

# Online Usability Test & Personas

Your website is often the first point of contact for new and potential customers, and an important touch point for your target audience. If users can't find what they want or use the site easily, they will click away.

## How can you improve the user experience?

Reed Business Insight offers specialist, objective and cost-effective website usability research to help you understand:

- ✓ *the key tasks that users are trying to achieve on your site (so you focus your effort on the right actions)*
- ✓ *how efficiently your site supports users on these tasks (e.g. success rate, time on task, journey taken, satisfaction)*
- ✓ *your core user groups and their key information needs (get and keep your customer strategy on track)*

We are a team of dedicated User Experience specialists with a wealth of usability and research skills. We talk to your users to get their opinions of your site. We will help you enhance the user experience so your site does what the customer wants it to do, in a way they understand, using language they can relate to.

**Let us help you increase product enquiries and sales through a better user experience on your website.**

## Simple step-by-step process



We run an online usability test with your users including interactive tasks, capturing visual feedback & task metrics



We provide a full analysis of user's test responses & performance data to measure task success & identify usability issues



We identify & profile your core user groups in the form of personas to help guide you in decisions about site content, navigation & visual design