



Market Research Case Study

Background

Net6 is the leading provider of business applications for use on the screens of IP telephones and mobile devices. In addition, customers and developers can easily convert any existing HTML/XML application using their "point-and-click" Design Studio development environment.

In 2003 they spotted a market opportunity for delivering prepackaged applications to IP telephones in the enterprise environment. Their goal, to become a dominant player in the hotly developing enterprise, IP application market.

Challenge

Net6 engaged Design Interpretive to identify which of their applications concepts would have the greatest market impact as well as identifying potential barriers to adoption of these product offerings. Consistent with research findings, Design Interpretive supplied Net6 with Interface solutions targeted at a range of user skill levels addressing their feature rich, but potentially daunting collection of applications.

Process

Design Interpretive created multiple simulations of the proposed applications and conducted research with IT/IS managers within targeted Enterprise sectors to identify the necessary functionality and desired value to the particular business. The research highlighted the importance of addressing productivity, security and directory features in the first release of the suite of applications. In addition, critical insights to the adoption of the new applications were captured for Net6's development team.

This highly valued application suite has enabled Net6 to take an early leadership position in this burgeoning marketplace.



The final application interface of Net6's ScreenTop product with menu, icon list and navigation soft-keys.



ScreenTop shown on a potential Net6 phone set.



An IP telephone design tailored to Net6's various applications.

