

Combine Performance and Persuasion with HFI's Evidence-Based UX Assessments

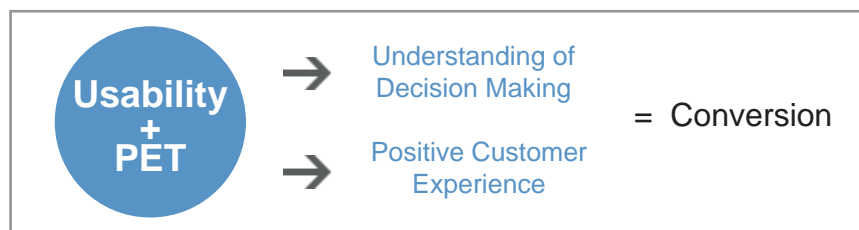
Determine your design's performance and improve its Persuasiveness, Emotional impact, and Trustworthiness (PET) with HFI's User Experience (UX) Performance Review and Testing Services!

For the past 25 years, the world has focused on Performance-based usability. These services focused on the "can do." Can customers do what you want them to do on your site or app? Modern user experiences and emotional design has evolved to focus on the "will do." Does the user experience with your site or app make people look forward to using it and want to come back, and also recommend it to a friend, family member or colleague as appropriate?

HFI Supports Can Do and Will Do with its Suite of Evidence-based UX Assessments!

User Experience Reviews: Assess and Refine Performance, Persuasion, Emotion and Trust

Conducted by veteran UX professionals, HFI's UX Reviews walk through your site or app based on personas and scenarios developed for your organization or application. Using methods and scorecards tested and refined over hundreds of projects, HFI provides concrete examples for immediately improving your site or application's user experience. The scorecard provides a reusable framework for evaluating where improvements are most needed before your next release.



User Experience Testing: Validate and Improve Performance, Persuasion, Emotion and Trust

Conducted with real, representative customers or end users, HFI's UX testing and persuasion analysis gives structured feedback on both the can and the will do aspects of your design. HFI's UX professionals prepare for, conduct and analyze the observations and prioritize the most important opportunities to improve your site or application's user experience. Conduct the testing before your launch to reduce risk or conduct the test on an existing design to improve its effectiveness and your ROI.



Assess, Validate and Save

Conducting both a UX Review and a UX Test saves time, reduces development risk, and addresses both the can do and the will do components of user experience design. Cover all of your bases by getting the perspective of HFI's industry-leading UX professionals and validating their best practices with your end users.

Contact HFI today at 1.800.242.4480 or hfi@humanfactors.com to explore how you can improve your ROI!

Three Levels of Evidence

Activities	UX Review for Performance and PET	UX Test for Performance and PET	Combined UX Review and UX Test
	4 weeks Starts at \$60,000	6 weeks Starts at \$80,000	8 weeks Starts at \$120,000 *A savings of \$20,000*
Kickoff Meeting	✓	✓	✓
Stakeholder Interviews	✓	✓	✓
Business Objectives	✓	✓	✓
Personas	✓	✓	✓
PET Personas	✓	✓	✓
Scenarios	✓	✓	✓
PET Scenarios	✓	✓	✓
Performance Objectives	✓	✓	✓
PET Objectives	✓	✓	✓
Procedure to Get Participants		✓	✓
Participant Recruiting		✓	✓
Performance Testing Design		✓	✓
PET {Testing} "Scan" Design		✓	✓
Walkthrough by Scenario	✓		✓
Evaluate Task Flow	✓		✓
Compile UX Scorecard	✓		✓
Test Protocol		✓	✓
Pilot Test and UX Test		✓	✓
Pilot Test and PET {Testing} "Scan"		✓	✓
Analysis of Data	✓	✓	✓
Report and Presentation	✓	✓	✓

Visit www.humanfactors.com for more information!