

Guide to Usability

Usability Research with uxLab[®]



PRINCE MARKET RESEARCH

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Do you ever wonder what your customers experience when they visit your website? We can help you find out. Our uxLab® usability testing gives companies insight into the minds and emotions of website users.

Why Usability Research

A website is often the first impression and experience a customer has with your brand. Feeling pressure to deliver the most effective, powerful introduction to your company? Usability Research is the best way to understand the customer's perspective and find out what they truly want. As a company, you might think your customer wants to do Y, but your customer actually wants to do X. Whether it is done in person or remotely, uxLab® reveals what the customer wants and expects from your website and ensures the customer's goal is achieved.

- Retaining current customers is 6 times less expensive than attracting new ones.
- For every dollar spent acquiring a customer you will spend \$100 dollars re-acquiring them after they leave because of poor usability or bad customer service.
- More than 95% of your customers will use less than 5% of the features and functions of your website. Customers will never use about 75% of the functions on your site - make sure the features and functions they DO use are effective, efficient and powerful.

Understand the gap between how you think your website works and how it really works for your customers.



Measure More... Spend Less

Usability testing helps:

- Decrease development and support costs
- Improve brand perception
- Increase customer loyalty and retention
- Increase conversion rates

uxLab[®] Applications

- Website comparison
 - New vs. old – compare side by side the changes and improvements of your re-designed website. Make sure it does what is intended to do before it is launched live.
 - Yours vs. competitor - learn what customers think of your website features, functionality and content compared to others in the market and what sets your website apart.
- Ease of finding and/or purchasing items on website – discover the true steps customers take to find an item or information on your website as well as possible frustrations and/or confusion.
- Navigation and features for an ease of use analysis of a specific segment of the population, for example, senior citizens. Truly understand specific target markets and what motivates them to stay and dig a little deeper into your website.
- True Intent Studies – survey actual visitors after their interaction with your website and determine their level of success and satisfaction with their experience.

uxLab[®] Reporting

Once your uxLab[®] sessions are complete, we compile a conclusive report to share with stakeholders. These reports can include:

- Emotional responses, frustrations and quotes from users
- Audio, video, on-screen activity and keyboard/mouse input from users
- Heat maps of activity (see figure 1)
- Click stream graphs (see figure 2)
- Metrics calculations and graphs
- Video creation capabilities to share with your team



FIGURE 1: HEAT MAP OF ACTIVITY

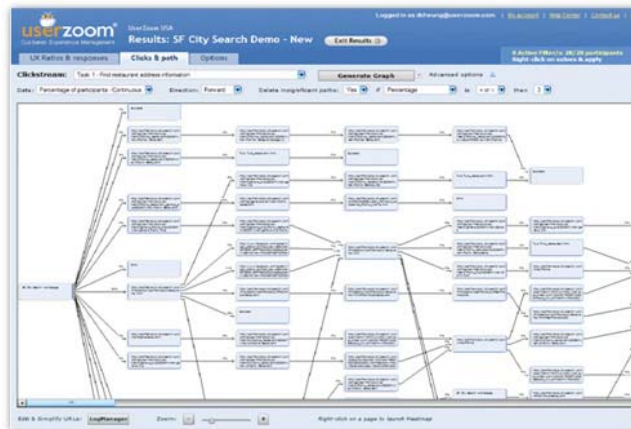


FIGURE 2: CLICK STREAMS

For more information:
615.292.4860
KStone@PMResearch.com
PMResearch.com