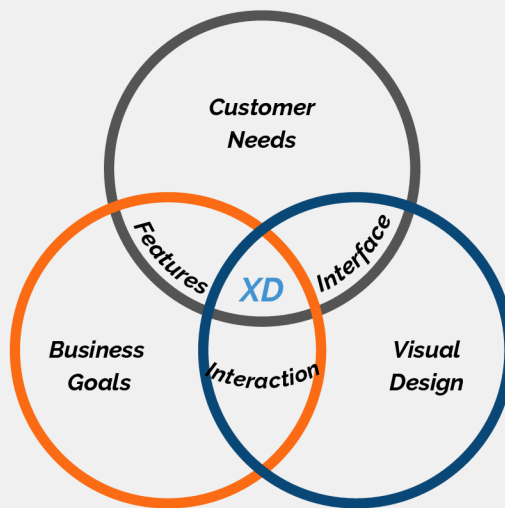# METAPHASE

Mpressive
Building meaningful human-centered interactions

Experience Design (XD) is essential to delivering government services that are not only functional, but impactful and trusted by the people who use them. MetaPhase's proprietary XD framework, Mpressive, elevates this approach by embedding human-centered practices throughout the entire program life cycle, from discovery and design to implementation and sustainment. With Mpressive, agencies gain more than just design support, they unlock higher user adoption, reduce costly rework, and ensure that solutions are aligned with mission outcomes from day one. Our teams apply proven XD principles to de-risk delivery, streamline stakeholder alignment, and create intuitive experiences that drive long-term public value.

USER EXPERIENCE RESEARCH
We focused on researching and understanding a user's perspective, needs, motivations, and behaviors to create and scale impact and purpose in the work we lead and support.

COMPREHENSIVE
We understand the end goal is never just an output, it's the holistic journey of a user and customer, and we build experiences that establish trust and take the meaningful details into account.

KEY PRINCIPLES

Customer Needs · Features · Interface · XD · Business Goals · Interaction · Visual Design

COLLABORATIVE
Our approach to experience design highlights a multidisciplinary perspective and values the co-creation of solutions with diverse stakeholders and experts, because we understand collaboration is what leads to success.

ITERATIVE
We consider feedback the cornerstone of continuous improvement because testing and refining as needs evolve allows our team to be agile and respond to customer requirements and ever-changing environments.
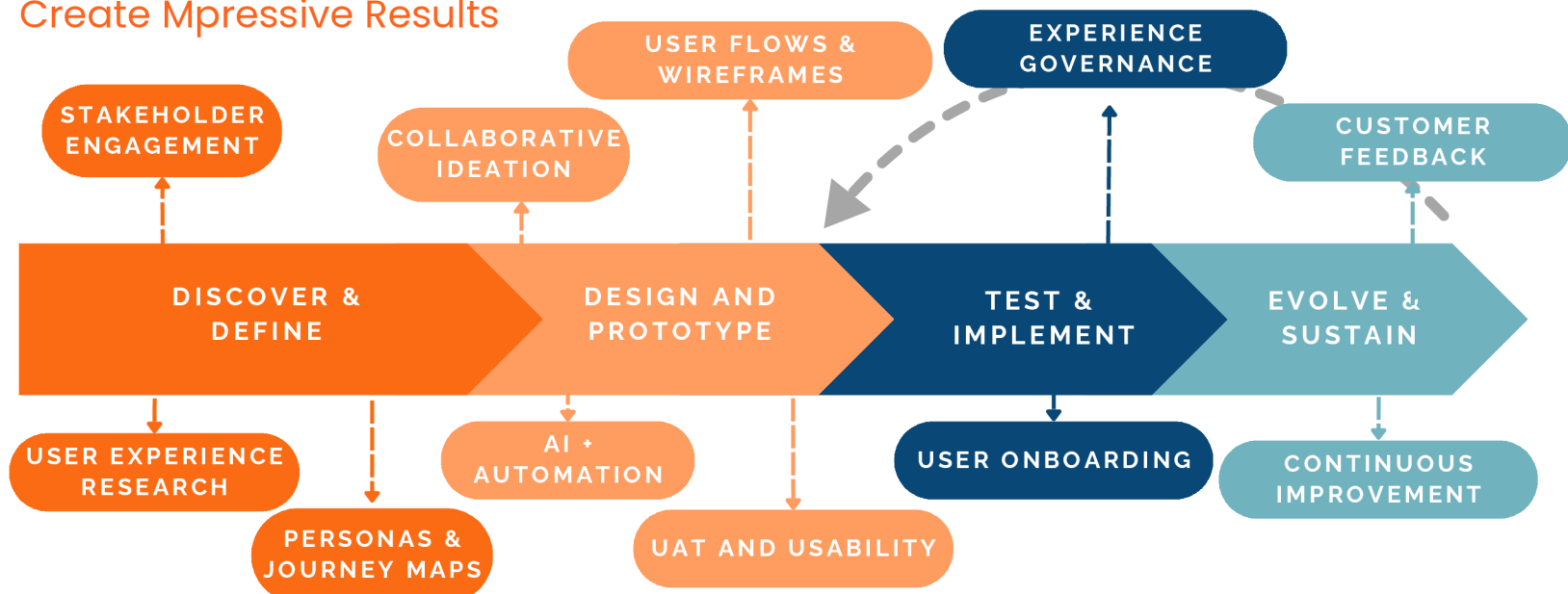
Create Mpressive Results

STAKEHOLDER ENGAGEMENT
COLLABORATIVE IDEATION
USER FLOWS & WIREFRAMES
EXPERIENCE GOVERNANCE
CUSTOMER FEEDBACK

DISCOVER & DEFINE → **DESIGN AND PROTOTYPE** → **TEST & IMPLEMENT** → **EVOLVE & SUSTAIN**

USER EXPERIENCE RESEARCH
PERSONAS & JOURNEY MAPS
AI + AUTOMATION
UAT AND USABILITY
USER ONBOARDING
CONTINUOUS IMPROVEMENT

Put Mpressive to work for you

Human-Centered Design
**Empathizing with users to inform design**

We apply human-centered design (HCD) to understand and solve for the needs of real users. Through user experience research, usability testing, journey mapping, and persona development, we uncover insights that guide how platforms are structured, presented, and interacted with, making sure the experience works for everyone who needs it.

Accessibility & Section 508 Compliance
Meeting federal accessibility standards

Accessibility is embedded in every stage of our design and development lifecycle. We ensure all experiences are compliant with Section 508 and aligned to WCAG standards. Our team conducts audits, remediates existing issues, and builds new digital products with accessibility in mind from the start, ensuring compliance without compromising experience.
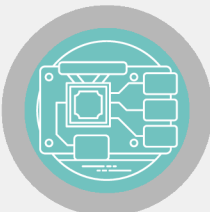
Content Strategy & Information Architecture
Structuring information for clarity and use

We organize content so that users can find what they need, understand what they see, and take informed action. MetaPhase applies content strategy, plain language principles, and strong information architecture to improve comprehension, navigation, and content performance across digital services.

Digital Experience Modernization
Bringing legacy systems up to modern expectations

MetaPhase helps federal clients reimagine outdated digital experiences. We update the look, feel, and functionality of legacy platforms by applying modern design systems, mobile-first principles, and UX best practices. The result is faster, cleaner, and more effective user experiences that meet today's standards and mission needs.

ABOUT METAPHASE

MetaPhase is an IT and Management consulting firm located in the Washington, D.C. metro area. We operate at the intersection of business and IT -- creating, deploying, and supporting practical solutions that serve as a force multiplier for the government. MetaPhase provides proven, highly effective consultants to support the planning, development, implementation, and change management associated with Federal Programs. **www.metaphase.tech**

CONTACT

Interested in working with our team? For more information, contact our **Experience Design Lead, Kristina Castille at kcastille@metaphase.tech**

CMMIDEV/3 ℠

ISO 9001
ISO 27001
BUREAU VERITAS
Certification

BUREAU VERITAS
1828

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CONTRACT VEHICLES

★ STARS III   ★ FAA eFAST   ★ USDA STRATUS BOA   ★ OASIS+ SB, Unrestricted, & 8(a)   ★ CIO-SP3   ★ GSA MAS