

We deliver excellent user experiences.



## Usability Review

(You got pain. Get Designstamp to find it, fix it and/or make it better)

You thought you had the perfect website. It met all of your business needs; it looked the way you wanted it to. In fact, you have built the perfect site. That was till you found that people were getting frustrated using your site. Worse yet, you don't even know that they are getting frustrated. You are not just getting the results you had hoped for, from your website.

This is where we come in. We will find the pain. We will define success metrics that will combine your business needs, your user's goals and established design principles. We will then measure your site's performance against these metrics and report back to you. You will see the complete picture. What your site looks like to your user. We will list opportunities to remove bottlenecks, make the experience more efficient and if at all, pleasurable for your user.

Our Usability Review aims to simplify. So we have defined two phases and an optional, third phase:

1

### User Profiles/ Task Analysis & Scenarios

First, with your help we will define user profiles of people who would most frequently visit your site. We will then list common tasks your users will want to accomplish when visiting your site. We will then "live" those task scenarios and report back to you all user experience and design problems we found along the way.

2

### Recommendations

So now that you know the problems, what do you do about them? We will deliver an easy to read document that will list our recommendations for solving the issue plaguing your site. Things you can do today, to have a more effective website.

We will also help you envision longer-term solutions that will help take your online presence to the next level by building a better website, possibly even a complete re-design.

3

### Implementation

Designstamp lives up to its name. We can put our stamp where our recommendations have gone, and build you that efficient, effective website that you want. We will use our knowledge of your business domain, and the problems that you have had in the past, to make a website that best meets your needs.

Let's Talk shall we!

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