ones to maximize their impact and efficiency.
- **Service Design:** Creating seamless and engaging customer journeys that delight users and propel business growth.
- **Workshop Facilitation:** Dynamic workshop facilitation utilizing design thinking to spark innovation and effectively tackle complex business challenges.

## What Sets Us Apart

- **Cross-Industry Experience:** Over a decade of innovation and human-centered design experience, adept at understanding diverse user needs across multiple industries.
- **Multi-cultural Reach:** Conducting user research with diverse audiences, proficient in engaging with English and Spanish speakers. Additional markets available.
- **Comprehensive Services:** Offering a suite of human-centered design services with a wide range of qualitative and quantitative methods for end-to-end solutions.

## Certifications

Bello Insights Lab is a 100% minority and women-owned small business, certified by the VA Department of SB&SD and the Women's Business Enterprise National Council (WBENC)

## Major Clients

Our esteemed clients include user research and market agencies such as Askable, and private sector companies like Apartment List, Lightspeed, and Waggle Dance Marketing. Detailed case studies covering user research, usability testing, service design, and user research strategy are available on our website: <https://www.belloinsightslab.com/casestudies/>.

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