

# Free Usability Workshop

(see terms and conditions)

The purpose of the free usability workshop is to demonstrate the value of our approach and how usability testing will make your web site more effective.

## Why

An effective web site - one that is both usable and that meets the aims of the organisation – is a crucial tool for any organisation today.

Improving the user experience *on your website* increases user satisfaction and:

- Increases conversion rates on e-commerce sites and sign-up rates for transactions on public sector sites
- Increases the successful take up of information on information sites
- Increases return visits and recommendations

The workshop is designed to help you and your team consider questions such as

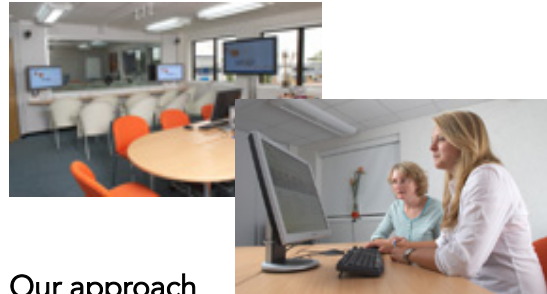
- Who are the target users, and what goals do they wish to achieve?
- Can users quickly and easily achieve their goals?
- Is the content useful and relevant

## Where

The Usability Workshop sessions are held in our state of the art viewing studios in Chippenham (75mins from Paddington). We also have mobile usability equipment that can allow us to run taster sessions at locations around the country.

### Who should attend?

- Web managers
- Members of web development team
- Manager responsible for web based communications
- Communications director



## Our approach

We recruit a relevant tester. Your team will actively observe the tester exploring your site alongside one of our expert facilitators. Following the testing the facilitator will hold a debrief with the development team to draw out and agree key issues from the session. The total workshop lasts for about 2 hours.

NB. This workshop uses 1 tester; while this provides indicative information, a full usability test with multiple testers is required for reliable results

## Client feedback

“Very useful testing, good interview. Really enjoyed discussion and post-it session. Great to get instant feedback” Customer Experience Designer **Co-op Financial services**

“Excellent session with some great insights. Really helps to provide some structure and clarity on how we wish to proceed with the testing” **Marketing Manager Walt Disney.**

## When

The Usability Workshops can be arranged at a time to suit you, subject to 2 – 3 weeks notice. **Call us now on 01249 444757 to arrange your Usability Workshop**

### Terms & Conditions

These Usability Workshop sessions, which would normally cost £950, are **free** to organisations with larger websites, who attend the workshop studios with a number of their development team, inc. a budget holder responsible for the web site.