

USER EXPERIENCE

A key success factor of your interactive solution is to match your business objectives with the expectations of your users. It implies knowing who your users are, what their content and services needs are and what their level of literacy with the digital medium is. It is about designing an attractive, pertinent and easy-to-use User eXperience that incorporates best practices and takes into account the abilities of your users to best serve your business objectives.

Whether you run an existing interactive solution or plan to launch a new one, take advantage of ELCA's expertise in User eXperience projects and bring your solution to a new level of success.

Why is User eXperience so important?

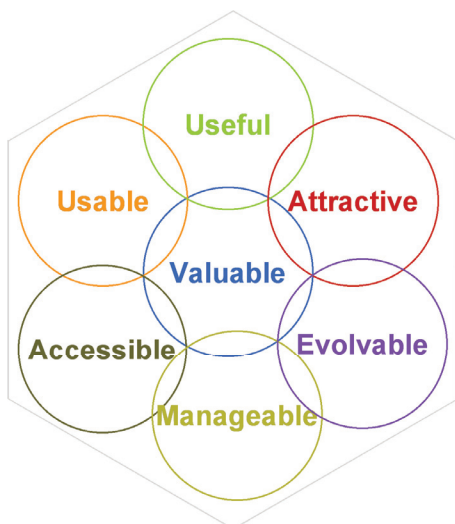
"User eXperience, often abbreviated UX, is a term used to describe the overall experience and satisfaction a user has when using a product or system. It most commonly refers to a combination of software and business topics, such as selling over the web, but it applies to any result of interaction design."

Definition of User eXperience in wikipedia

When interacting with your solution, your users should find an immediate and pertinent answer to their needs and expectations. If you fail to do so, your visitors may switch to the Internet site of a competitor, your employees may not adopt your new Intranet, or your new product may fail in the market.

An attractive user experience differentiates your solution, strongly contributes to its acceptance, and is the key to loyalty building. The User eXperience is not limited to your interactive solution. It should pervade your entire service offering and be consistent through all contact point between your solution and your users. ELCA will help you design and maintain a successful user experience that brings value to your users and fulfils your business objectives.

User eXperience - the dimensions



UX-Dimensions (adapted from Peter Morville's UX Homeycomb)

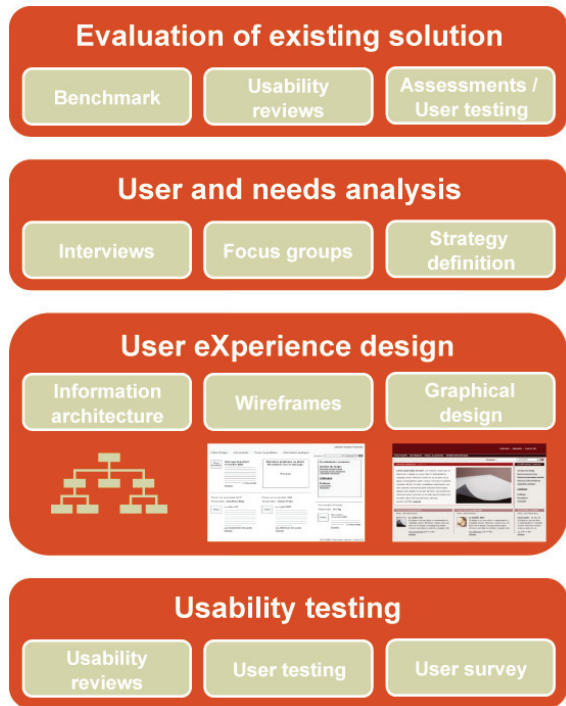
Designing the user experience requires to take into account many dimensions. A successful user experience should be:

- **Valuable:** by helping your business achieve its objectives and implement its strategy;
- **Useful:** by providing content and services that match your users' needs and expectations;
- **Desirable:** thanks to an attractive yet pertinent graphical design;
- **Evolving:** according to users expectations;
- **Manageable:** at a cost that matches your budget and resources;
- **Accessible:** to your targeted users by taking into account their different capabilities;
- **Usable:** thanks to best practices and user testing.

Depending on your user experience project, ELCA will propose the adequate combination of the following services:

- **Evaluation of existing solution:** learn how your solution performs with respect to the competition and domain best practices.
- **User and needs analysis:** learn who your users are, what their motivations are as well as their needs and expectations; confront your user needs with your business objectives.
- **User experience design:** perform iterative design and prototyping of the information architecture, interactive processes and screen book of your new solution.
- **Usability testing:** test the performance of your new solution on real business cases with end users.

ELCA sets up a multidisciplinary team composed of ELCA consultants, business stakeholders, and representatives of end users. ELCA facilitates the design process to reach a consensus and achieve buy-in by all stakeholders.



Challenge us for your next interactive solution.

ELCA offers you:

- Highly skilled employees experienced in usability and user experience projects
- Experience in a large set of user experience techniques
- A double competency in consulting and development
- Knowledge and experience for today's ICT opportunities (CRM, ECM etc.)

ELCA's references:

- ICRC
- Banque Privée
- Orange Communications
- Paleo Festival
- Vibro-meter
- GHI / Lausanne Cités
- SecuTix
- OpusOne



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