



P.O. BOX 84
BEDFORD, MA 01730
781.275.3020 PHONE/FAX

Kay@UsabilityResources.net

User Observation and Interview Sessions - Helping you tap into your end users knowledge about your product.

Why should we interview and observe our users?

Usability Resources User Observation and Interview Sessions are designed to help your software team learn about end users by listening and watching them interact with your product. Understanding your end users helps you and your design team minimize risk and enhances your team's ability to create more intuitive and successful products.

Our clients find that our usability feedback sessions an efficient and cost-effective way to learn about the practical needs of their most important end users. These sessions also allow our client to identify the specific areas of their product that are confusing or cumbersome for end users.

What exactly is a User Observation and Interview Sessions and how are they run?

Our usability feedback sessions are conducted remotely, using application sharing technology such as *Webex* or *GoToMeeting* and the telephone. Depending on the complexity of the client's application, we generally run 5-10 remote sessions. These 40-60 minute sessions include an interview, a product walkthrough, and sometimes a design review.

During the session the end user logs into your product and walks us through the most critical tasks they perform. The user describes their task flow and we ask them about how they use the product, what works well and what works less well, gathering the information your team needs to build a better product. As experienced qualitative researchers, we know what to ask and how to ask it to get the most valuable information in a relaxed, informal conversation.

Members of your product and development team watch these sessions in real time and can interact with the participant, asking them questions about their goals, tasks, and use of the product. If a design review is included, we might show the end user mockups or live demonstrations of new product ideas to elicit their objective feedback.

How are participants selected?

Participants are carefully chosen to represent your target end users. Before the sessions we meet with you to identify the study objectives and characteristics of your most important users. Because many of our clients deal in very specialized applications, they usually handle recruiting. However, we can handle recruiting as a value-added service.

What deliverables can we expect from feedback sessions?

After the sessions are complete, you'll receive a report that includes task analysis, outline of the various usage scenarios, an analysis of challenges with each scenario, identification of missing functionality, and refined fraud analyst user profiles.

While the written reports are a good record of your sessions, teams also value the "live" learning, the ability to interact with real end users, and the debriefs that occur around each session.

What will we learn from the sessions?

Our sessions can provide you with the answers to key questions like

- Are my users actually using the product to its fullest ability?
- What do users value most about my product?
- What do users find frustrating or challenging about my product?

What else can Usability Resources do to help make our products even more usable?

In addition to our User Observation and Interview Sessions, we can also provide you with consultation in user interface design and usability testing. We enjoy working with clients who have a passion for delivering cutting edge technology that's solid, practical, and designed for usability. Our extensive background in usability education and training allows to help your team incorporate user-centered design into their software development process.

If you want to make enhance your product's usability, call us at 781-275-3020 to learn how we can help. You can learn more about Usability Resources Inc by visiting our web site at www.UsabilityResources.net.

Recent clients who have benefited from our usability services

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170 Systems

Oracle Pharmaceuticals

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