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.