

Increasing Productivity and Decreasing Costs Through Better Usability

A 37signals Case Study

A marketing firm knew that their extranet site was too hard to use. They turned to 37signals and we helped them reduce the time required to perform common tasks on the extranet by 42% and improve overall usability by 25%.

The extranet site is the primary source of revenue for the company, but through years of organic growth it had become complex and unwieldy. Productivity of the firm's employees was lagging and training and support costs were on the rise.

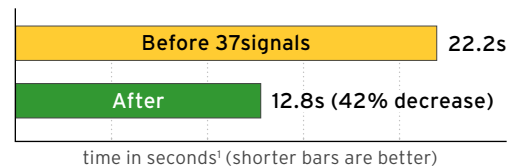
Using our common sense approach and process we provided the firm with:

- a usability review
- usability recommendations
- revised process flows & page diagrams
- revised HTML templates
- a development guide

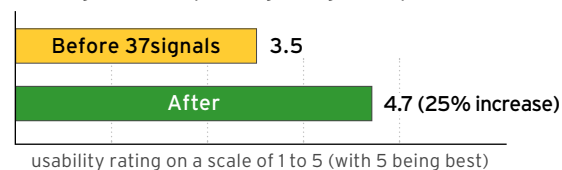
A usability test was conducted to measure the effectiveness of our revised HTML templates vs. the existing extranet.

Results of Usability Testing

Average time to complete common tasks

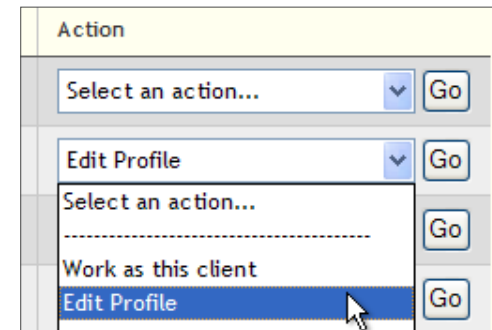


Average usability rating assigned by testers



¹ server response time was factored out of completion times

The results were dramatic; a 42% decrease in the time required to perform common tasks and a 25% increase in usability as reported by the test participants.



We redesigned the home page to include shortcuts, like those shown above, providing employees direct access to common tasks. The old site forced employees to click through multiple screens to get to these same tasks. "This is huge!" exclaimed one usability tester upon seeing this feature. "When can I use it?" was the reaction of another.

37signals Can Help You Too

37signals is an elite team of expert web design and usability specialists dedicated to keeping design simple, clear, usable, and affordable.

To learn more, give us a call:
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Or reach us online:
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