



UsabilityNorth



Case Study Student Enterprise Support



Client Red Lion Design

“Our usability evaluation services provide organisations like Red Lion Design with proof that their designs offer much more than just great looking websites.”

Dr Tony Renshaw, Usability North, Leeds Metropolitan University.

Synopsis

Taking advantage of its experienced personnel and their industry knowledge and expertise, Usability North has the facility to offer an effective business mentor service.

One such company that recently benefited from the enterprise support offered by Usability North is student start up company, Red Lion Design.

When looking to expand the existing services of his company's point of sale marketing and corporate image package to include website design, managing director of Red Lion Design, David Simm turned to the West Yorkshire Centre for Knowledge Exchange (WYKE) for help.

Recognising that David would benefit from the expert help of the Usability North team, WYKE put him in touch with Dr Tony Renshaw at Usability North.

The Beer Mat Entrepreneur

Having graduated from the University of Huddersfield with a BSc (Hons) in business computing and multimedia, David Simm came up with a unique business idea to design and produce beer mats on behalf of independent pub owners.

He established Red Lion Design, which offers a full design package to enable independent pub owners and smaller chains to create their own brand and corporate image. The plan being to afford the smaller operations with the professional marketing opportunities enjoyed by the larger chains and organisations in the industry.

Although David had the creative flair and entrepreneurial attitude to make his business idea a success he was in need of some business support to turn his dream into a reality and turned to the West Yorkshire Centre for Knowledge Exchange (WYKE) for help.

redlion design

Continued Overleaf>

Business Mentor

With help and advice from WYKE, David developed his business idea to include website design and was introduced to Dr Tony Renshaw, the eye tracking and usability technology specialist, from Usability North.

As Usability North, is concerned with usability evaluation and identifying effective website design, Tony was perfectly placed - having the relevant industry experience and technical knowledge - to mentor David in his new venture.

With the help and advice provided by Tony, David has been able to extend his portfolio of services.

"The assistance provided by Tony and the business support from WYKE has been invaluable in enabling me to commence and take my business plan forward," David commented.

Added Value Services

There are numerous companies offering web design services in the region, however, David's association with Tony and Usability North has allowed him to add value to his basic website design service.

"Our usability evaluation services provide organisations like Red Lion Design with proof that their designs offer much more than just great looking websites," said Dr Tony Renshaw.

"It allows them to provide visual evidence that the design focuses on site and system usability. In other words, it ensures that the site is usable and accessible guiding visitors towards desired actions, leading to improved results and greater business success," Tony added.

Putting it into Practice

Thanks to his association with Tony, David has established a firm foundation for Red Lion Design.

Indeed, a number of local organisations are already benefiting from the proven website design service offered by David, including Huddersfield-based promotions company, Fell Promotions, which launched www.fellpromotions.co.uk through Red Lion Design, GRS Services and the University of Huddersfield.

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
- Legislative compliance
- World-class service



"The assistance provided by Tony and the business support from WYKE has been invaluable in enabling me to commence and take my business plan forward."

David Simm, Creative Executive,
Red Lion Design.

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