

User Experience Research You Can Trust.

Businesses have never had more touch points for connecting with consumers – from web sites to mobile devices to social media channels. And with mobile network access now available to more than 90 percent of the global population, user demand for digital products and services will only increase.¹

But without early and accurate insight into user needs and preferences, businesses will struggle to build user experiences that drive results. To succeed, they need a partner focused exclusively on user experience research to help them understand what people see, do, think and feel when using mobile applications, web sites and other digital products.

Businesses that rely on web or mobile platforms to acquire and keep customers partner with AnswerLab – the market leader in delivering high-quality, customized, independent user experience research.

What We Do

AnswerLab is committed to improving the digital world by helping businesses build great user experiences across digital platforms:

- **Our impartial recommendations** about product concepts, features, design and messaging help companies build better products and digital services, and create more engaging customer experiences that drive business results.
- **Our clients include Fortune 1000** companies such as Walmart, ESPN, Procter & Gamble, PayPal, Intuit, EA, Ford, CBS Interactive and Amgen.
- **Our reach is global:** We've conducted research across the world, including Australia, Brazil, China, France, Germany, Hong Kong, India, Indonesia, Japan, Mexico, South Korea, Switzerland, Taiwan, United Arab Emirates, the United Kingdom and the United States.

The Answers You Need

Wherever you are in the development cycle with your digital initiative, and whatever the platform, AnswerLab can impartially answer the hard questions that will move you efficiently and successfully to your launch, such as:

Which users should we target?

What are their core needs across the Web and mobile?

How will they use our digital product or service?

Who interacts with our brand on a mobile device?

How can we create an optimal design?

What is our tablet strategy?

How do we stay ahead of the competition?

AnswerLab allows you to:

- Shape your strategy and collective vision for your web and mobile initiatives.
- Understand your target market and their core needs.
- Make informed business decisions at critical points throughout the development cycle.
- Avoid costly post-launch adjustments and, most importantly, prevent a bad user experience that can damage brand image and reputation.

The world's leading companies partner with AnswerLab:

amazon.com

Walmart

HONDA

Microsoft

facebook

ING DIRECT

FedEx

Genentech



How We're Different

AnswerLab's sole focus, since our founding in 2004, has been providing impartial user experience research. Our clients value this focus – research is not a sideline business for us, and we're not distracted by selling design services or software.

Even companies with well-developed user experience research departments turn to AnswerLab for guidance when testing a new product or service or making a foray into a new digital channel. They recognize the value of applying objective advice in their decision-making – and the competitive advantage they gain by working with a team of well-established leaders in user experience research.

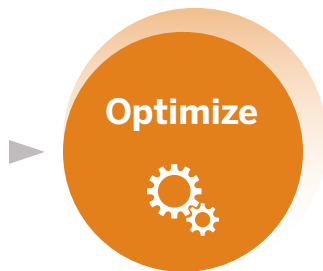
How AnswerLab Works

Strategy & Planning



Who are our users?
What do they need?
What do we build?

Design & Specification



How do we design it?
Will they use it?
How do we improve it?

Launch & Production



Are there showstoppers?
Did we have impact?
What do we do next?

AnswerLab's objective insights help drive informed decision-making at crucial points throughout the development cycle for any type of digital property.

User Experience Research to Improve Your Bottom Line

AnswerLab provides custom user experience research that you can trust.

Our headquarters in the San Francisco/Silicon Valley area gives us the opportunity to work with many leaders in user experience innovation and to attract the best research talent in the field. AnswerLab's experts can work with you at any phase of product development for any type of digital property.

For more information about AnswerLab, and to see which companies rely on our research to build better user experiences that enhance the bottom line, go to www.answerlab.com/clients.

“We've been impressed by how AnswerLab so quickly synthesizes their findings into high-level and clearly articulated insights. But delighting us even more have been the right-on recommendations.”

– Patrick Houston
General Manager

YAHOO!

AnswerLab offers an extensive suite of user experience research methodologies. Our skilled research experts know when and how to apply just the right combination of qualitative and quantitative techniques to get the answers you need:

Mobile Testing

Remote Usability

Ethnographic Research

Intercept Surveys

Focus Groups

Eye-Tracking

Lab-Based Usability

Behavioral Tracking

Beta Testing

Heuristic Review

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