



User Experience Engineering

Enjoy Greater Web Site and Application User Productivity, Satisfaction and Loyalty

The effects of poor user experiences can be devastating to a business.

Consider these facts:

- **50% of potential sales from Web sites are lost because people can't find what they need (Forrester Research)**
- **More than 30% of software development projects are canceled before completion due to inadequate user design input, resulting in an annual loss of \$80 billion to the economy (The Standish Group)**

What is User Experience Engineering?

User Experience (UX) is concerned with the question of how to design software that is easy and satisfying to use. It represents the quality of experience a person has when interacting with a specific design. There is an entire user experience engineering cycle that parallels the software development cycle. Just like software engineering, usability engineering is an evolving science that determines best practices and continually tests and refines its techniques.

ComFrame Delivers Precision-Crafted User Experience Solutions

ComFrame's User Experience Engineering practice provides a comprehensive framework, advanced processes and systematic methods that can be leveraged throughout the development lifecycle to increase ease-of-use for software, websites, and other user-interfaces. Our user experience services cover the entire user-centered design lifecycle, providing your information system users, business experts, customers, partners and other constituents with:

- ✓ Reduced learning time
- ✓ Fewer errors
- ✓ Faster performance
- ✓ Higher productivity
- ✓ Greater satisfaction
- ✓ Strong loyalty

ComFrame's User Experience Framework for Marketing Optimization

ComFrame's user experience framework looks at every step in the marketing process from the viewpoint of customers, channels, competitors and your company. It enables you to plan marketing scenarios from a customer-centric perspective. It provides methods and processes that help you manage and ensure the continuity of your corporate brand, for both internal and external audiences, using research of the most successful corporate brand strategies.

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User experience engineering is a planned, strategic approach for guiding communication across all of your business units, media and audiences, helping you methodically and effectively declare who you are, what you believe and why customers, the trade, stockholders and your own employees should put faith in your company.

Strategic Usability Process Consulting

ComFrame's user experience engineering process and methodology framework encompasses a broad set of competencies, including strategic consulting and research, application/website development, content development, online media planning, program management and data analysis. We bring all of these elements together in a way that supports the building of interactive solutions based on your business objectives, helping you demonstrate a quantifiable return on user experience investment. User experience services include:

User Experience Strategy – ComFrame consultants help you develop a sound user experience strategy to support your business goals, regardless of whether you need help envisioning future directions for your digital products or creating a user-centered corporate culture.

Interaction Design – We work to ensure user interactions are consistent, that they facilitate human tasks effectively and enhance usability. We help you create customer-relevant experiences by designing the persuasion scenarios your customers engage in as they evaluate your business, services, and products.

Information Architecture – Our user experience framework leverages leading software design tools and platforms to help you plan, build and optimize both on- and off-line user experiences. We develop a scalable information architecture for your Web site and other digital products, including complete workflow and site diagrams.

Visual Interface Design – Our consultants work to create layouts for your desktop applications' windows or for your Web pages, site maps and all visual interface elements needed for digital products, including icons, custom controls, indicators and pointers.

Design Guidelines – We develop interaction design guidelines, information architecture guidelines, navigation design guidelines, glossaries, lexical style guidelines, visual interface design guidelines and instructional design guidelines, creating the look and feel for your individual products, Web sites, product suites or your complete set of enterprise product offerings.

Research and Analysis – Our consultants perform competitive analyses, plan and conduct user research, model your products'

users and analyze their tasks, ensuring that you continue to build products people want and need and that you are able to sustain product differentiation.

Usability Evaluation – ComFrame can perform an expert design review to evaluate the usability and aesthetic quality of your current or future digital products or to test your products' usability at any point in the product development cycle.

The Benefits of User Experience Engineering are Compelling

Companies that invest in usability and user experience engineering are seeing significant return on their investments. Consider these research results from Alertbox:

Usability Metric	Average Improvement
Sales/conversion rate	100%
Traffic/visitor count	150%
User performance/productivity	161%
Use of specific (target) features	202%

ComFrame creates highly-usable application user interfaces and Web sites that deliver return on UX investment. We involve you and your stakeholders every step of the way to ensure our user experience deliverables support your strategic business objectives and increase the satisfaction of your customers and enterprise application users.

For more information on User Experience Engineering, call 800.905.0293 or email info@comframe.com.

User Experience Engineering is part of the ComFrame Elegant Enterprise Enablement Suite™, including strategy and program management, collaboration and knowledge management, business intelligence, precision application development and global delivery.

COMFRAME
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