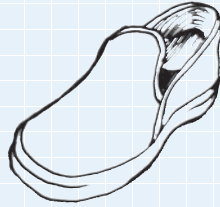


This one...



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. Through usability testing in the Design and Specification stage of development, we help our clients break down barriers to adoption, reduce online dropoffs, increase registrations, and better meet the specific needs of users. Understanding user needs early in the development process is much less costly and time-consuming than reacting to necessary changes at a later stage. Our clients, who include executive level business managers, researchers, product managers, and designers at industry leading companies, consistently praise us for our responsiveness, flexibility, quality insights, and overall understanding of business issues behind the research.

## Interplay of research and design

You'll benefit from customer input throughout the website or product development cycle. Understanding user needs early in the development process is much less costly and time-consuming than discovering necessary changes at a later stage.

## OUR USABILITY SERVICES

### Lab-based Usability Testing:

Take the guesswork out of your development process and determine if product designs are usable. Moderated 1:1 sessions with target customers provide key usage scenarios, while you privately observe and brainstorm solutions.

### Remote Usability Testing:

When geographic reach is critical or budgets are tight, consider our WebEx facilitated 1:1 usability testing methodology. This approach eliminates facility and

travel fees, and allows for rapid turn-around of user insights across any geography. Watch your users attempt tasks in your design, while you listen to their feedback via conference call.

### Rapid Iterative Testing and Evaluation (RITE):

As a member of your interactive team, we collect user insights as you rapidly progress through the design process. Test, iterate, test, and iterate again. We'll partner with you until the finished product delights your customers. Design teams using Agile development methodology greatly benefit.

### Quantitative Prototype Research:

Need a definitive answer on whether customers will adopt your new product? Have a new or risky design that impacts revenue? Put your lingering questions to rest with quantitative insights. Target customers perform key tasks using your prototype, while

*"We've been delighted with their right-on recommendations and impressed by how quickly AnswerLab synthesizes their findings into high-level and clearly articulated insights."*

**Patrick Houston, General Manager, Yahoo!**

we analyze their behavior (clickstreams), ratings and comments. Let our research help you decide between multiple design directions or validate the impact of a new design.

## 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.

## Recent Awards

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