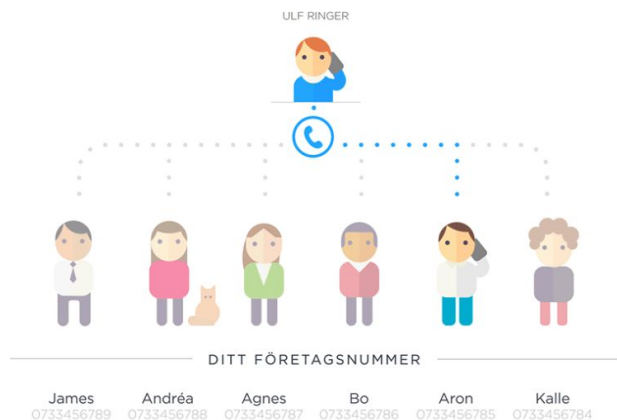


# The groundbreaking price-calculator: a modern way to sell communication solutions

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A company needs to communicate with both employees and customers, but it's hard to know exactly which services you need for this. What if there was a simple website where you could quickly find out which products are right for your company and what their prices are? And best of all - you wouldn't need to speak to a sneaky salesperson.



Today the communication company Telavox uses salespersons to create a quotation proposition for a new customer. The customer often has trouble understanding what's specified in the quotation and every time there's a new change, the salesperson has to email a new version of the quotation. By enabling the customer to become more self-served, the process from customer interest to purchase completion would be simplified. The cost for Telavox would decrease and the customer would gain more power to do their own research in their own time.

The challenge was to design a website that could mediate complex information and guide the users in their choices. High usability was the focus of this master thesis. An iterative design process was applied and separated the project into five different phases. After the first phase, when background information was gathered and goals were set for the project, each phase included two new prototype followed by evaluations of the design.

The final prototype was developed in JavaScript in order to make it more functional. It was evaluated through an extensive usability test with 70 participants. The test showed that the quotation website was a desirable product for the customers and had good usability. The website gave good feedback which made it easy for the users to change their mistakes, this resulted in all test persons succeeding in creating a quotation. The test also revealed that most users wanted to use this type of website to create a quotation, rather than speaking to a salesperson. When performing the test at employees at Telavox, both salespersons and advisers (customer support) mentioned that using this product themselves would really help them in their daily work. This was not the intended user group, but a nice bonus.

Other communication companies that sell similar products do not have a website where you can calculate the price. Therefore this website will be groundbreaking for the market and give Telavox an edge compared to other companies. We believe that a website like this will be necessary for all communication companies in the future, since more and more shopping is done online.