

## Fast Facts

### Founded

2002

### Headquarters

Oakville, Ontario, Canada

*"It was essential that our new website was easy and intuitive for our users, and yet it also had to host a library of documents from the last ten years, as well as a series of active documents, application forms, and guidelines for at least seven funding programs. Ergonaute Consulting's expertise focused our efforts on the user needs which informed everything from the website architecture, navigation, art and organization of information. In the end, Ergonaute Consulting delivered a superb website and user experience that exceeded the expectations of our clients."*

*[J. Arnold, Director of Communications, The Canadian Television Fund]*

## Contact Information

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# Corporate Overview

## About Ergonaute Consulting

Ergonaute Consulting specializes in usability and experience design. We help organizations achieve their goals by optimizing how users and customers interact with their systems. We analyze, design, reengineer and evaluate user interfaces to improve user performance and experience.

Our usability experts specialize in reengineering user interfaces to make them easy to use and more adapted to the tasks performed. They use ISO compliant methodologies and have a proven record of success.

## Why Ergonaute Consulting?

- Experience** Our consultants are simply experts.
- Trust** We are in business to build long-term relationships with our clients.
- Results** Our focus leads to improvements in ROI for the client.

## Industry Expertise and Project Examples

- Software** Design of a Windows based multilingual spell and grammatical checker. Design of a Web based predictive segmentation and targeting system for mutual funds.
- Healthcare** Design of a video-conferencing booking tool linking doctors with patients. Design of a unified community engagement tool for the Ontario local health integration networks.
- Telecom.** Design of a unified communication system.
- Electronics** Design of a multimodal user-interface for an experimental rover.
- Manufacturing** Usability improvement of a speech recognition system in warehouses, and training of designers for monitoring workstations.
- Government** Reengineering of a fire operations support system. Evaluation of an online grants management system.
- Finance** Reengineering of a safety deposit box management software. Design of a fully-outsourced portal solution for mutual fund dealers, and for financial planning and wealth management firms.
- Not For Profit** Evaluation and redesign of many Web sites for the public and for professionals including the fundraising components.
- Media** Information architecture of many media sites.
- Education** Evaluation of applications and games for kids, a site to help students with their homework and a portal to offer teachers training and resources through online learning modules.

## Why Usability and User Experience?

**“Usability is not an art. It is an engineering process supported by a number of standards.”**

- ISO 13407
- ISO 25062
- ISO 9241-110
- AFNOR Z67-133-1
- ISO 10075
- ISO/IEC 11581
- ISO/IEC 15910
- Etc.

*“The usability evaluation allowed us to better define our system's front and back office and discover important underlying process issues in our program. It helped us think more clearly and accurately about the important aspects of our application that need improvement and in some cases redesign.”*  
[A. Sirota, Manager, Ontario Ministry of Small Business and Entrepreneurship]

**Usability** is the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use. (ISO 9241)

### Benefits for applications

- ⇒ User friendly
- ⇒ Faster to learn
- ⇒ Faster to use and execute tasks
- ⇒ More adapted to users needs and patterns of work
- ⇒ Optimized to minimize user errors

### Benefits for web sites

- ⇒ Intuitive
- ⇒ Easier to find information
- ⇒ Increased visibility & traffic
- ⇒ Increased registrations or downloads
- ⇒ Alignment of the front office user interface with back office processes

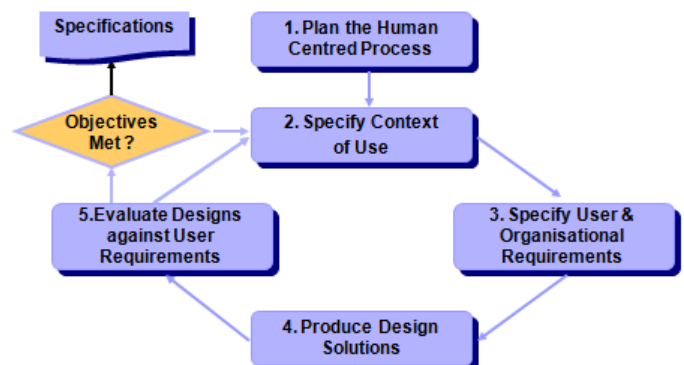
### Benefits for your business

Usability projects have tangible benefits that can translate to a greater ROI than almost any other strategy you adopt to redesign your site or application:

- ⇒ Benefit from innovation and creativity.
- ⇒ Decrease development, training and customer support costs.
- ⇒ Increase sales, conversion rates, adoption and loyalty.
- ⇒ Optimize employee productivity and performance.
- ⇒ Lower investment risks.

**Experience Design** goes beyond usability. It includes many components such as business objectives and processes, content, user objectives, context, strategy, etc. It also includes facets such as usefulness, desirability, innovation, accessibility, value, findability, credibility, etc.

**Our Methodology** uses a user centered design approach based on ISO 13407.



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## Services

### Our Clients

Our clients include companies such as:

- Ministry of Natural Resources of Ontario
- Ministry of Economic Development & Trade
- TFO / TVOntario
- Heart and Stroke Foundation
- Cancer Care Ontario
- Canada Post
- Canadian Television Fund

*"The usability recommendations and the workshop offered by Ergonaute Consulting were an eye opener on how proper user interface design can significantly improve the productivity and satisfaction of our clients."*

*[B. McCaw - CEO, HomeBank Technologies Inc.]*

*"The redesign performed by Ergonaute is expected to result in a 40-50% increase in sales including 20% to be gained directly from the competition."*

*[C. Coulombe - VP of Products and R&D, documens]*

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### Strategy

- ⇒ End to end experience strategy
- ⇒ Web strategy
- ⇒ Competitive analysis

### Research

- ⇒ User research including personas, scenarios of use, cognitive task analysis, etc.
- ⇒ Innovation discovery
- ⇒ Concept research and design
- ⇒ Product and market research
- ⇒ Business patterns discovery and mapping
- ⇒ User and content requirements analysis

### End to End Design

- ⇒ Product design for software or hard products
- ⇒ Business process design and mapping
- ⇒ Interface design for Web, text, Windows, speech, etc.
- ⇒ Information architecture and prototyping
- ⇒ Facilitation for participatory design and JAD sessions
- ⇒ Corporate brand design
- ⇒ Corporate Guidelines

### Evaluation & Testing

- ⇒ Lab and remote usability testing
- ⇒ Heuristic evaluation and expert audits
- ⇒ Accessibility compliance audits and testing

### Optimization

- ⇒ SEO, Web analysis & optimization
- ⇒ Ongoing research

### Training and Workshops

- ⇒ Usability testing
- ⇒ Designing the user interface
- ⇒ IVR usability guidelines
- ⇒ From requirements to UI specifications
- ⇒ Applying ISO 13407: Human centred design processes for interactive systems