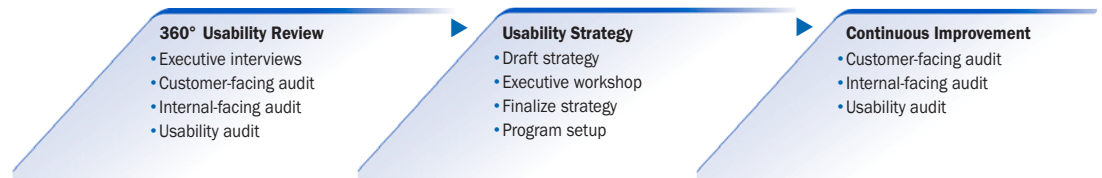


Executive Guidance



Solves This Problem

Can we create a strategy that ensures usability for both customer-facing sites/products *and* our internal systems? How can we continuously optimize user experience as our business evolves?

We Can Help

C-level executives, Vice Presidents, e-business managers, intranet or knowledge management directors, user experience champions

Description

Executive Guidance is a strategic, continuous approach to usability.

1. 360° Usability Review:

- **Executive interviews** assess priorities and challenges
- A **customer-facing audit** evaluates customer experience across targeted applications, Web sites, and other communications channels
- An **internal-facing audit** examines the core components of a usability infrastructure: methodology, staffing, standards, and toolsets
- The **usability quotient** summarizes the findings and helps prioritize your next steps

2. Usability Strategy:

- **Draft strategy**, based on outputs from the 360° usability review
- **Executive workshop**, a formally structured process to evolve the strategy
- **Finalize strategy**, documenting detailed plans and costing for stakeholders
- **Program setup** puts the organizational objectives and metrics into action through a structured, measurable usability program to achieve user-centricity

3. Continuous Improvement:

- The **customer-facing audit** cycle leverages existing customer and market data reports and prescribes additional avenues of study as necessary.
- The **internal-facing audit** systematically scans for potential improvements in your usability process and infrastructure. Metrics are continually monitored and refined.
- Your **usability quotient** helps track the continuous improvement cycle.

Key Benefits

HFI's Executive Guidance program helps you develop a usability strategy tailored to meet business objectives. The results are dramatic and measurable:

- Increased brand awareness, revenue, and productivity
- Reduced development time, training and support costs
- A customer-focused culture that fosters innovation
- An ability to leverage both current systems and new technologies

Budget

For pricing and availability, please call 1-800-242-4480 and speak with one of our account executives.