NUANCE T9



GIRVIN was a strategic branding consultant for Tegic Communications, the originator of the T9 predictive text technology that was later acquired by Nuance. GIRVIN designed the brand identity for T9, positioned it for market launch, and created a testing model for consumer profiling, relationship explorations and message reviews. The technologies streamlined information cuts through the clutter of a typical website, similar to how T9Nav does for your mobile device. The design includes cues to show users how easy it can be to find information when they use the product. GIRVIN has continued to partner with Nuance on naming, writing, design and strategy deployment/development and was able to be a part of more technology spinoffs, naming the new hardware group, Varia Mobile.)

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