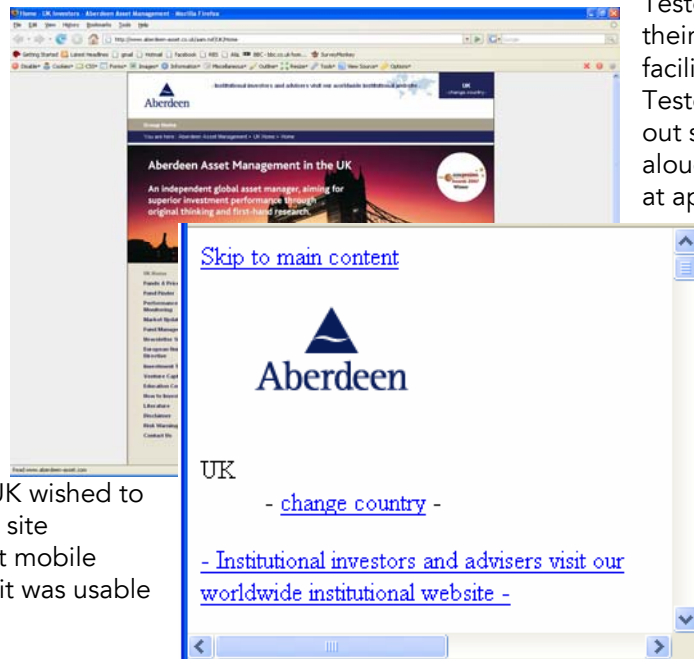


## Case Study

### Aberdeen Asset Management – Handheld Devices Usability Testing August 2007

#### The Brief

Aberdeen Asset Management PLC ([www.aberdeen-asset.co.uk](http://www.aberdeen-asset.co.uk)) is an international investment management group, managing assets for both institutions and private individuals from offices around the world. Aberdeen Asset Management in the UK wished to understand how their site displayed on different mobile devices and whether it was usable on these devices.



Testers explored the site on their mobile device in a facilitator-led environment. Testers were asked to carry out scenarios whilst thinking aloud – the facilitator probed at appropriate moments to get as much feedback as possible – without interfering unduly in the user journey. The research outcomes were then presented to members of Aberdeen Asset Management where they discussed the outcomes and actions. A full report was then completed and delivered

detailing the outcomes and recommendations.

#### How we responded to the brief

We proposed comparing the site on three different devices – a PDA (SPV M3100 using Windows Mobile 5.0), a Blackberry (8800) and a mobile phone (Samsung D900), with a tester on each device and presenting the outcomes to members of the Aberdeen Asset Management web team. The outputs from the devices was displayed on a PC and recorded.

#### The outcomes

A number of conclusions emerged from the research about the usability of the site on handheld mobile devices. During the presentation, Aberdeen Asset Management staff gained a shared understanding of these issues, and actions were identified that could be implemented

#### What we did

We discussed the objectives of the project with the project manager and prepared a facilitation guide to achieve these and we recruited 3 testers who were familiar with the individual device they were going to be testing.

*“The conclusions from WUPs research project are extremely beneficial and we’re now using the results to enhance our websites for use on mobile devices.”* Loral Quinn – Group e Marketing Manager AAM

The testing was conducted in our purpose built viewing studios – the screens of the devices and a head shot of the tester were recorded (with audio).

#### Timing and costs

The project was conducted in August 2007 and took approximately 2 weeks to complete at a cost of approximately £2,500.