

Human

APPLICATIONS

# Competitor Analysis

make IT work for you

Too costly

Missing features

Too complex

Less appealing

Difficult to learn

## A Usability advantage

### Helping your sales team to win

Are you aware how well your product compares to the competition?  
Could you be falling short of meeting some customers' expectations?

Human Applications can compare the usability of your product with those of your main rivals to help you prioritise improvements.

We can find out what your customers and potential customers are saying about the usability of your product.

Give us a call to see how we can help your product stand out from the crowd.

### 01 Fresh ideas

We start by understanding the people using the technology to deliver what works for them

### 02 Experience

Our experienced professionals quickly cut through complexity to identify the core problems

### 03 Practical Solutions

We offer practical and pragmatic recommendations to help you meet your customers' needs

# Competitor Analysis

make IT work for you

Find your competitive advantage!

Do you know what your Competitors are doing?

## How does your product perform against the competition?

- Are you aware of what your competition is offering?
- Are they better meeting the needs of customers?
- Do you know what your strengths are?

It is likely that your customers have a choice to make between your software product and one from a competitor. How will they choose?

If your product does not have that important feature, appears a little dated, or is more clunky or complex to use - then you may be losing out to your competitors.

Usability specialists at Human Applications evaluate your product against others in the market place. We highlight your usability strengths and weaknesses and make practical, prioritised recommendations to improve your IT solution.

## What can I expect?

Our Competitor Analysis will review:

- Content, features and design
- Usability strengths and weaknesses
- Efficiency - in terms of keystrokes, navigation, response times etc.
- Consistency of design and interaction
- How easy the product is to learn
- Mismatches between your IT system and best working practice

We can highlight key opportunities to get your product ahead of the competition.

## Do you know what customers and potential customers are saying?

Our experienced consultants can conduct interviews to find out what your customers and potential customers are saying about your product.

This service can be used to understand:

- What usability features your customers value
- What else customers really want to have
- Strengths to highlight in marketing campaigns
- Why a customer chose a competitor solution
- Which usability improvements will help gain market share

This detailed analysis will:

- Make practical recommendations and priorities for enhancements
- Give you a cost effective way to get expert input into design enhancements

## The Human Applications advantage

We have an impressive client list from industry and commerce and a strong record of repeat business:

- Extensive experience helping IT systems developers deliver business benefits
- Expert in workflow analysis and product/process assessment
- Professional ergonomics specialists
- Independent and impartial advice
- Experienced solution designers

*Contact Jim McKenzie*