



5AXIS methodology

Find what matters

The 5AXIS methodology is a tool that will help you find what you really need. You will make informed choices with a benefit for you, your company and our planet.





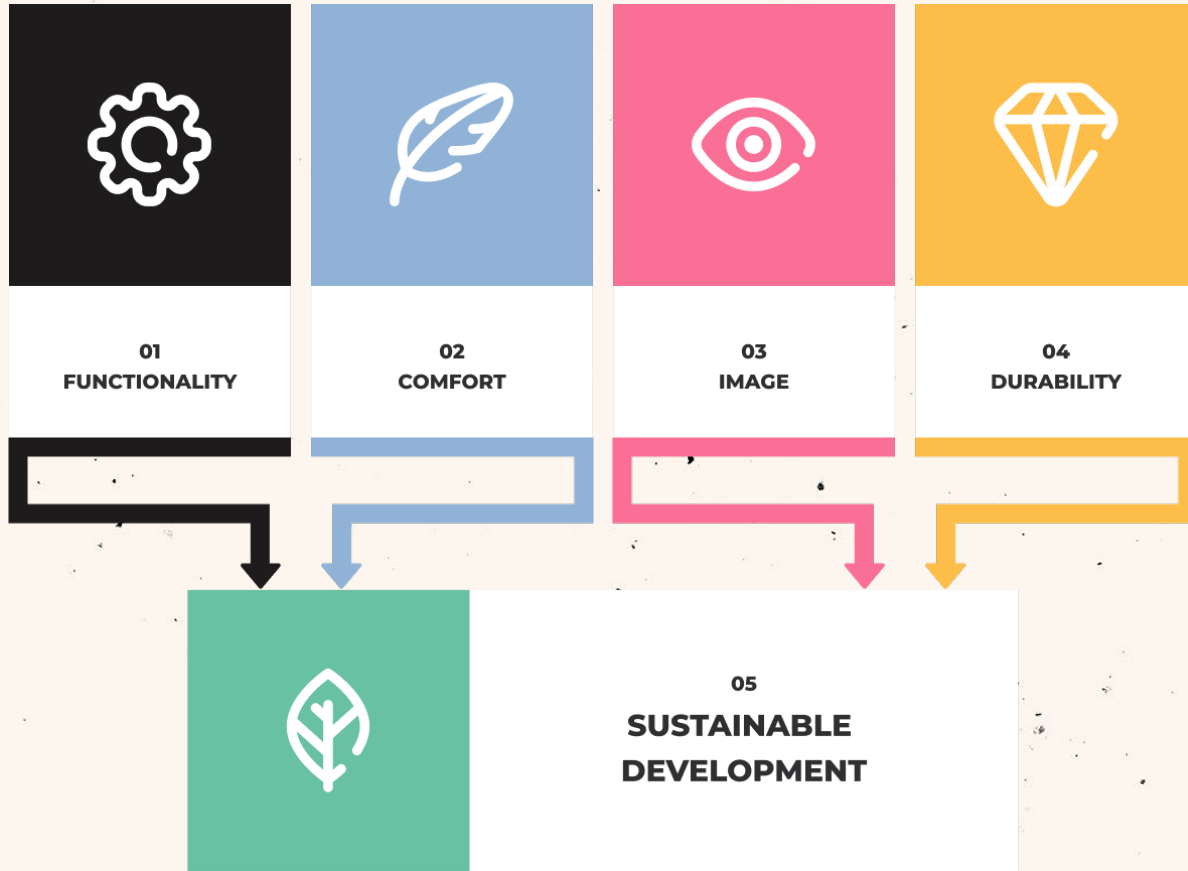
Find what matters

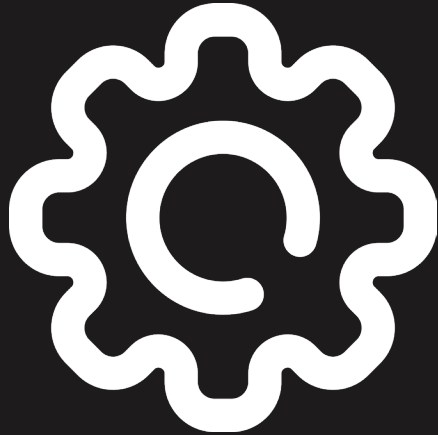
Guided by the principles of 5AXIS, you will make decisions based on objective research and data, not your own opinions. You will see familiar issues in a new light.



Find what matters

With 5AXIS, you will broaden your perspective. Driven by functionality, comfort, image, durability and sustainability, you know you're making the best decision.





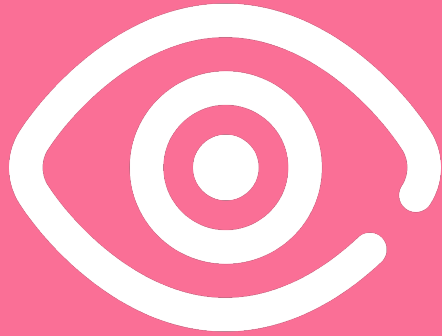
FUNCTIONALITY

It answers the question of usability. Will it meet your needs? Is it appropriate and will it fulfil its function in the environment in which it will be used?

COMFORT



It considers the product or service in terms of convenience of use. Is it tailored to your needs? Will it enable you to focus on the task and be comfortable in the conditions in which you find yourself?



IMAGE

It refers to the aesthetics of the product. It takes into account the importance of appearance in terms of creating the company's image, how you are perceived and how you feel in what you are wearing.



DURABILITY

This criterion helps to assess how long you can use the product. It considers the materials used, what maintenance they require, and how all these aspects will affect the overall cost.



SUSTAINABLE DEVELOPMENT

The heart of the entire 5AXIS methodology. It helps you make responsible and conscious decisions which are best for you and the environment in the long term.

5AXIS process

5AXIS is a process based on the methodology of design thinking.

Its basis is focusing on the real needs resulting from the individual conditions and environment of the users. Thanks to its universality, it can be successfully used regardless of the industry or the size of your company.

1**DIAGNOSIS**

Skilful asking important questions, listening and defining all challenges.

2**DESIGN**

Designing solutions according to the five coordinates included in the 5AXIS method.

3**TESTING**

Checking the developed solution in the real environment of future users.

4**ROLLOUT**

The stage of implementing the designed and tested solution.

5**TRACKING**

Verification whether the implemented solution brought the expected effect and to what extent it met the assumptions.

Research methods

We believe that a valuable recommendation must be backed up by meticulous research, testing and data.

That is why we developed proprietary research methods which allow us to find the right answers.

DEEP INTERVIEW



Qualitative and
quantitative research
(interview, analysis of
existing data)

MASS SURVEY



Quantitative research
(questionnaire)

DILO



Qualitative research
(interview,
observation)

Mobile application

The 5AXIS mobile application is a tool for auditors used to collect data during the research process. It was designed in accordance with the 5AXIS methodology, taking into account the research methods developed by ITURRI specialists.



**A methodology deep
in the research sphere,
yet agile and simple,
leading to your solution**



ITURRI

Your safety matters

