

OVERVIEW



Cocoon



Butterfly



The caterpillar within the cocoon, transforms into a stunning butterfly. Within the development process, multiple possibilities can lead to... the answer.

AnswerLab | Excellence in User Experience Research

AnswerLab works with clients at any phase of product development — from concept testing to implementation to ongoing benchmarking and tracking. We conduct both qualitative and quantitative research, providing actionable insights into website, software, and mobile customer experiences. Our research provides clients with the confidence needed to make important design decisions and offers detailed insights into the thoughts and attitudes of target customers. By designing the best methodology for each project, we deliver the “a-ha moments” you’re seeking.

We Can Help

Our goal is to help you succeed. Through our unique approach, we help clients break down barriers to adoption, reduce abandonment, increase registrations, and better meet the specific needs of varied segments of users. We’ll design a custom research solution that provides the insights you need to make key business decisions and create great user experiences.

What Makes Us Different?

We make sure that every detail is covered so that you see the highest return on your research investment. Our findings and recommendations are actionable and directly impact your key business goals.

Recent Awards

We were recently named to the 2009 Inc. 500 list of fastest-growing privately-held companies in America.

Benefits of Working with Us

Increase confidence

Make design decisions based on qualitative or quantitative data from your own users rather than internal opinion.

Improve team effectiveness

Our research process ensures buy-in from all parties (marketing, product management, design) on key issues.

Increase development efficiency

With internal team buy-in and confidence in third-party user research, your team can move quickly in developing an on-target solution.

Client Experience

Our custom solutions and deep collaborations have earned the trust of many leading companies. Our international roster of clients includes FedEx, Microsoft, Yahoo!, eBay, LinkedIn, Intuit, PayPal, Honda, Wells Fargo, Genentech, Autodesk, CNET, and Ask.com.

“AnswerLab provided valuable new insight into our customers’ needs and likely behavior using our application. I would absolutely work with them again.”

Experian

Our Services

- User needs & wants analysis
- Concept and prototype testing
- Competitive assessments
- Field studies/ethnography
- Live website benchmarking
- Lab-based usability testing
- Remote usability testing
- Mobile testing
- Eye tracking
- Focus groups
- Beta testing: field and lab