

## CASE STUDY PAXTON ACCESS

Paxton Access is a global organisation that has over 30 years' experience in designing IP access control, door entry technology and smart building systems for use across a range of verticals, including education, public sector, commercial enterprise and healthcare.

The company is headquartered in Brighton, employs over 270 people and exports its smart building technology to more than 60 countries worldwide.

Having a user-friendly management portal for configuring and controlling its extensive product range is therefore integral to efficiency, productivity and ultimately profitability.

### THE OPPORTUNITY

In 2015 Paxton Access embarked on a technology refresh to simplify functionality for one of its core products, with a view to launching a new product version that would not only deliver a better user experience but would also feature the company's most recent smart building technology and security applications as standard.

Realising that many in-house designers had limited knowledge of UX design principles, a key factor to successfully designing user-centric websites, Paxton Access' training division began looking for experienced UX training houses to run an onsite programme.

Akendi was finally selected as the preferred supplier to carry out a bespoke training course titled "Introduction to User Experience Design and Thinking" because of its extensive experience and understanding of the subject and longstanding market reputation.

During the training course, it became apparent that Akendi could assist the company with many other aspects of its product development requirements, so on completion of the course, Leo Poll, (President of Akendi UK) and his team were commissioned to carry out an extensive review of the Paxton 10 system user interface and to make recommendations for improvement.

### KEY PROJECT REQUIREMENTS

- Review and carry out cognitive load testing of the Paxton 10 system
- Carry out heuristic review of the Paxton 10 system
- Make recommendations for future product development plans
- Implement effective Cognitive load testing and button placement for website accessibility purposes

## THE APPROACH

Prior to preparing a detailed review of the Paxton 10 system and to improve the design of the new website portal, Akendi completed a heuristic evaluation of the website interface from a usability perspective, which revealed over 200 areas for improvement.

The evaluation involved the following processes:

- Cognitive load testing (from a user perspective) for better user flow to encourage engagement and avoid drop-offs, thus delivering seamless experience
- Detailed review of button placement – to improve usability
- UX research to understand the requirements of different user personas

The review confirmed that Paxton's website was overly complicated from a usability perspective and this was impacting end user engagement with different products, resulting in high drop off rates. Akendi presented all their findings to Paxton's management team so they could be incorporated into the company's overall product development programme.

## IMPACT

As a result of the consultancy service provided by Akendi, UX Design is now at the heart of all product development projects from the outset. Paxton's product management portal and user interface now provides users with a positive experience because it is now accessible via multiple devices and methods, including PCs, laptops, purpose-built android/iPhone Apps, smartphones and tablets.

This in turn has helped reduced loss of revenue (because there are fewer drop-offs) and made internal processes more efficient. Additionally, by outsourcing their planning and specification requirements to a third-party at the start of the project, Paxton Access were able to confirm their product development plans were in line with customer expectations, were executed logically and within achievable timescales.

**“THE AKENDI PROJECT HAS ACHIEVED GREAT RESULTS IN REFINING THE UI OF OUR PAXTON10 BUILDING INTELLIGENCE SYSTEM. LEO POLL IS AN EXCELLENT COMMUNICATOR AND IS ABLE TO EXPLAIN THE COMPLEX AND INVOLVED PRINCIPLES OF UX QUICKLY AND IN A WAY THAT IS EASY TO UNDERSTAND. THIS RESULTED IN A SIMPLIFIED, POSITIVE EXPERIENCE FOR OUR CUSTOMERS AND HAS GIVEN US A GREAT FOUNDATION FOR TAKING THE SYSTEM FORWARD. UX IS NOW AT THE FOREFRONT OF ALL PRODUCT DEVELOPMENT PROJECTS”**

Client quotation