

USABILITY TESTING

UPDATES FROM THE WORKING GROUP

UPDATES

- **Global Search (Not Regional)**
- **Today, we have proposals from LebsonTech & Lorrie Cranor**
- **Based on input, we are sending out RFP's from 6 Additional UX Research firms**
- **Recommendations Welcome!**
- **FTC Report – Called out importance of short notices, icons, and usability testing**

ANSWER LAB

- **SF & NYC**
- **Great mobile experience**
- **Client list including many of the companies represented here: Amazon, Intuit, Google, Facebook, Microsoft, Paypal and Yahoo!**

CLEAR WORKS

- **SF, Dallas, Atlanta, Baltimore Offices**
- **Full Service Marketing Firm With Specialty in Usability Testing**
- **Clients include: Adobe, Apple, Dell, Symantec, and T-Mobile**

MOB4HIRE

- **SF-Based with Unfortunate Name**
- **Mobile Specific**
- **Has it's own test community**
- **Provides its own tools and offers consulting on building test plans using their tools and community**
- **Many Startup Clients and bigger players like VeriSign and Shazam**

USABILITY SCIENCES

- **Irving, Texas**
- **Great history in mobile**
- **Developed their own mobile usability testing solutions**
- **Clients Include: ADP, Bank of America, Capital One, Cisco, Microsoft, Oracle, Salesforce, Volkswagen**

USER CENTRIC

- **International usability and user experience research firm**
- **Chicago-based, International Footprint**
 - Part of UX Alliance
- **50+ global projects with partners across the globe**
 - Microsoft, Paypal, Nokia, Yahoo!, Motorola
- **Great Mobile Experience**

RECOMMENDATION

Discuss Our Goals – It appears that we are heading toward a flexible approach toward the actual display layer. If so, we might want to focus our testing only on the standard elements of the display.