

UX Enterprise™



THE RELATIONAL DATABASE OF UX OBJECTS

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UXenterprise™

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The world's most powerful UX asset management and design system

“I believe we will reduce the time required for UX work by more than 30%, as we stop re-researching, re-documenting, and re-inventing the wheel.

“This is the next generation of the institutionalization of UX—where we can work from the foundation of a massive model of our customers and an interlinked memory of our past work.

“This is a game changer. We must work from an extensible cloud of UX objects that grows and never dissipates.”



Eric Schaffer, PhD, CUA, CPE
CEO and Founder
Human Factors International

Overview

Based on 30 years of experience in User Experience (UX) design, and 18 person-years of development effort, HFI introduces UX Enterprise™ (UXE).

UX Enterprise allows a new generation of UX work where you can design based on your organization's cloud of UX objects. This is the full interlinked model of your customer ecosystems, design projects, design specifications, standards, and methods.

Design with the power of the whole organization, because...

Professionals don't start from scratch

and...

None of us is as smart as all of us.

Solves these problems

How do I:

- › Effectively define a request for a project?
- › Quickly communicate the definition?
- › Know if the company has done this or a similar project before?
- › Know which scenarios, personas, questionnaires to use?
- › Find the existing UX IP to do the project?
- › Efficiently document the project?
- › Drastically reduce the time to create a project presentation?

UXE is for UX professionals

- › Designers
- › Researchers
- › Information architects
- › Interaction designers

UXE is for executives

- › Senior executives who want to ensure a strong and flexible foundation for their growing corporate UX IP. Now you can easily understand and manage the customer experience effort. Never again will you need to fund a duplicate research project.

UXE is for marketers and ethnographers

- › Market researchers and ethnographers who can now make their research a part of the permanent corporate memory and model of the customer ecosystems.

Benefits

- › Cross link and instantly accesses personas, scenarios, environments, standards, project histories, customer profiles, needs and opportunities, UX specifications, and methods

- › Build upon an ever extending model of corporate and customer ecosystems

- › Avoid costly repetition of user research

- › We estimate a 30% saving in UX time and effort

- › Improved communication on critical UX imperatives across your organization

- › Dramatically improves the quality and content of UX deliverables

- › Provides an effective window into user experience content and methods

- › Offers an efficient and easy to use platform for storage and reporting of corporate UX memory

With an annual cost equivalent to one UX professional, teams of 5 or more should consider UX Enterprise. For teams of 10 or more UXE is an imperative.

The pain and opportunity of industrial strength UX

If you are part of a serious UX operation you know that your “file-sharing-wiki-repository” is broken. If you are just starting a serious group, imagine what happens when you have 100s of reports and terabytes of images and video. You can't find anything! You hope you remember the personas that you created three years ago and you have little hope of running across the pricey work from the European team that spent a year on the Estonian farming ecosystem that is your target population this week. It's almost easier to just redo the study.

But just try to make a fully indexed repository by hand! You will need an army of librarians. If you are going to change a design template and you want to see just which applications use the current Wizard template, you need to put a team on that research. So instead of using the power of the full UX team in your organization, we ask friends, read endless reports, and hope we can remember.

UX work can be fun. But the drudgery is in the endless documentation and communication. Normally, a research plan takes days to write and fills at least a dozen pages. A typical expert review has at least 15 pages specifying the user profiles, environments, scenarios, and artifacts being studied. Instead of creative contributions we get stuck in documentation hell.

Why can't it be FUN to work from a foundation of our organization's collective insights?

It CAN be FUN.



Capabilities

Project

Project document sharing, version control, and archive tool with both web and desktop facilities.

UX specification

Specification of UX designs including flowchart of interaction elements, and detailed specification of fields and functions. Save wireframes and prototypes in any format. Trace back the basis of your design decisions and prove adherence to interface standards.

Ecosystem modeling

Ecosystem specification with baseline dimensions and the ability to freely add dimensions important to your organization. Includes user profiles, scenarios, environments, artifacts, needs and opportunities.

Standards

Documentation of methodology and user interface standards with baseline content from HFI's Usability Central—*Best Practices*TM

Communication through email, slide shows, etc.

Each item in UX Enterprise has a unique “stamp” that allows quick access and communication.

Access as you need it

Subtle cross indexing (patent application in progress) allows you to ask:

- › What research have we done on both doctors and technicians in an X-Ray room?
- › What applications use the Wizard standard screen template?
- › What simulation tests have we completed on our Gamma Camera?
- › What projects that addressed doctors have we completed using remote testing on our Gamma Camera?

Easy addition of content

New content is not laboriously entered. It grows based on the natural thought processes and workflow of UX professionals.



Designed *by* UX professionals *for* UX professionals

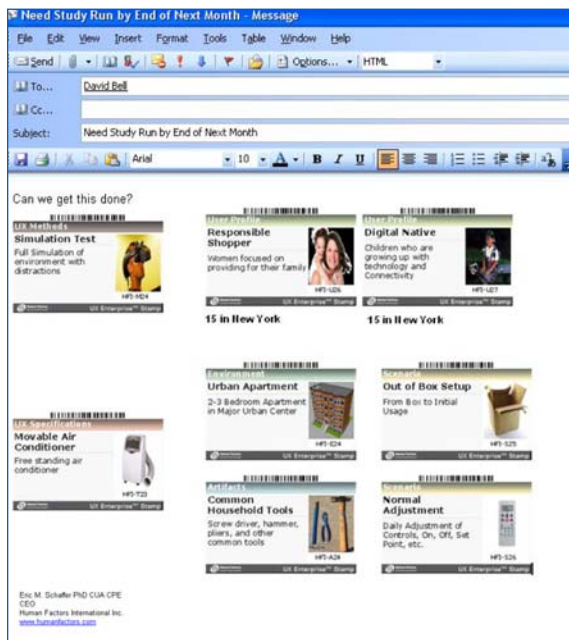
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After UX Enterprise

Executive: We need to do a simulation test for a movable air conditioner. Have we done anything like this before? How quickly can you get it done?

Project Manager: No problem. I'll just look in UX Enterprise for a similar project we did a couple of years ago. That will automatically bring up all the related personas, scenarios, environments, research protocols, all that. We'll have to do a few tweaks to apply it to that additional Digital Native segment, but we'll have the screener updated and recruiting started tomorrow. We'll be done in two weeks.

Executive (Doing happy dance)



In a few minutes you can use UX Enterprise stamps to precisely define a UX project.

Call us to see how a database of UX objects can be useful *and* fun

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Expand as your business grows

Your UX Enterprise environment comes loaded with generic UX objects that provide a powerful foundation for your UX work. These objects are:

- > Project
- > UX Specification
- > User Profile
- > Scenario
- > Environment
- > Artifact
- > Need or Opportunity
- > Method
- > UI Standard

Subscribers can purchase additional objects as needed (one-time fees). You can also configure your UX Enterprise subscription to allow for scaling budgets and project needs.

System Requirements

Minimum Hardware Requirements

(For full functionality including local project management and version control module)

- > Computer with
 - Intel(R) Core(TM)2 Compatible Processor
 - 1.5 GHz, 1.0 GB of RAM
 - Broadband connection to Internet
 - 1 GB of free hard disk space (more if organization's project files require more space)

Software

- > Operating System:
 - Windows XP, Windows Vista, Windows 7, Mac OSX 5.5
- > Browser
 - Preferred browser engines: Gecko (Firefox) and Webkit (Safari, Chrome)
 - Internet Explorer support: Internet Explorer 7 and above
 - Javascript enabled on browser

Contact Information

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Contact us for a free demo of UX Enterprise™



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