

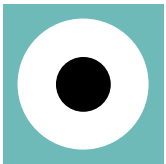


⁰¹ why us

Atoms is an **experience design studio** based in Milan, Padua and Arborea. We work at the intersection between **useful** and **aspirational**, designing journeys around **human beings**.

Our teams craft omnichannel experiences using data, motion and interactions, working on human needs, insights and transformation.

We use **cutting edge technologies** to develop complex **digital products** and **smooth interactions**.



⁰² human experience

We're not alone in this journey, though. We believe that **companies need to take a stand**, offering relevant experiences that can **make a difference** and bring **positive change** to people.

That's why we have made "**We design for Humans**" our motto, because in our design approach **we put people at the centre**. Whether they are users, customers, stakeholders or employees, **we focus** on their **needs** and **aspirations**. To do this, we use a **methodology** which requires **people's direct and constant involvement**, both in the divergent and exploratory phases and in the converging phases of conception and testing.



⁰³ what we do

We could say we're good at everything - but we don't want to brag (or to lie). Although we like to experiment and we're curious about many things, our main focuses are **people, design** and **technology**.

Here our aces up our sleeves:

- **Human research & insight**
Research on people, competitors and trends to generate strategic insights.
- **Product & service design**
Product and service prototyping and design.
- **Engineering & Technology**
Development of complex platforms, IOT and B2B applications.
- **Digital analytics & personalization**
Touchpoint optimization and growth business strategies.

Contact us

Want to know more about how **atoms** can help you craft your next digital experience?

→ Let's have a coffee.