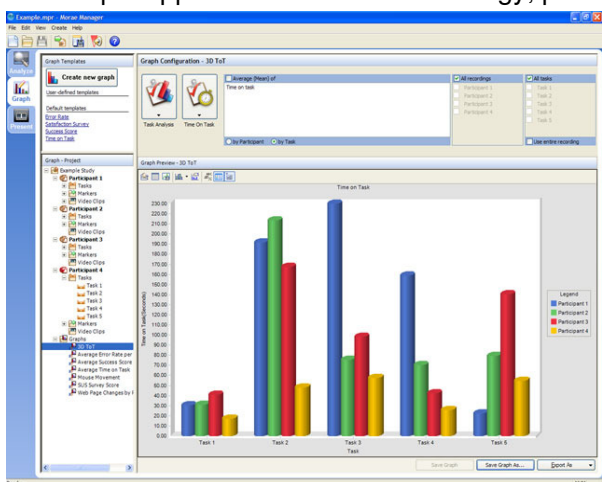


In today's online world, an unusable website can turn consumers away like a store front with shattered glass. Yet, looks can be deceiving...your website may look pretty, but does it allow your customers do what they need to do? Hint: don't rely on in-house opinions for an answer.

Instead, rely on **Blackbox Website Usability Testing** to deliver data-driven insights on the most important online customer experiences such as registering for an account, browsing product information and completing a purchase transaction.

## Our unique approach

Our unique approach combines technology, process and experience:

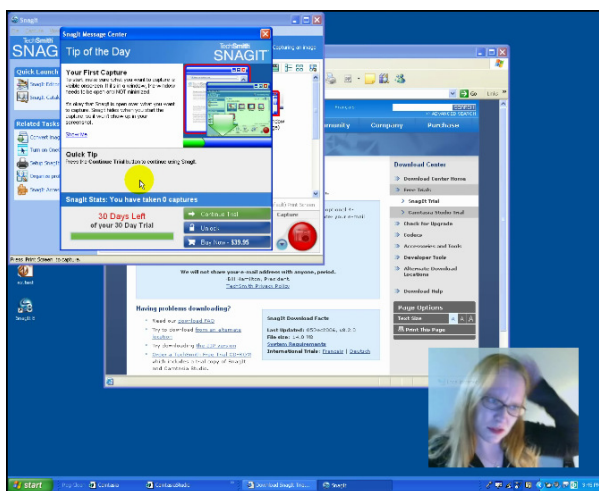


- **Market-leading usability software.** We use Morae, the best usability testing software available, to record and measure how well users can – or can't – complete the most important online tasks.
- **A proven methodology.** We don't believe in recreating the wheel. We leverage existing best practices, such as those published by usability testing guru Jakob Nielsen. Which is why we generally only need to test with 5 users per respondent segment per market.
- **Years of market research and usability testing experience.** Usability testing is, after all, a consumer research issue. Experience in both disciplines is needed to ensure reliable insights.

## How it works

A typical study can be fielded in less than 2 weeks. It can be done in our in-house usability lab or remotely, over the Internet. At the end of the study, we deliver:

- Video clips of consumer reactions at the moment they're accomplishing a task or hitting a speed bump.
- Easy to follow screen shot diagrams of how a respondent achieved their goal
- Graphs of errors by task
- Above all, actionable recommendations on specific website features that need improvement.



## The net effect: an improved conversion rate

Blackbox Website Usability will help you improve website key performance indicators such as conversion rate and visit duration. Contact us for a demo or more information.