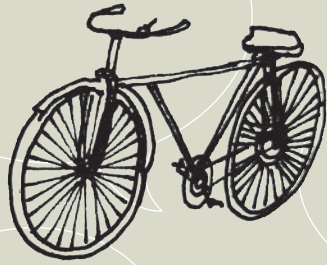


# MOBILE TESTING



This one...



Not this one...



How will you know what your customers want?

AnswerLab | Excellence in User Experience Research

**A**nswerLab 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.

At AnswerLab, we are keenly focused on user experience research and best practices in designing compelling mobile applications.

Your customers are seeking the ability to do just about everything on their smart phones. And, mobile interfaces often require a tailored and sophisticated approach. There are many unique challenges to developing effective mobile application interfaces including:

- Limited screen size
- Navigation restrictions
- Widely varied audience experience levels

Leading companies have become experts at serving their customers online, but serving them via a mobile application is a new and compelling challenge. Partnering with AnswerLab ensures the success of your development efforts.

Don't let these hurdles derail your valuable applications. Look to AnswerLab to smooth the path through:

- Expert evaluations related to mobile use cases including frequency of use, one-handed use, leveraging of quick keys
- Contextual user interviews and ethnography
- Usability testing
- Validation studies including large-scale comparative studies with multiple devices

We've assisted leading clients to:

- Improve both native mobile applications and mobile web sites
- Create winning applications for both business and consumer audiences
- Increase usage of their mobile applications by ensuring support of key user goals

AnswerLab has extensive industry experience working with the financial services, media, consumer products, social networking, and technology.

*“From their initial proposal to the lab sessions to the final presentation, AnswerLab’s quality has been top notch. I’ve thoroughly enjoyed working with AnswerLab and hope for the opportunity to do so in the future.”*

**Kate Aronowitz, Director**

User Experience Design, LinkedIn

## 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
- Eye tracking
- Focus groups
- Beta testing: field and lab