

## Certified Usable™: Confidence that your technology is user friendly

Whether you're selling technology or using it to service staff or customers, Certified Usable is your guarantee that end users can use it quickly and easily, without error and with satisfaction.

For vendors, Certified Usable allows you to genuinely make the claim that your technology is user friendly. Your customers are assured that it will do what they want and be easy to use, out of the box.

For purchasers, Certified Usable gives you peace of mind that the technology you're buying will be usable for your staff or customers. If it isn't Certified Usable, find one that is, or ask the vendor to get certification before you buy.

Usable technology drives business performance:

- ✓ Improve customer satisfaction and retention
- ✓ Increase repeat usage and referrals
- ✓ Increase sales and profitability
- ✓ Compete more effectively
- ✓ Reduce helpdesk, training and support costs

## Certified Usable™ is for all business and consumer technology

- ✓ Self service (e.g. internet banking, account management, speech systems, IVRs, intranets and extranets)
- ✓ Productivity and business software (e.g. ERP, CRM, workflow and other desktop applications)
- ✓ Consumer electronics (e.g. PVRs and home theatre equipment)
- ✓ High technology (e.g. GPS, mobiles and PDAs)
- ✓ Complex high risk applications (e.g. process control and mission critical applications)

When your technology passes our testing process with end users, we grant the use of the Certified Usable logo on the technology, its packaging and website.



*With Certified Usable™, your customers are that much easier to attract, satisfy and retain.*

## How Certified Usable™ works

Certified Usable is a rigorous process of usability testing your technology with an appropriate and representative sample of your end users / customers. Our testing consultants are skilled in the psychology of human observation to ensure sensitivity to users and minimise any biases.

In general, your technology is Certified Usable when 90% of the sample of end users can complete 90% of key tasks:

- ✓ With minimal assistance (e.g. reading the printed help / user manual, using online support / manual / help)
- ✓ Within a reasonable time (e.g. x minutes +/- 10%)
- ✓ Without error
- ✓ With satisfaction (e.g. at least 80% satisfaction measured by a questionnaire)

These criteria may vary depending on the purpose of your technology and the nature of end users.

## Granting Certified Usable™ for your technology

After testing, the performance of your technology is compared with the established criteria. If it meets or exceeds the criteria, we deem it to be Certified Usable and you can use the logo on your technology, its packaging and website.

Going forward, any changes you make to your technology must be done in conjunction with PTG Global so it maintains its Certified Usable status.

If your technology does not pass the Certified Usable testing process, the report includes detailed analyses of usability issues, their causality and clear and practical solutions. We can work with you to improve the user interface and then you can then resubmit for testing.

## The Certified Usable™ Guarantee

We guarantee that, on average, 90% of users can complete 90% of tasks with minimal assistance, within a reasonable time, without error, and with at least 80% satisfaction (based on a random sample of at least 300 end users using a Certified Usable™ technology product).

The Certified Usable Guarantee is backed by our Professional Indemnity Insurance.

The PTG Global website contains a list of all Certified Usable technology for customer verification.

For more information, please contact PTG Global on  
1300 660 973    info@ptg-global.com    www.ptg-global.com