



UsabilityNorth



Case Study Enterprise Partnership



Client Luminary Solutions

“Because no two partners are the same, we offer a bespoke and individually tailored approach to guarantee success.”

Professor Janet Finlay, Usability North,
Leeds Metropolitan University.

Synopsis

Luminary Solutions contracted Usability North to provide them with a competitive edge when pitching for a project with a new client.

The project in question involved the revamp of a major internal software system, used by tens of thousands of online users. Luminary Solutions created a new, user-friendly screen design and approached Usability North to undertake an eye tracking study to test its usability.

Using jpeg images of Luminary Solutions' proposed design, Usability North designed a series of discrete tasks that were analysed using the revolutionary eye tracking software.

Usability North subsequently provided Luminary Solutions with a CD ROM, which visually illustrated to the client the effectiveness of the proposed design.

Thanks to its focus on system usability, Luminary Solutions was awarded the contract.

The issue

Specialists in systems integration, Luminary Solutions occasionally has to pitch against other companies for new business contracts. As a forward thinking organisation, the software services provider is continually looking for innovative, added value services that will give them an edge over competitors.

As the company has close ties with Leeds Metropolitan University, Luminary Solutions managing director, Neil Warnock became aware of the eye tracking services provided by Usability North.



Continued Overleaf>

Luminary quickly recognised that Usability North's revolutionary eye tracking software could enhance their product offering by providing visible, quantifiable evidence of the effectiveness of their software screen designs.

The project

Luminary Solutions was asked to pitch for a project which involved revamping a major, library-style, software system that services tens of thousands of online users.

Prior to the pitch, Usability North was given a series of jpeg images of Luminary Solutions' proposed screen design and asked to test their effectiveness, using eye tracking methods.

The first part of the task for Usability North, involved stringing together the series of jpeg images. This allowed the team to devise a realistic task that participants could perform, while their actions were recorded by the eye tracking software.

As with all eye tracking studies, the system was first checked to ensure that there was no ambiguity, that is, the task could be completed as required and data captured for analysis.

To obtain as much information as possible the Usability North team videoed the test and carried out post-test interviews with participants to gain an understanding of their thought processes during the tasks.

Results

Prior to the deadline, Usability North provided Luminary Solutions with a copy of the test eye movements on CD ROM, which was included in the client presentation, allowing Luminary Solutions to demonstrate the effectiveness of the proposed screen design.

Luminary Solutions won the contract.

"The Usability North team is easy to work with: responsive, flexible, professional and willing to use their own initiative. We won the contract because our client was impressed with our focus on system usability. As part of our sales pitch, we provided a demonstration of an eye tracking based usability evaluation, created within a very short time scale from just a few jpeg images of screens. This really added value."

Neil Warnock, managing director, Luminary Solutions

Benefits

Usability North offers clients:

- Leading experts in the field of usability evaluation
- Low cost access to state-of-the-art technology and facilities
- Potential to increase customer profitability through improved return on investment (ROI)
- Potential for increased sales through improved products
- Bespoke projects – customer focussed approach designed to achieve the client's objectives
- Visual evidence regarding the effectiveness of screen design and layout
- Legislative compliance
- World-class service



"The Usability North team is easy to work with: responsive, flexible, professional and willing to use their own initiative."

Neil Warnock, Managing Director,
Luminary Solutions.

For further information contact:

Usability North
Innovation North
Leeds Metropolitan University
Headingley Campus
Leeds
LS6 3QS

Tel: +44 (0)113 283 8608

Email: info@usabilitynorth.co.uk

Web: www.usabilitynorth.co.uk