

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 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

“... 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:



TECED user experience
research and design

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