

## Introduction

As a leading edge company in its field, Hu-Tech Ergonomics has been providing usability advice since 1989. We have successfully helped designers and engineers to produce products and systems that are easy to use, with functions and features matched to user needs. We combine our understanding of human behaviour and user-centred design with our clients' specialist knowledge of their products and markets.

## Good Usability: Business Benefits

A product or process that helps the user accomplish tasks and is quick and easy to use generally has a marketing edge over its less useable rivals. Incorporating user feedback in the development cycle can save on costs and streamlines product development. It avoids causing user frustration and at the same time reduces costly over-design by achieving the optimum match between functionality and user needs and expectations.

The Usability Professionals' Association lists these benefits:

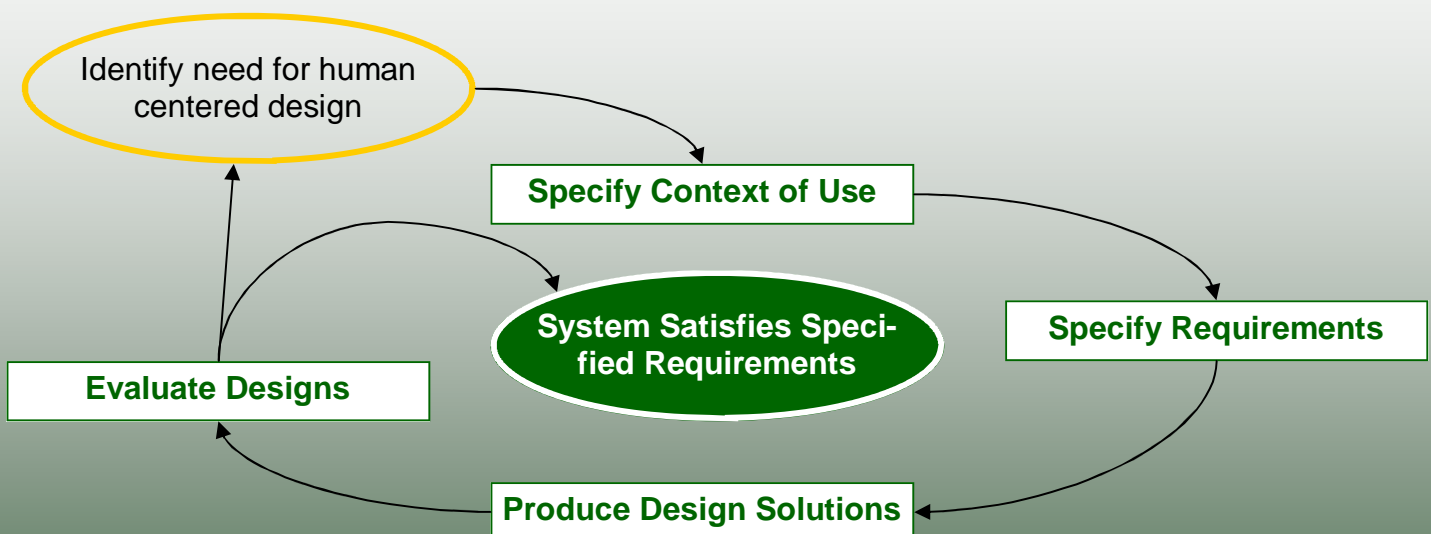
- Increased productivity
- Increased sales and revenues
- Decreased training and support costs
- Reduced development time and costs
- Reduced maintenance costs
- Increased customer satisfaction

Getting it right first time is important in today's competitive marketplace. Good usability is also important in avoiding human error and maintaining safety.

## Our Approach

Our support to bringing a product to market depends on the stage of design in which we become involved and the requirements of the client. We use specialist tools and techniques to enable us to

provide quickly a proof a concept followed by a design tested by users. Typically we follow the process set out in the International Standard ISO 13407 for human centred design:



The process is iterative, and finishes when the design meets requirements. It runs alongside and in partnership with product development.

Our aim is to provide our clients with information that will help them make design decisions to resolve potential problems in the interface or process.

We are able to support product development using CAD to demonstrate and test early design issues. Usability test and evaluation can also take place using a simple paper prototype, depending on circumstances.

### Our Experience

We have provided ergonomics and usability advice across all major industrial and service sectors. We operate from 3 UK offices but our area of operation includes Europe and the Middle East.

#### Example usability work includes:

- Counter design for several of high street banks
- Medical scanning machines
- Pharmaceutical equipment design, such as pipettes and specialist weighing equipment
- Rescue equipment for use by ambulance personnel
- Computer keyboard design for specialist applications
- Software user interface guidance for new applications

For information visit [www.hu-tech.co.uk](http://www.hu-tech.co.uk) or email: [info@hu-tech.co.uk](mailto:info@hu-tech.co.uk)

#### Hu-Tech Ergonomics

##### Guildford

81 Addison Road  
Guildford, GU1 3QE UK  
Tel: +44 (0) 1483 457441  
Fax: +44 (0) 1483 853382

##### Northampton

Saxon Court, 29 Marefair  
Northampton, NN1 1SR. UK  
Tel: +44 (0) 1604 233428  
Fax: +44 (0)1604 604 967

##### Scotland

Alloa Business Centre  
Whins Road, Alloa  
Scotland FK10 3SA  
Tel: +44 (0) 125 972 6631  
Fax: +44 (0) 125 972 6620