



gemiusUsability

Web Site Accessibility and Usability Research



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Why gemiusUsability?

Internet users tend to perceive web sites in a different way than their authors. This is quite natural as people usually lack a certain distance towards their own projects. The gemiusUsability research program will help you in the fastest and most efficient manner identify user problems.

A **satisfied user** is one whose expectations concerning your web site have been met in a quick and easy way.

A **frustrated user**, on the other hand, is a user who intended to use your services, but eventually he/she could not do so because something did not work or malfunctioned. This user will soon become the client of your competitors.

Thanks to gemiusUsability:

- You will learn how to facilitate the process of using your web site
- You will get to know what makes the web site difficult to navigate and use
- By observing users' behavior and their way of understanding the web site, you will adjust it precisely to their abilities.

High usage quality means:

- A web site that is easy to navigate
- Using the presented content and functions in an efficient way
- Minimizing the risk of making a mistake
- User satisfaction



Research methodology

The research that we offer - gemiusUsability - has been designed by a team of Gemius experts and is based on the methodology invented by Jakob Nielsen and other recognized specialists in the field of usage quality of the web sites. The methodology that we have worked out also takes into consideration Gemius' vast experience in Internet research.

gemiusUsability takes advantage of the following:

- Expert knowledge
- Interviews
- User observations

Objectives of the Study

The **gemiusUsability** research aims to fulfill various research needs such as:

- A quick preliminary evaluation of usage quality for everyone
- Measurable results allowing the comparison of the web sites with one another and tracking changes in time
- Identification of obstacles encountered by users visiting the web site.



gemiusUsabilityInspection

Within this module **an expert** reviews and evaluates the researched web site. During this overview, control list is used. It constitute a set of criteria fulfilled by web sites which have high usage quality and thus can be treated as a standard.

Result: a percentage indicator of the web site's compliance with the control list and a record of the unfulfilled criteria.

Objective: a quick or preliminary evaluation of the web site's usage quality where results are measurable and can be compared (over a period of time or for different web sites).

gemiusUsabilityEvaluation

The research constitutes an overview of the analyzed web site and identifies any flaws in its usage quality (the so-called heuristic evaluation). It is executed by a team of Gemius experts, who use the general principles influencing usage quality (usability heuristics). The gemiusUsabilityEvaluation research is a detailed and complex expert overview of a web site, applied for the purpose of identifying possibly the largest number of flaws. At the same time, the research provides clients with information concerning the importance of mistakes and recommendations on how to solve the detected problems.

Result: a list of identified flaws impeding the web site's usage quality with a comment concerning the importance of mistakes and suggestions on what improvements to introduce.

Objective: identification of the product's features that may negatively influence its usage quality.

gemiusUsabilityTest

This is research in which Internet users participate. It identifies the product's features that may negatively influence its usage quality. During the research, Internet users perform tasks on the analyzed web site. The study is conducted in a 'natural environment', where it is possible to avoid the "laboratory effect".

Result: identification of usage quality flaws.

Objective: identification of the product's features that may negatively influence its usage quality.

gemiusWebAccessibility

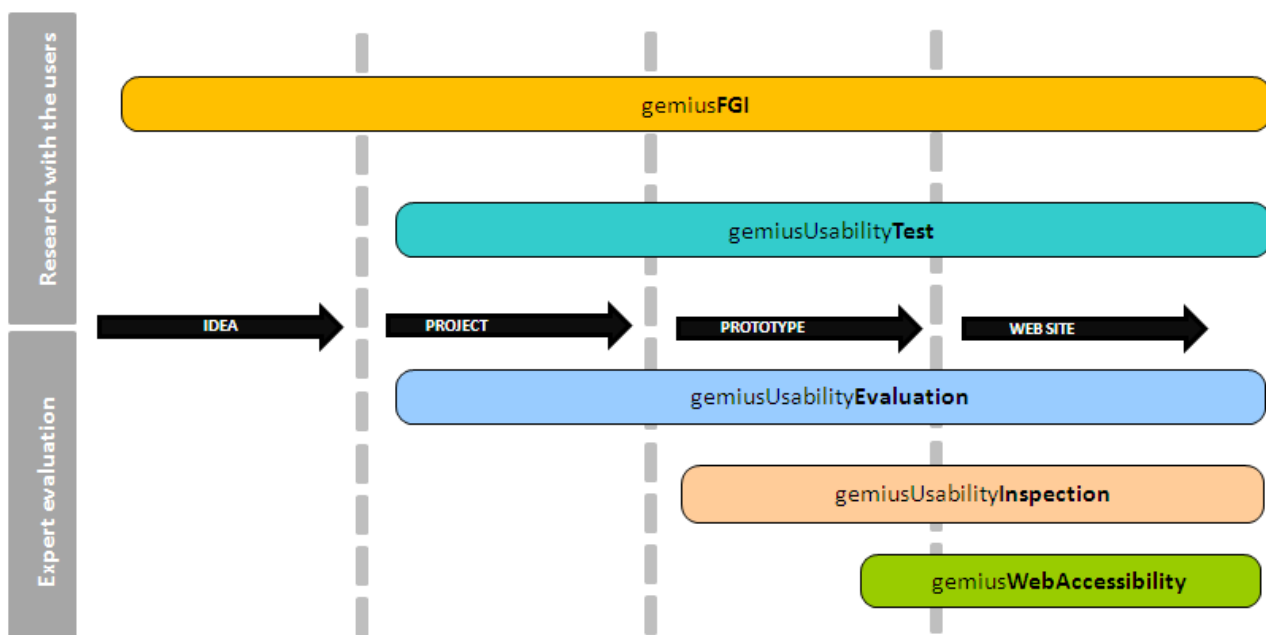
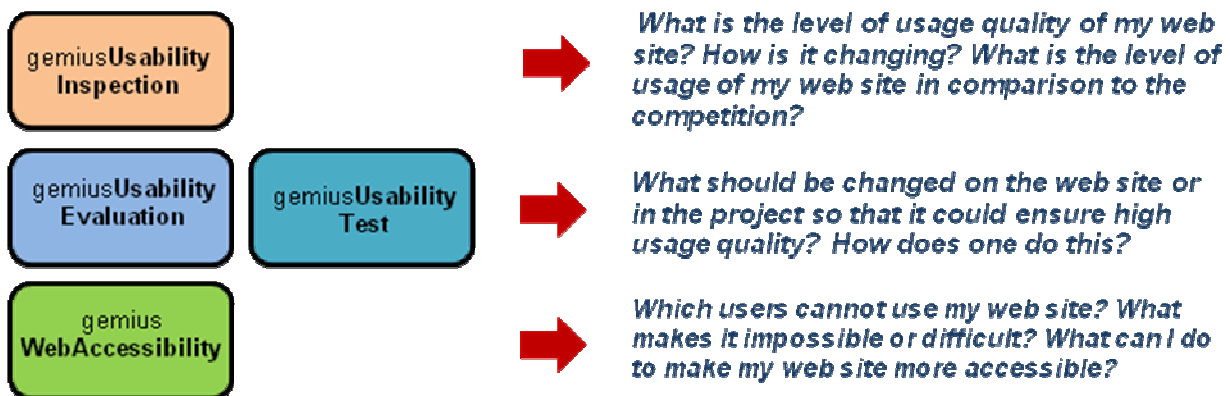
It is research in the form of a web site's specialised audit based on a list of Web Accessibility Initiative guidelines and specialised software. During the study, the researcher reviews chosen subpages of the web site and checks if they are compatible with accessibility standards. The researcher also reviews the web site e.g. from the point of view of visually impaired users.

Result: identification of accessibility flaws.

Objective: identification of elements that make it impossible or difficult for the users to access the content of the web site.



Application chart of gemiusUsability:





Price offer

The price of the research is established individually with the Client.

Commercial contact

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Information about the Company

Gemius SA is a research company, leader and forerunner in the field of Internet studies in Central and Eastern Europe. We have been in the Polish market from 1999, providing professional research, analytics and consultancy services. Solutions offered by Gemius allow the Internet to be used optimally in planning e-business ventures and are the basis of creating Internet marketing strategies.

We study trends and phenomena which have direct impact on effectiveness of the companies' actions in the network. We analyse behaviours of Internet users on web sites (gemiusTraffic), carry out complex online effectiveness studies of an advertising campaign (gemiusEffect) and pursue ad hoc research on a chosen subject. In collaboration with Polish Internet Research (PBI), we carry out Megapanel PBI/Gemius research, which is a standard of web site audience measurement and Internet applications in Poland.

We have the flexibility to adjust our offer to meet the individual needs and expectations of every Partner. Quality and usability of research performed by us garners great appreciation by Polish and foreign companies.

Selected Clients:

Joint ventures	Automotive Industry	Banks	Producers
Polish Internet Research (Polskie Badania Internetu PBI)	Toyota	Raiffeisen	Siemens
Interactive Advertising Bureau (IAB)	Fiat	BPH	Scholl
Advertising Networks Consortium (Konsorcjum Sieci Reklamowych KSR)	Hyundai	PKO BP	Cezex
	Nissan	mBank	Komandor
	Peugeot	Multibank	Philips
	Renault	BZ WBK	Danfoss

Media	FMCG	Insurance	Telecommunications
Agora SA	Nestlé	Allianz	Era
Onet.pl	Unilever	Commercial Union	Plus GSM
Wirtualna Polska	Carlsberg	ING	
Interia.pl	Tchibo	Amplico	
Rzeczpospolita	Gillette	Nationwide	
Canal+	Procter & Gamble	PZU	

