



# ideal interfaces

You want to take advantage of the latest technology to enhance your business, but people don't always behave the way you expect, especially when dealing with new technology. Expert advice and good functional design at the outset will maximise your opportunity for higher returns and improved business success.

**ideal interfaces** provides services to help you to ensure your customers can use your technology in a way that is beneficial to them and supports your business goals.

In order to maximise the effectiveness of the technology, we assist our clients to understand how people will interact with their technology and why they use it. We understand that this use of technology does not exist in a vacuum and therefore also examine the issues around the technology itself.

Customer issues	Business issues
<ul style="list-style-type: none"><li>- current way of doing things</li><li>- potential impact of your technology</li><li>- how they use technologies from other companies</li><li>- how they use other technologies you provide</li><li>- how they would like to use your technology</li></ul>	<ul style="list-style-type: none"><li>- current positioning and technology offerings</li><li>- your customers' usage levels of your technologies</li><li>- your business goals</li><li>- impact of a new technology on other aspects of your business</li></ul>

We do this through our core services, listed below, which are implemented, as appropriate, throughout the technology development lifecycle.

This document outlines the services provided, the technologies covered and the professional experience of **ideal interfaces**.

## Core Services

**ideal interfaces** offers the following services. These services can fit into different phases of the technology development lifecycle.

### **customer experience consulting**

Drawing upon our experience and knowledge of people interacting with technology, we can provide insight into the likely needs of the customer and potential customer behaviour so your business can consider customer response from the outset of the project.

### **interface evaluation**

Gain expert feedback on how to improve your interface design, so it's easier for your customers to use.

### **interaction flow and interface wireframe design**

Perfect the taskflow and screen layout, before you apply the graphic design.

### **usability testing**

Using real world tasks, see if your customers can find the information, or use the services, they need. Identify areas for improvement before your technology goes live.

### **focus groups**

Find out what your customers think of your technology and your competitors. How do they use technology and how would they like to use it.

### **onsite usability research**

Discover how your customers behave outside the lab and how they can incorporate your technology into their daily lives.

### **emerging technology consulting**

Be informed of what's new in technology to keep one step ahead of competitors, reach more customers, and provide a better service.

Note: **ideal interfaces** does not do development or graphic design. This allows us to provide an unbiased opinion of design.

## Technologies

The services on the previous page can be applied to a range of technologies. Although the same process approach is generally taken, it is enhanced with experienced knowledge in each specific technology.

- mobile devices
- websites
- interactive television (itv)
- speech interfaces
- interactive voice response systems (ivr)
- kiosks
- in-car systems
- software
- intranets and extranets

## Clients

We can work with the following client groups and tailor our deliverable to their specific needs.

### **corporate clients**

Provide customer insight and research and to provide a customer advocacy role to the technology development process.

### **advertising and design agencies**

Assist with interaction design and provide an independent quality assurance on the usability of the technology, before they put it forward to the client.

### **developers**

Assist with interaction design and provide an independent quality assurance on the usability of the technology, before they put it forward to the client.

### **government bodies**

Implement strategies to ensure the public or staff are involved in the development processes in order to create user friendly and cost-effective services.

### **venture capitalists**

Gain independent insight into the customer appeal of new technologies or how they can be incorporated into new products.

## About ideal interfaces

**ideal interfaces** is a new company, incorporated in September 2003.

**ideal interfaces** is Oliver Weidlich. With extensive experience in usability consulting, the person who scopes and quotes your project will also be the person to deliver the service.

Oliver has a background in psychology, and he applies his understanding of people to examine how they interact with technology. Experience in organisational psychology also assists him in understanding people's taskflows and how businesses behave.

Oliver has extensive prior experience delivering usability services, to great client satisfaction. In previous consulting roles his clients have included:

- Qantas
- Motorola
- Holden
- Suncorp
- NRMA
- Colonial First State Investments
- NSW State Government Departments
- Optus
- Hutchison (3)
- Telstra
- Vodafone
- Orange
- Foxtel

Oliver has experience and a skillset that is arguably unique in Australia and rare around the world. He has conducted significant usability research, reviews, testing, reporting and project management across a variety of technologies, shown below.

	Interface Evaluation	Usability Testing	Focus Groups	Interaction Flow and Wireframe Design	Onsite Research
mobile	Yes	Yes	Yes	Yes	Yes
web	Yes	Yes	Yes	Yes	Yes
iTV	Yes	Yes	Yes	Yes	
speech	Yes	Yes	Yes		
ivr	Yes	Yes	Yes	Yes	
kiosk	Yes	Yes		Yes	
in-car	Yes	Yes			Yes
software	Yes	Yes			
intranet	Yes		Yes		

## More Details on Mobile Device Experience

Oliver has a significant interest in the development of mobile devices and their applications, especially the social implications of their usage, such as sms and smart mobs.

Below is further detail about the work he has conducted on mobile device projects in prior roles.

### 2G

- Written style guides and documentation for WAP
- WAP portal information architecture and design
- Extensive usability testing of WAP on mobile devices
- Usability studies on mobile devices and web service integration
- Mobile device application design recommendations
- Written help content for mobile devices based on learnings in usability sessions
- Applied instructional design principles to ensure customers could understand and use the help information
- Recommendations on marketing material based on findings from usability testing
- High-level hardware design recommendations
- Business recommendations on implementation of third party WAP services

### 2.5G

- Expert usability evaluation of three mobile device portals available over USSD, WML, XHTML and HTML
- Competitive review of three different 2.5G services, identifying the strengths and weaknesses of each

### 3G

- Expert usability evaluation of mobile device user interface and application flows
- Usability testing of mobile device content with customers
- Usability testing with customers on early prototype screen flows

## Industry Involvement

Oliver is a member of the Association for Computing Machinery (ACM) and is also involved in the usability and technology industries at large, including writing, speaking, judging, attending conferences and providing interviews. Some of these engagements are outlined below:

### Published Articles

"What's Coming Next for Mobile Marketing" (Author)  
Article in Mobile Marketing Awards Newsletter  
August 2003

Speech Technology article for ZDNet web edition (Author)  
Speech Tech: 'Hey I'm talkin' to you!'  
October 2001  
<<http://www.zdnet.com.au/newstech/communications/story/0,2000048620,20261133,00.htm>>

Invited to write a book on Mobile Commerce  
McGraw Hill

M-Commerce article for ZDNet web edition (Author)  
M-commerce Special: Coming soon to a mobile near you: An overview of m-commerce and what it can offer for the future  
March 2001  
<<http://www.zdnet.com.au/newstech/ebusiness/story/0,2000024981,20212565-1,00.htm>>

Music Technology article for ZDNet web edition (Author)  
MP3 Special: Let the music play  
March 2001  
<<http://www.zdnet.com.au/newstech/enterprise/story/0,2000048640,20209227-1,00.htm>>

### Invited Judge

Ericsson Frontier Competition (Judge)  
Sydney, August 2003  
Assisted Ericsson in judging the Australian and New Zealand mobile applications competition

Australian Interactive Media Industry Association Awards (Judge)  
Invited to judge the New Media category  
January 2003

Sony Ericsson J2ME Mobile Device Application Competition (Judge)  
Sydney, July 2002  
Assisted Sony Ericsson in identifying suitable J2ME mobile device applications for inclusion with their product.

## **Conferences**

O'Reilly Emerging Technologies Conference (Attendee)  
Santa Clara, USA, April 2003

Computer Human Interaction Conference (Attendee)  
Fort Lauderdale, USA, April 2003

OZCHI Conference (Attendee)  
Melbourne, November 2002

Location Based Services Conference (Speaker)  
Sydney, November 2001  
The impact of Location Based Services on the customer experience and associated usability considerations

OZCHI Conference (Attendee)  
Perth, November 2001

WAPSOL Wireless Horizons Seminar Series, Germany (Invited Speaker)  
Invited to speak on Mobile Commerce at a conference in Germany.  
Session agenda approved. Due to conference marketing issues this did not take place.

WAP Usability Methods workshop (Presenter)  
OZCHI Conference - Sydney, 2000

## Summary

Oliver's personal goal is to enhance people's lifestyle by making technology easier for real customers to use. He has watched people around the world struggle with technology, and takes their advice on how to make it easier to use and combines this information with knowledge of human behaviour and technology.

## Contact Information

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