

UI-Consulting

eVOC provides **UI Consulting Services** to clients who are seeking user interface and Website development consultation, traffic analysis, custom analysis of existing data, or online research planning and management. Our consultants manage large and small scale engagements, and are experts in UI design principles, research and analytics.

Benefits

- **Understand** how well your site performs across key UI categories and guidelines
- **Identify** clear strengths and weaknesses with your design and navigation
- **Determine** why your Web analytics indicate drop-off on key pages
- **Obtain** recommended wireframe designs based on UI categories and guidelines
- **Implement** a research roadmap to measure customer experience and track ROI

Methodology

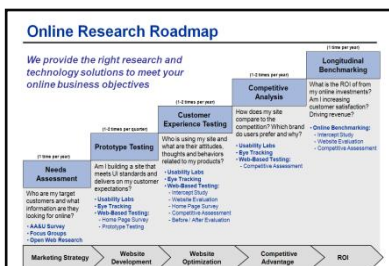
Our UI Consulting Services are custom in nature and are determined by clients' internal needs for UI expertise, design and analysis. Our consultants have extensive experience with Web Analytics, which include conducting comprehensive online evaluations, evaluating statistically reliable metrics across large samples, exploring in-depth usability testing with target users, and analyzing traffic and clickstream data.

We are well versed in UI design principles and conduct UI design consulting based on our comprehensive set of heuristic guidelines that cover user interface design principles, usability standards and industry best practices.

Questions

- Are your new designs meeting UI principles and usability standards?
- Is your site effectively designed to meet the needs of multiple segments?
- What are Web Analytics telling you about your site's traffic flow?
- Why is there a drop-off on key pages?
- Where should you focus your efforts for improving the site?
- What features should you add to your site to drive conversion?
- What should your wireframe look like based on eVOC's recommendations?

RESEARCH ROADMAP



Insights

Our quantitative and qualitative cross-industry experience enables us to provide clear insights, recommendations and best practices to help clients optimize their Web performance. Through an Expert UI-Review we will provide clear areas for improvement across UI categories. We can also develop Wireframe mock-ups to show how our recommendations should be implemented.

In addition, we help clients understand their Web Analytics and existing consumer research metrics, and will assist with creating a research roadmap for effectively measuring customer experience and tracking ROI over time.