

## XPDesign™: Creates a clear line of sight between strategy and application behaviour

As far as the user is concerned, the application is the user interface. It is the only thing they and the executive can make sense of when evaluating whether the application has everything in it they need to drive their business.

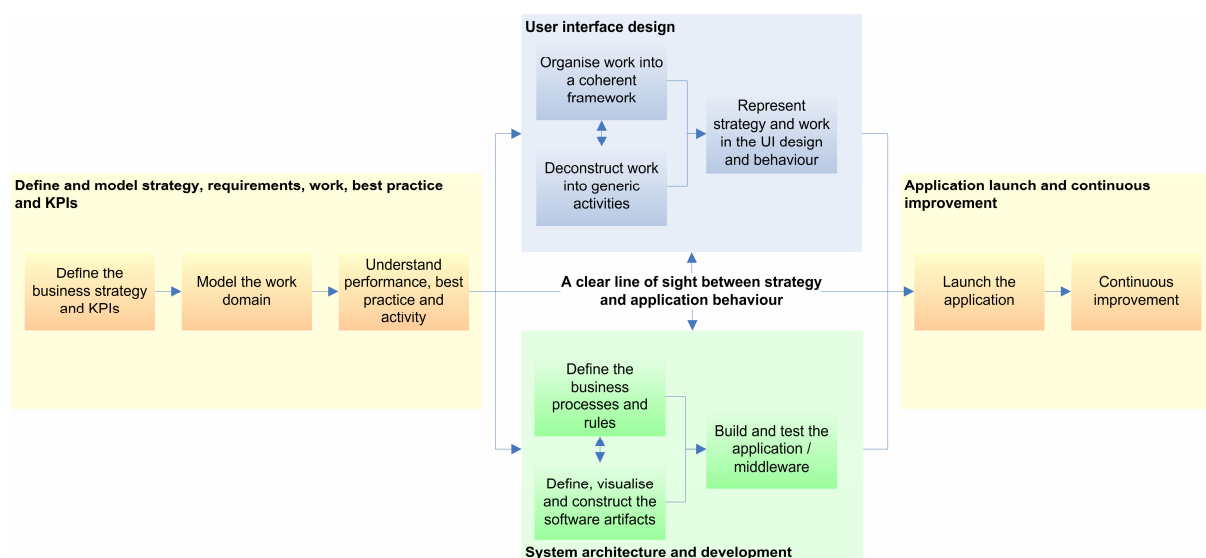
XPDesign is to IT what architecture is to the building and construction industry. It bridges the gap between requirements and design through a systematic, scientific and repeatable methodology. XPDesign gets the interface right the first time, ensuring that users and management accept it and it aligns with strategy to deliver high performance.

With XPDesign, you can see and test the full user interface all before a single line of code is written or a solution purchased – it's your assurance it will be usable and work as required when launched.

## XPDesign™ improves individual and business performance

- ◀ Delivers user interfaces that reduce the number of screens by 50 — 80%
- ◀ Makes it easy to learn and use, cutting training and support costs
- ◀ Standardises people's performance at high levels, increasing compliance
- ◀ Provides scalability and flexibility to support change, without wholesale change
- ◀ Gives you a competitive edge, providing intuitive, high value services
- ◀ Stops the endless iteration and change requests, reducing time to market

XPDesign aligns directly with system architecture and software development activities to ensure the interface can be quickly and easily implemented, and the application specification is complete.



XPDesign creates high performance user interfaces that deliver significant performance improvement for any new and existing technology applications, the first time.

## Use XPDesign™ when

- ◀ You want the fundamentals in place for scalable growth and change, without having to make major changes to the interface
- ◀ You need an enterprise wide user interface to standardise the user interfaces across multiple applications to improve productivity and reduce training and support costs
- ◀ You've implemented your ERP or CRM, but it takes more time to do things and people need unplanned training to use it
- ◀ Your end users rejected the application as being too hard to use
- ◀ Staff still use Excel spreadsheets and Access databases instead of your new application
- ◀ There are too many screens, making development slow and manuals large and confusing
- ◀ Your IT team is inundated with change requests on your applications, and all of them are fixes to the user interface
- ◀ Your customers go to your competitors because they offer better self service

## XPDesign™ deliverables

- ◀ A user interface architecture to provide scalability and flexibility over time
- ◀ All user interface designs for the entire application
- ◀ A complete user interface specification describing all behaviour and interaction, ready for handover to the development team to code, without interpretation

## Results delivered

- ◀ A 20% increase in satisfaction across almost 2,000,000 customers, following redesign of retail internet banking
- ◀ A 1,000% increase in online customer self service, away from the call centre
- ◀ A 50% reduction in the number of screens for a self service website
- ◀ A 50% reduction of misdirection rates with a call routing system (speech, touchtone, auto response, and IVR)
- ◀ Redesign of an employee self service intranet, reducing screen count by 60% and increasing functionality and compliance with procedure and satisfaction
- ◀ Design and testing of a speech recognition system providing a high level of satisfaction and a 66% reduction in misdirection rates
- ◀ A 75% reduction in the number of steps in a banking and finance application, with an associated reduction in the need for training and support
- ◀ Complete acceptance and buy-in, across competing business units, for a new online customer acquisition website, reducing iteration and increasing time to market

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