

Are you frustrating your customers?

*We know you don't mean to...*



*“It’s easier to use  
an eraser at the  
drafting table  
than a sledge  
hammer on the  
work site.”*

*~Frank Lloyd Wright*

**TECED**

# TecEd Can Turn Frustration Into Successful Customer Experiences

**Delivering an application, device or website that is frustrating to use creates a domino cost effect:** customers may leave, each tells an average of ten other people about their negative experience, and you don't meet your business goals. Add re-design costs — a problem discovered after release costs 40 to 100 times more to fix than during development — plus the challenge of regaining customers' confidence, and you have a costly burden.

Eliminate unintended customer frustration by including user research in your product design process. Whether in the initial design phase or when updating features, TecEd can help you deliver a quality experience with products that are easy and efficient to use.

*“User experience professionals are loss prevention experts. Frustrating devices and interfaces, confusing navigation, and unfamiliar terminology all reduce profitability — investing in user experience is a proven way to prevent these losses.”* —Stephanie Rosenbaum, *Founder and CEO*, TecEd, Inc.

[www.teced.com](http://www.teced.com)

*“... now it's about the entire experience, the product, the story, the user interface—all the facets that companies have to provide today.”*

~Yves Behar, *Founder*, Fuseproject



**Turn to TecEd to build loyalty and revenue with product user interfaces that work**

**Web    Mobile    Devices    Software    Services**

## **Research Early**

Identify problems early to avoid more costly fixes later

## **Evaluate Appropriately**

We guide you to know what to test, why, and how

## **Design Effectively**

User-centered design meets your customers' goals

## **Learn More**

View [case studies](#)

## **Talk to the TecEd Experts**

With thousands of client successes, we are your go-to resource for advising, planning, and delivering:

- [User interface design](#)
- [Market/user research](#)
- [Online surveys](#)
- [Usability testing](#)
- [Accessibility evaluation](#)
- [Information architecture](#)
- [Content development](#)
- [Training](#)

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Call today for a complimentary consultation and learn how we can help you deliver great customer experiences.

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Some of our valued clients:

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**TECED** user experience  
research and design

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