

User Centered SolutionsTM

The Third Wave of the Information Age

Powered by Tata Infotech



Human Factors
International

www.usercenteredsolutions.com

**We make
usable
software**

User-Centered Solutions

The Third Wave of the
Information Age

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User-Centered Solutions™

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410 West Lowe, P.O. Box 2020, Fairfield, IA 52556, 1-515-472-4480.
Call toll-free from the US and Canada, 1-800-242-4480



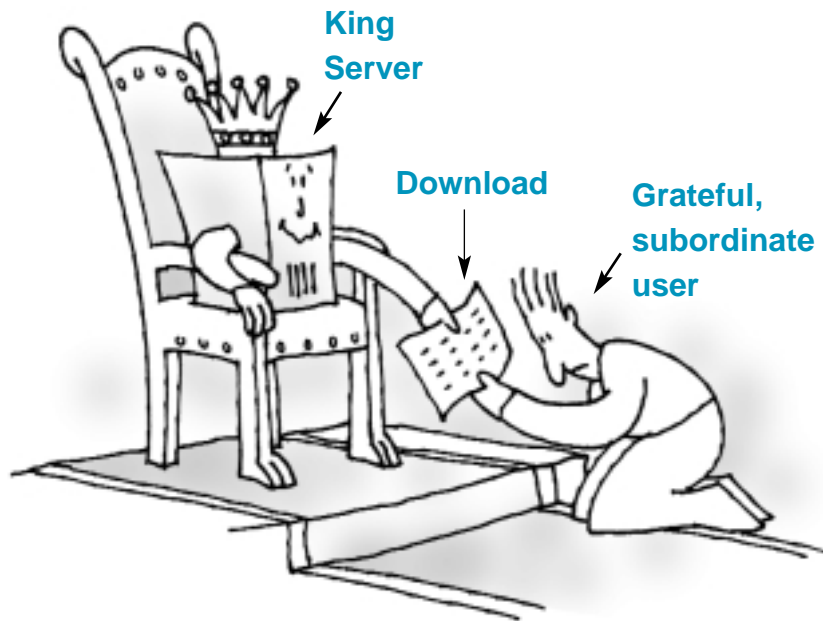
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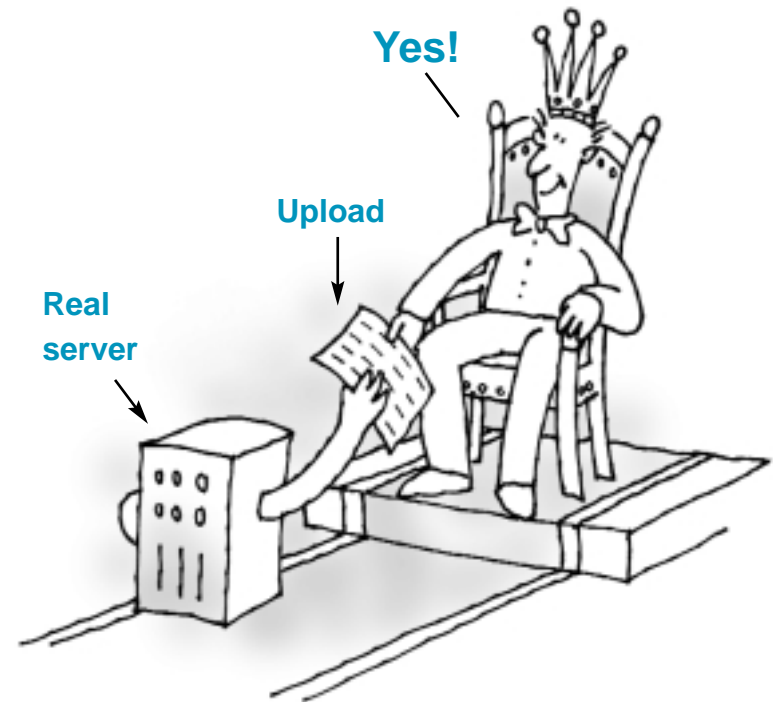
Ecommerce
Intranets
Applications

WHY DO WE CALL IT "DOWNLOADING"?

Today, our industry sees the computer as king



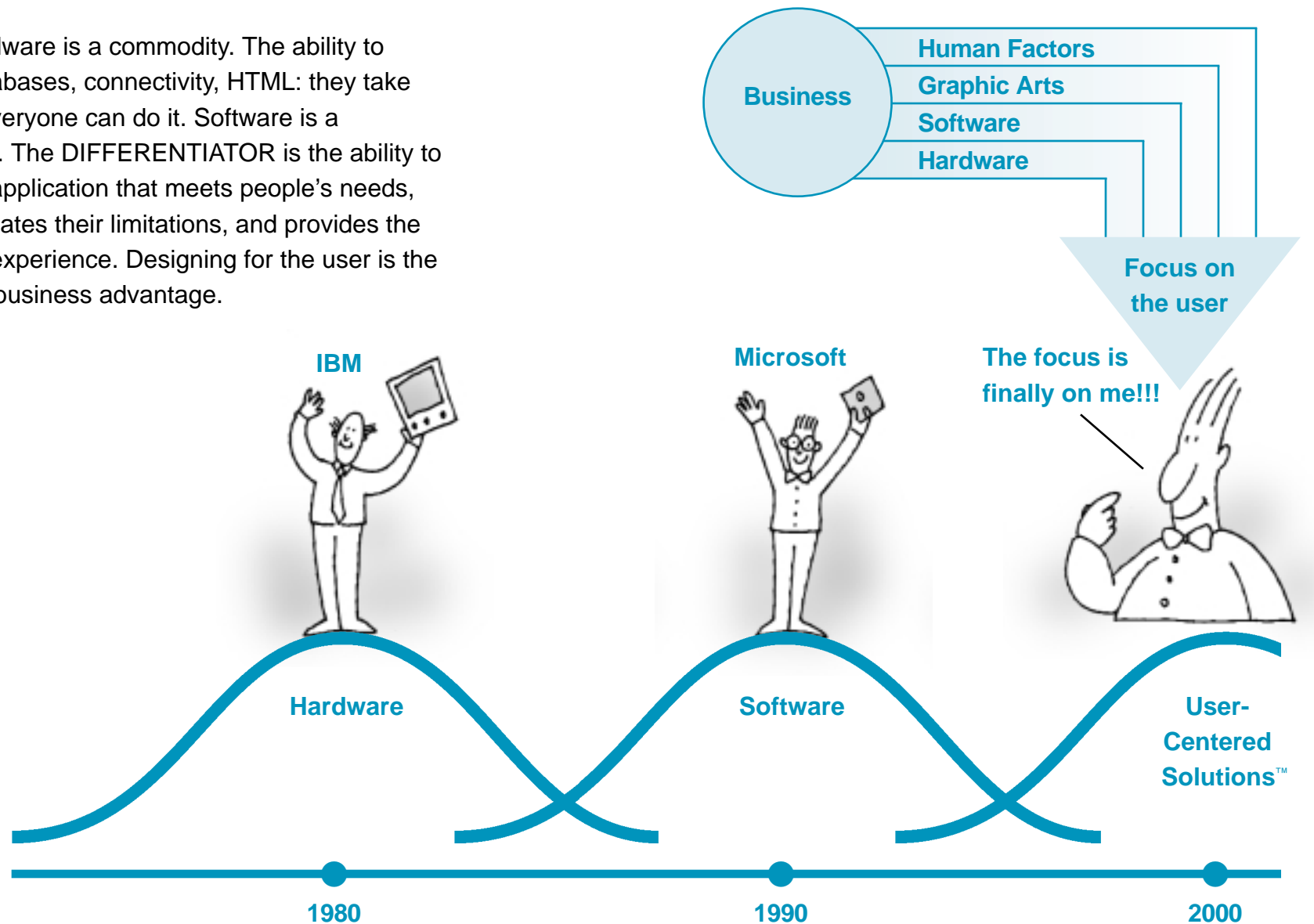
If the **user** was primary,
"Download" would be called "Upload"



Another example: Why are "Inputs" what go into the keyboard, instead of what the user reads?
The real "**Inputs**" are what go **into** the user's eyes!

THE THIRD WAVE

Today hardware is a commodity. The ability to create databases, connectivity, HTML: they take skill, but everyone can do it. Software is a commodity. The DIFFERENTIATOR is the ability to create an application that meets people's needs, accommodates their limitations, and provides the right user experience. Designing for the user is the upcoming business advantage.



HOW COMPANIES TRY — AND FAIL

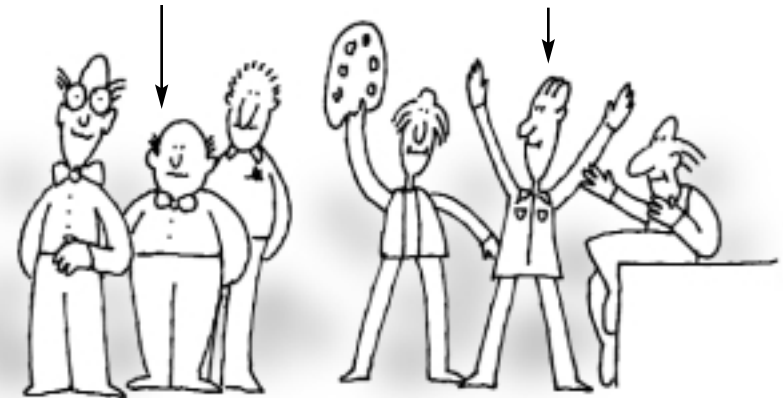
#1 — Executive edict



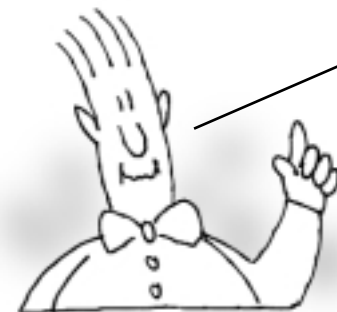
#2 — Buy an ad agency

Can make it work
programmatically

Can make it look cool,
catchy, and beautiful



You will be happy to
know we have acquired
an Ad Agency! Work
together and meet the
customer's needs.



This works OK for
brochures, but NOT
for complex sites or
applications.

THERE IS A TECHNOLOGY OF USER CENTERED DESIGN

Human Factors Engineering,
aka Software Ergonomics,
aka Engineering Psychology

SKILLED PROFESSIONALS

A few of HFI's directors



Eric M. Schaffer, Ph.D., CPE
Board Certified
Over 25 years in human factors
development



Phil Goddard, Ph.D., CPE
Develops high-level architectures
Teaches ergonomic GUI design



John Sorflaten, Ph.D., CPE
13 years with HFI as project director
and usability instructor.



Hal Miller-Jacobs, Ph.D., CPE
Instructor and usability consultant
Specializes in human computer
interaction

RESEARCH

You could spend the rest of your life
reading the literature applicable to
user centered design. Over 70 new
publications a day!



PRINCIPLES

The research is often digested into
general principles. Like: Users
remember by spatial location – so
keep objects in the same place.

METHODOLOGY

For over 20 years we have been
refining The Way to Design a Good
User Experience.

USER-CENTERED TECHNOLOGY

Optimize the design for your target user groups



Know thy
users for they
are not you

You **MUST** study your user.
You must **NOT** expect the user
to tell you what to design

FREE BUTTON! ►



HIGH-LEVEL STRUCTURE AND NAVIGATION

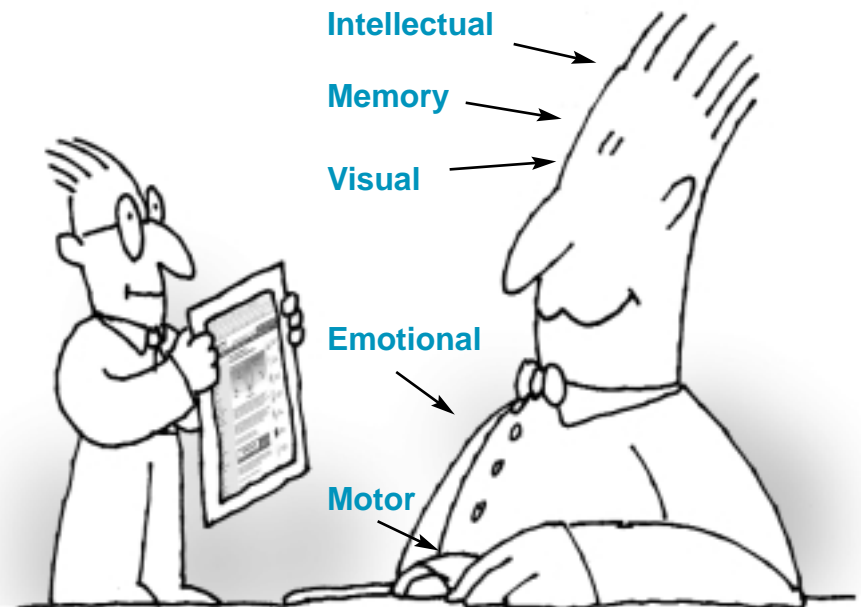


Based on user's Natural Mental Model

("Cognitive Engineering")

- Simple and self-evident
- Physically efficient to navigate

Detailed design – optimize what matters

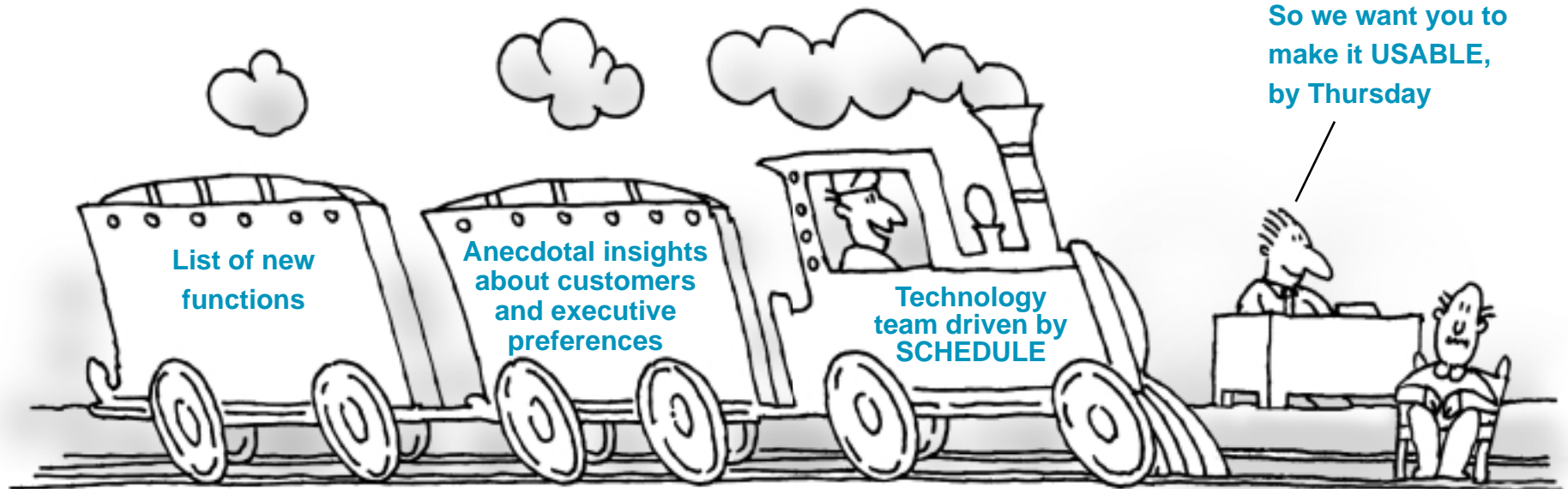


SUCCESS IS MEASURABLE

- Speed
- Accuracy
- Self-Evidency
- Satisfaction

DON'T JUST ADD A BIT OF USER-CENTERED DESIGN

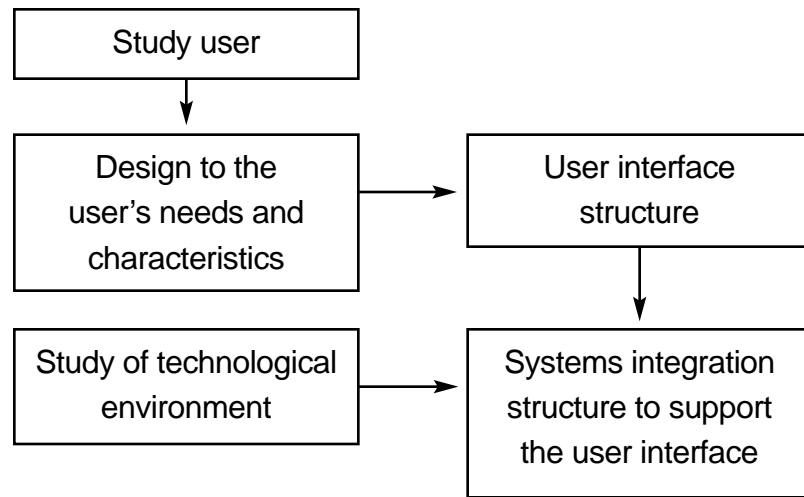
In the past, design has tended to be technology-driven. Marketing then adds general direction (which is rarely translated into concrete design). Then add a little human factors work. Better than nothing, but only limited success is possible.



THE WHOLE DEVELOPMENT PROCESS MUST BE FOCUSED ON THE USER

Phase I

User-Centered System Definition

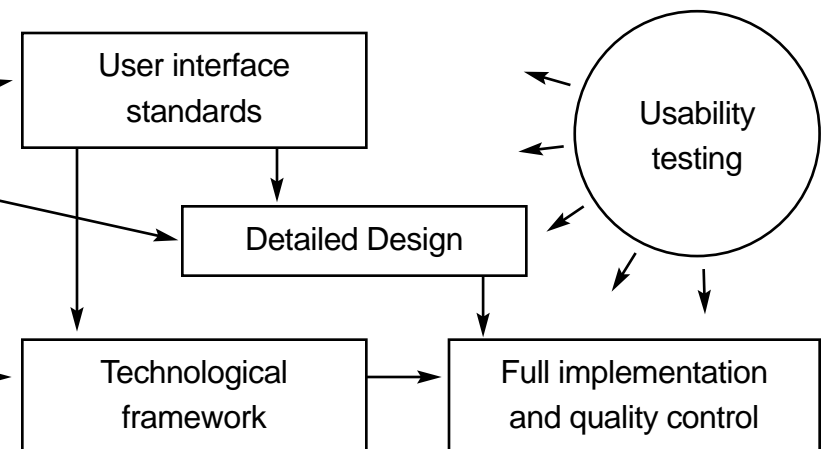


In reality it must be done
by an integrated team.
Good communication
leads to good trade-offs.



Phase II

User-Centered Detailed Design and Implementation



HFI
Tata
Infotech

Highly
successful
user-centered
solutions

YOU CAN HAVE IT ALL

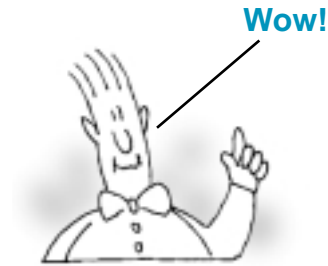
We spent a full year crafting our ability to deliver User-Centered Solutions™. These are the criteria we met:

Be user-centered – for real ▶

Be a complete solution ▶

Be fast ▶

Be cost-effective ▶



Offered and controlled by Human Factors International, Inc. Dating back to 1981, it is the world's premier company focused on the practical application of user-centered design to commercial systems.

One point of contact. One point of responsibility. One bill. We provide all, or any part.

Branding ▶ Definition ▶ Design ▶ Implementation ▶
Installation ▶ Support ▶ Maintenance

Our people are experienced. Our methods minimize rework. We use offshore resources so your project follows the sun — moving ahead 20 hours a day. Both HFI and Tata Infotech have staff in the USA and India (12 ½ hours apart).

HFI is known as expensive...and worth every penny. Tata Infotech is trustworthy, effective, and can often reduce costs by extensive use of offshore resources.

THE BEST PLAYERS

User-Centered Solutions™ are offered by Human Factors International, Inc. with the technical effort powered by Tata Infotech.

HFI

The world's premier company in practical application of software ergonomics to commercial applications. Operations dating back to 1981. We have worked on many of the biggest and most complex ecommerce sites, Intranets, and other software applications.

Examples

- ameritrade.com
- art.com
- bamboo.com
- Chevron Intranet
- dell.com
- DLJdirect.com
- epa.gov
- FedEx
- Ford Motor Company
- National Cancer Institute
- painewebber.com
- Sprint and Sprint PCS
- staples.com

Tata Infotech

Part of Tata Group, India's largest company, with \$9 billion in annual revenue. Tata Infotech has...

- Over 4000 staff
- Over 5000 completed projects
- ISO9000 certification
- Groups specializing in:
 - Finance and Insurance
 - Telecommunications
 - Transportation
 - Public Sector
 - Manufacturing
 - Commercial

AN INTEGRATED TEAM

We have placed major attention on the working relationship between HFI and Tata Infotech. At every level we have communicated, shared, planned, and worked together. We have bridged the cultural gap between our companies and countries. ALL this to offer the world's first true User Centered Solutions™

WE MAKE USABLE SOFTWARE™



Dr. Eric Schaffer, CEO of HFI, and Dr. Nirmal Jain, CEO of Tata Infotech, at the partnership signing in Mumbai, India on December 16th, 1999. Looking on are key managing participants from Tata Infotech and Apala Lahiri Chavan, the HFI Managing Director of our office in Mumbai.



**LET US BUILD
ONE FOR YOU.**



Vijay More,
President, HFI



Eric Schaffer,
Ph.D., CPE,
CEO and Chief
of Technical
Staff, HFI



Human Factors International

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