



## SignalDemand Customer Usability Assessment

Customer Usability Assessment is a value-add services offering from SignalDemand.

The Customer Usability Assessment supports SignalDemand's emphasis on helping your organization quickly realize measurable value from our application. We work with you from the beginning phases of an implementation through go-live to make sure that users understand and effectively use SignalDemand. Post-deployment, the Customer Usability Assessment provides you with a structured approach for continuing to drive adoption to ensure that SignalDemand becomes an integral part of daily decision making.

**The primary objectives of the Customer Usability Assessment are to:**

- Understand end users' perceptions of the application's usability post-deployment.
- Provide insight on both value and pain points to facilitate rapid prioritization of actions to improve adoption.
- Identify potential functionality and process enhancements to increase overall value delivered to users.

## Customer Usability Assessment Process

The entire Usability Assessment Process spans roughly a 3 to 4 week period. Depending on the number of users and their locations, SignalDemand's usability experts spend one to two days onsite conducting user interviews and observations. We respect your time and make every attempt to minimize disruption of daily work processes by scheduling meetings when most convenient to users.

### Features

- Customer-centered approach to understand user perceptions and increase application value for users
- Actionable suggestions to increase user confidence
- Structured approach to allow quick prioritization of next steps
- Rapid identification of process alignment issues

### Benefits

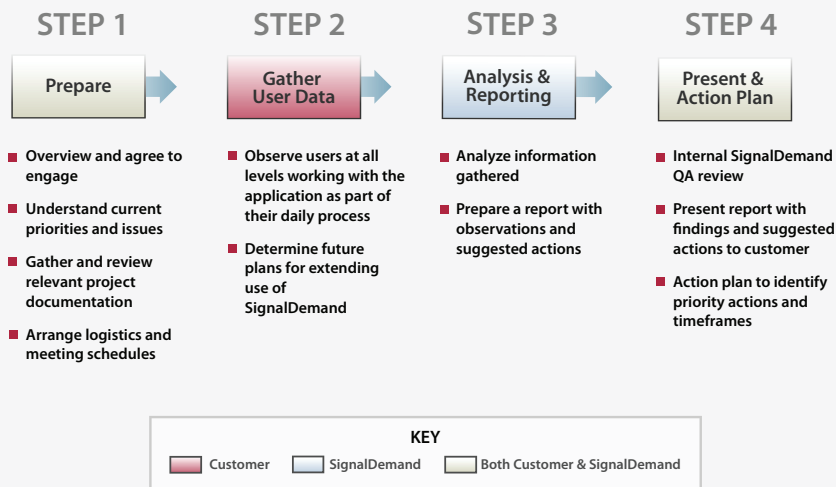
- Customer Usability Assessment targets areas that lead to improved application usage and effectiveness.
- Onsite user interviews and observations are performed by a highly experienced SignalDemand team skilled at uncovering root cause issues inhibiting usability.
- Practical recommendations are implemented quickly and lead to immediate increases in usage.

### Deliverables

Our Customer Usability Assessment provides your organization with the insight needed to maximize the value derived from the SignalDemand application. The results of our assessment are delivered in a variety of ways:

- PowerPoint report with detailed findings and suggested actions required for improvement
- Evaluation of users' experiences with the application
- Identification of "quick wins": process changes that can be implemented immediately for rapid results
- Practical suggestions to improve user confidence and adoption
- Collaborative action planning meeting to determine priority and ownership of suggested actions

### Steps in the Assessment Process



*The Customer Usability Assessment helps customers continue to drive usage post deployment by diagnosing and identifying specific actions to bridge the adoption gap.*

## About SignalDemand

SignalDemand provides manufacturers with on-demand software and services to achieve maximum profit margins in the face of volatile markets and increasingly complex pricing decisions. Using patented, comprehensive mathematical models to process thousands of variables, SignalDemand's technology allows customers to adjust supply and pricing on a continual basis. By recommending best price, supply utilization and product mix in moments, SignalDemand enables better day-to-day decision-making. Industry leaders rely on SignalDemand for immediate and ongoing improvement of financial performance. For more information, please visit [www.signaldemand.com](http://www.signaldemand.com).



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