



## Internet Phone Usability Case Study



**Customer:** Group 3 Technology  
**Web site:** [www.ePhone.UK.net](http://www.ePhone.UK.net)  
**Location:** Birmingham  
**Sector:** Research & Development  
**Industry:** Tele-communications

### Customer Profile

Group 3 Technology (G3T) are an established leading UK software design and development organisation specializing in VoIP (Voice over internet protocol).

They have successfully developed a 'Plug & Go' Broadband Internet Phone as well as a complete platform for VoIP Operators that is compatible with, but goes beyond, conventional SIP networks.

Extensive experience and unbiased approach ensure the highest quality products are developed using their patented *NET*work Portal engine and e2e technology™..

### Services

- Voice Over Internet Protocol Systems & Hardware Development
- Network Operator
- Automated Provisioning & Activation (PAC)

### UCE Birmingham Solution Provider

User-Lab



## Group 3 Technology create industry first plug and go Internet Phone with UCE Birmingham research Programme

"Improving the User Experience with new technology is a difficult challenge made easier with the skills and experience of the User-Labs. The ePhone is now leading the industry thanks to the ability to offer everything a customer needs to make high quality, inexpensive phone calls, in one simple, easy to use device."

Gerald Leighton, CEO, Group 3 Technology Ltd

### <<Business Opportunity>>

Voice-over-internet (or VoIP) Technology is no longer an emerging technology, but a serious contender in the international telecommunications industry. In the past 2 years it has become an increasingly crowded sector.

Group 3 Technology (G3T) has developed VoIP applications since 2000. In 2005 G3T identified a strategic need to develop a simple-to-use internet phone that is independent of a PC and can be used anywhere in the world.

In order to gain a competitive position in the marketplace the following specific issues were highlighted:

- Need for a plug & go Internet Phone
- Positive 'out-of-box' experience
- Automatic set-up of internet phone
- Independent of a PC
- Reduced need for technical support

### Solution

G3T selected User-lab as its strategic partner due to its international reputation for providing independent analysis of consumer goods over the past decade from their unique facilities in Birmingham.

A comprehensive brand experience programme was implemented by User-lab to meet the business requirements:

- Usability testing of complete 'out of box' experience including installation and operation of the internet phone
- Comparison of existing software based technology and PC-free internet phone
- Audit and refined online processes

### Benefits

- 100% task success rate
- Improved Installation Guide
- 100% Successful Installations
- No technical Support Required
- 100% Independent of a PC





### Understanding the User Experience

The User-Lab is a non-profit making organisation that was developed through Higher Education Funding Council for England funding.

The lab is a purpose built research centre at Birmingham Institute of Art and Design.

The lab undertakes commercial and academic projects focusing on user-testing, design research and consultancy, user-centred design and product and service audits.

User-Lab clients include The BBC, Birmingham City Council, The Environment Agency; The Healthcare Commission, and Wolters Kluwer.

### Address and Contact Details

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### About UCE Birmingham

UCE Birmingham prides itself on the ability to support and develop businesses in the West Midlands. To date UCE Birmingham has worked with over 1000 businesses and has managed over £48 million in business funding that has directly benefited the regional business community. Our solutions deliver business benefits which affect bottom line, including increased sales, decreased costs and access to new markets.

UCE Birmingham is more than a university - working with UCE Birmingham enables businesses to access a vast resource pool. With over 2000 staff, state-of-the-art technology and extensive expertise, UCE Birmingham is uniquely positioned to offer new ways of working.

UCE Birmingham offers a creative, professional and enterprising approach to business.

For more information on business at UCE Birmingham, contact :

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