



Tec-Ed

Connecting People
and Technology

Tec-Ed's user research services deliver vital insights about the world of your customers. Together with your team, we observe and analyze people's actual experiences and behavior with your products. Based on user data, we create innovative designs at successful companies around the world.

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Case Study: Emerson Climate Technologies BI Dashboard

Background and Challenges

Emerson Climate Technologies wanted to develop a web-based business-intelligence dashboard for retail customers that linked installed products from multiple facilities as well as call center services provided by Emerson.

Objectives

- Demonstrate a simple, easy-access, unified interface for a diverse retail audience.
- Explore how to brand and integrate all offerings, including analysis and reports.
- Sample the architecture, navigation, layout, functions, and look-and-feel that such a tool could offer.
- Develop a customer-ready demo in 5 weeks.

Solutions

- Three days of participatory design sessions with retail customers, developers as well as sales and marketing teams
- Three rapid development cycles (sketches, wireframes, and prototype) within two weeks
- Scripting and internal "dry run" presentations for prototype
- Technical support throughout 4-day customer conference

Results

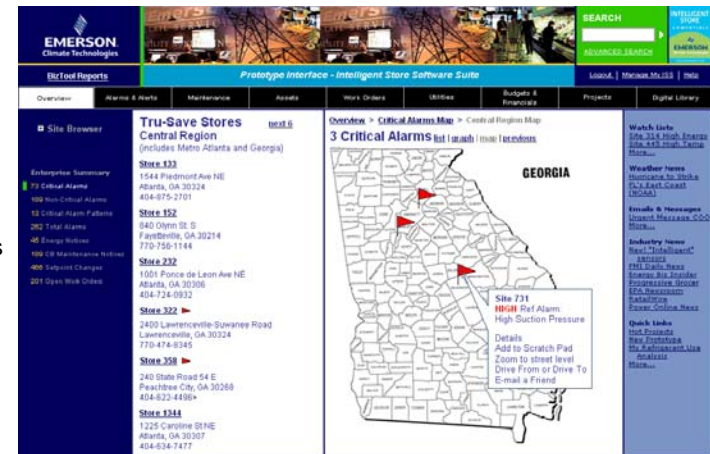
The TE-Emerson team

- Met the exceptionally tight 5-week end-to-end (conception to functional prototype) deadline for this project
- Explored a variety of navigational, structural, visual, and functional solutions for Emerson audience tiers
- Provided an effective high-fidelity prototype that conference attendees were able to interface with an understand how offerings fit together and could improve their operations



The Customer

Emerson Climate Technologies is the world's leading provider of heating, ventilation, air conditioning, and refrigeration solutions for residential, industrial and commercial applications.



"Tec-Ed generated a working prototype in a very short timeframe. It showed our customers how our software could meet their needs and provided our engineering team feedback as to how to meet customer needs in future developments"

--Matt Lauck, Marketing Director – Retail Solutions