



INTERACT 2003 - Bringing the Bits togETHER

The Business Case of HCI

Workshop #4

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Objective

- Compile arguments how to sell HCI to
 - CEO
 - Project / Product Manager



Agenda

- Introduction & Objectives
- Your key experiences when you sold HCI
 - To a specific project/product
 - To a company/organisation
- Elaborate Arguments for E-Commerce Scenario
- Roleplay (5 Min each)
- Wrap Up --> Summarise into a Poster



Types of Projects

Properties of a project:

Number of Users	Frequency of Usage	Interna / External	Safety Risks	
few	once	internal users (employees)	none	Support Application
many	sometimes	external users (partners)	financial damage	Website
the public (casual users)	often	external users (customers)	physical damage	Product



Scenario:

Development of an E-Commerce Site

Properties of this project:

Number of Users	Frequency of Usage	Interna / External	Safety Risks	Type of Software
few	once	internal users (employees)	none	Int. Application
many	sometimes	external users (partners)	financial damage	Website
the public (casual users)	often	external users (customers)	physical damage	Software Product

- Brick-and-mortar company who wants to start to sell over the Internet
- Initiation Phase: Management decided that they want to launch a profitable site to sell their products - Shopping Site, selling retail and wholesale technical products (Power Plugs, Cables, Adapters, etc.)
- Selling in the German speaking countries
- 2 Competitors in CH, 6 in DE, 3 in Austria.
- Web-Development is planned inhouse, supported by external consultants/service providers



Approaches to Sell HCI

- Locate data on customer and/or operator experience which could improved
- Return on Investment of HCI activities
- Influence the Project Organisation
- Establish universal Benchmarks
- Unified Terminology
- ...

