

Usability Labs

Traditional **Usability Labs** are interactive, in-person sessions conducted between an eVOC moderator and a respondent using a computer that is connected to the Internet. The goal of a Usability Lab is to watch a user interact with a Website and learn how easy the site is to use, how appealing it is, and how helpful the content is to the end user.

Benefits

- **Observe** how users interact with your site while watching them perform live tasks online
- **Identify** key barriers to usage based on direct observation
- **Test** new design mock-ups to ensure they are intuitive and meet expectations
- **Discover** areas for improvement based on user driven recommendations
- **Refine** your site designs to deliver a seamless online experience

Methodology

eVOC Insights performs traditional usability lab testing, using state-of-the-art Usability Labs across the United States. Labs are recorded with picture-in-picture technology (always with the permission of the respondent) and are equipped with two-way viewing capabilities so clients can view the usability sessions live while prioritizing areas for improvement.

Usability testing combines open-ended observation with task-based testing to understand natural behavior and allow in-depth questioning on key tasks. Participants are recruited to match the desired demographics of your target population.

Questions

- How do users naturally explore your site?
- Are users successful in completing their tasks?
- What barriers exist on the site that impede task completion?
- What are user's overall impressions of the site?
- How satisfied are they with their experience?
- Specifically what aspects of the design, content, functionality can be improved?

Insights

eVOC recommends in-person Usability Labs during the site development process and / or prior to running a large-scale quantitative usability or benchmarking study.

Usability Labs are best when used to uncover low-hanging-fruit problems with user-interface design and to identify clear solutions for resolving those problems. They are also helpful when you want to understand the consumer's emotions, or physical interaction with the site, such as mouse movement or facial expressions.

Through iterative usability testing, clients are able to clearly identify what designs work best and what short-term and long-term improvements are necessary to ensure a successful launch and an optimal user experience for customers.

PICTURE-IN-PICTURE VIEW

