zühlke
empowering ideas

Project Note

Usability and Localization

How can the sales process of humidifiers be optimised? Zühlke and its usability specialists developed software that gives the customer's sales personnel just what they need.

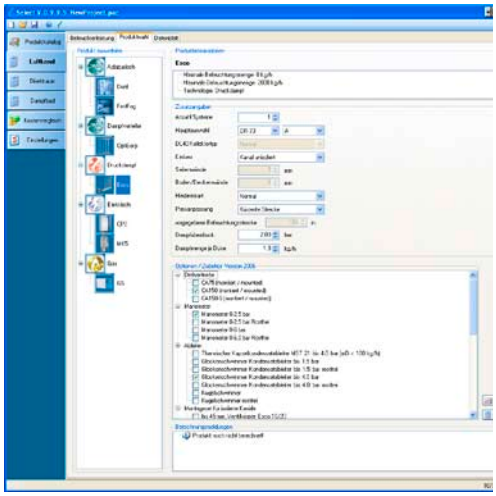
AxAir
a WMH Company

Task

A market leader in humidifiers decided to improve its sales process with new software. Sales people around the world can use this software to select and dimension the humidifier. The legacy calculation programmes were too complicated. The challenge was to create an application that could integrate the entire Condair and Defensor product range while avoiding unnecessary complexity for the sales people. Zühlke defined the requirements and the software architecture and then created the application.

Implementation

A usability engineering expert and a software architect from Zühlke discussed the requirements together with the customer. Different sales scenarios and related use cases for the new software were defined and validated in a workshop attended by participants from several different countries. The goal was to minimize and optimize the set of features. After observing the work process and briefly interviewing sales people on site, the Zühlke specialists wrote down the requirements in Use Cases and drew GUI storyboards. Based on the storyboards, Zühlke created an interactive GUI and architecture prototype and tested it with several users. In the end, the sales people had an efficient and easy to use application that much simplified the sales process.



Methods employed

User workshops

User scenarios

On-site observations

User interface design

GUI prototyping

Use case modelling and specification

Iterative approach in accordance with RUP

Customer benefits

- The software developed by Zühlke supports the customer's sales process world-wide.
- Thanks to Zühlke's experience in usability engineering, the target group received an easy to use software.
- Zühlke suggested the look of the user interface early on in the project. These suggestions were then optimised together with users in multiple iterations.

Zühlke Engineering AG
Wiesenstrasse 10a
8952 Schlieren (Zurich)
Switzerland

Phone +41 44 733 6611
Fax +41 44 733 6612
info@zuehlke.com
www.zuehlke.com

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