

User Experience Analysis of Websites & Web Applications

Providing your customers with an optimal experience is the smartest thing your company can do. Good experiences turn customers into repeat customers. Great experiences turn customers into evangelists.

On the other hand, poor customer experiences lead to disaffected users, extended sales cycles, and mounting customer service costs. Confusion and clutter in a user interface lead directly to confusion, clutter, and costs in business operations.

To optimize your business, start with the experience you provide to customers.

Introducing Rapid Strategic Analysis for User Interfaces

John Bennett Strategic Marketing, a high-tech marketing consultancy, and Mad*Pow, a leading Web site and Web application design firm, have teamed up to create a new service offering that aims to help companies **quickly and effectively gain an understanding of the strengths and weaknesses of online customer experiences.**

In our User Experience Analysis service, we'll work with you to understand your business objectives and design goals. Then we'll conduct a thorough assessment of your Web site or Web application.

The analysis will include:

- Heuristic analysis by multiple testers and designers to uncover usability weaknesses
- Competitive analysis (2-3 competitive or comparative sites)
- Marketing and messaging analysis

Visualize



- Wizard-like tools help parents narrow down an issue and gain a better understanding of various conditions
- Parents will respond well to pictures or videos to support tools that are easy to digest / interact with

Opportunities are identified and supported with screenshots and callouts which represent options and ideas.

We will then deliver an annotated slide deck and a written report detailing our findings, including:

- Analysis of content, navigation, design, brand, and messaging
- Vision for the future—suggestions for improvements in all areas analyzed
- SWOT (strengths, weaknesses, opportunities, and threats) analysis summary of the user experience overall

The report will answer these vital questions:

- Is your Web site or Web application's user interface as easy to use as possible? Are any design elements confusing or cumbersome? How well does the interface serve its users?
- How well does the interface serve your various audiences?
- Does the interface support customers making full use of your offerings? Does it facilitate upgrades and cross-selling?
- How does the interface compare to those of your competitors?

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Focus on Customer Experience

By applying the findings in the User Experience Analysis report, you will be able to:

- Improve customer satisfaction
- Shorten sales cycles
- Grow your user community
- Invest development expenses more effectively
- Reduce tech support calls and costs

About Micro-Engagements

A micro-engagement is a streamlined implementation of a traditional consulting service designed to deliver the maximum value in the least amount of time.

The economy is creating a double-bind for many companies. Their budgets are constrained, yet they need to perform more effectively than ever—winning over cost-conscious prospects while keeping operational costs, such as customer service, as low as possible.

We've designed our micro-engagements to offer our clients a double-win: for minimal expense, they gain actionable insights they can use to immediately work more effectively.

About John Bennett Strategic Marketing

Since 2001, John Bennett has been providing strategic and tactical marketing services for companies of all sizes in the high technology market. John has launched companies and products and worked closely with technology leaders in areas as diverse as Enterprise 2.0, mobile services, wireless networking, and robotics.

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About Mad*Pow

Mad*Pow is an experience design agency that specializes in developing intuitive user experiences for internal systems, customer facing applications, marketing sites, ecommerce sites and interactive media.

Since 2000, Mad*Pow has been providing award-winning creative ideas and personalized account service for industry leaders and large organizations such as Google, Monster, Aetna, Fidelity, Timberland, Intuit, The Hartford and McKesson.

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