

# The Right View

## On Your Website



## curth+roth Competences

- Innovation management

MarketNavigation<sup>SM</sup>, creative workshops

- **e/m Consulting**

e-strategy, qualitative usability studies, expert<sup>check</sup>  
eye tracking, content-wizard (development)

- Brand development & Strategic Planning

image analysis, name evaluation, planning,  
brand strategies, pre-tests, post-tests



## Our Usability Concept

Is **not only a snapshot of the practical user-friendliness** of a site, but also comprises of..

- **Target group definition and evaluation**
- Definition of **hygiene-factors** (basic requirements) and **relevant USPs**
- Evaluation of the **communicative impact** of a site (seriousness, trust, safety, image of provider etc.)
- **Generating of input** for communication strategies
- Evaluation of the **customer relationship management**



## Target

- **Identify customer needs and motivations**
- **Evaluation of the concept** and creating input for marketing and communication
- **Identify obstacles**, to guaranty an intuitive user guidance
- **Optimisation of the communication impact:** Defining USPs, online branding
- **Create clear structures** for an easy navigation; consider different user target groups



Increase **traffic, usage**, long-term **user relationship** and **profits**



## Relevant Topics

- Likeability
- Navigation
- Ease-of-use
- Interactivity
- Concept
- Content



## Qualitative Methods (I)

In our **usability-lab** users will experience the site at „Surfwatcher-Stations“ and will carefully be monitored and psychologically interviewed.



**Functional** as well as **emotional aspects** are analysed; attention is particular directed towards the question whether the site will match with the core dimensions of the brand

Our clients can observe the reactions of the users through a one-way mirror



## Research Methods (II)

The following methods are applied according to the customer´s problem definition:

- In-depth Interviews
  - intensive observation, individual response behavior
- Focus-Groups
  - reflect opinions in a group; focus on communicational aspects
- Eye-movement-analysis
  - basic research

Customer Benefit:     **Deep Understanding instead of counting!**



## Cross Design

Usually a combination of both is ideal:

- In-depth interviews      evaluation of usability
- Focus groups              evaluation of needs, acceptance, attractiveness + communication



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⇒ Navigation

⇒ Communication



## Target Group Definition

Most important: The sample needs to reflect your target group!

Ideally, the following user segments should be involved:

- Heavy user (daily usage of web-content)
- Medium experienced user (Use of internet > 3 times/week)
- Inexperienced user (occasional use of internet; < 3 times/week)



## Output

### **Management-Summary with commented screenshots and detailed recommendations**

Optional offer:

- Powerpoint presentation
- Video cut

Further services by curth+roth<sup>vtr</sup>:

- Content-development workshop
- E-Strategy workshop
- Quantitative online-surveys



## Applications

### 1. Strategy and Concept Phase

Needs and motives of target groups

(Image analysis, competitive field etc.)



Definition of psychological and communicative requirements

### 2. Pre-Test-Phase

Optimization of the site regarding functional and emotional aspects



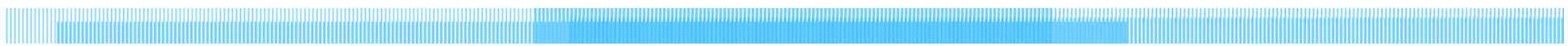
Specific optimization measures

### 3. Optimization/ Re-launch Phase

Analysis of communicative impact and differentiation capabilities



Specific optimization measures



## Usability by curth+roth<sup>vtr</sup>

### **Nobody is more critical about your site than your clients!**

- We provide you with an early and **independent feedback** about strengths and weaknesses of your site
- You will be able to gain a **competitive advantage** with a site that is orientated at the needs of your target group
- With a careful selection of the sample, the **results** are **valid** and **reliable**
- A flexible tool that will be adjusted **to your specific needs** and that delivers **fast results**

## Contact

Do you need further information?



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