

UsabilityWorks

UsabilityWorks aims to ensure that the user experience is placed at the heart of the design process and that the customer is placed at the centre of the business. They conduct research into user requirements and expectations. In addition, they provide ICT usability and accessibility evaluation and testing and browser compatibility testing.

Why Green Mark?

- Given that their business is about helping organisations to become more user-focused, UsabilityWorks were impressed that the process of developing an environmental policy through Green Mark was clear and straightforward
- As well as aiming to be ethical in its business dealings, UsabilityWorks is actively reducing its impact on the environment

Key Benefits

- Many of their clients are in the public sector and rightly require high environmental standards to be in place. Green Mark recognises these credentials
- They believe that the award will help ensure that potential clients and those organisations with which they already work are made aware of this aspect of their business