



The all-in-one tool for online user experience research



UserZoom's sophisticated online research tool gathers **unique** and **actionable** data about your website's user experience

COMPANY & SOFTWARE

UserZoom is a software firm specializing in online user experience and remote usability research. We offer an on-demand (web-based) application, called UZ Self-Serve Edition (UZ SSE). It empowers User Experience & Marketing professionals to manage and conduct sophisticated online research projects.

UserZoom's feature-rich, versatile technology combines four tools in one:

1. Task-based survey tool (for remote usability testing)
2. Card sorting tool
3. Online survey tool
4. Voice of customer tool

The data collected combines usability metrics with web analytics data, producing actionable results. These results can be effectively analyzed by researchers and designers to optimize web customer experience.

TYPES OF UX RESEARCH YOU CAN DO

You can use UZ SSE to conduct:

- Website remote usability testing
- Online surveys / market research
- Benchmarking studies
- Prototype testing
- Online card sorting studies
- Voice of customer studies
- User behavior studies
- Mobile interface testing

OUR METHOD

Through UserZoom's cost-effective method, we offer the ability to run online studies with geographically dispersed participants. These users participate simultaneously in their natural context and no human moderation is needed. This method is commonly called 'unmoderated remote usability testing'.

Any hosted web-based interface or application can be tested with UserZoom.

The top global brands use our software solution



Success stories

We are a global brand and needed to test international audiences with a tight execution time and budget. With UserZoom we were able to achieve this.

Pablo Sánchez, UX Director at Monster.com

UserZoom has offered us one-of-a-kind, highly useful user experience data that I had not seen in any other research tool. Michael Morgan, UX Manager at eBay

USER RECRUITMENT WITH USERZOOM

We offer a variety of options for participant recruiting:

1. Panel

We work with leading international panel firms that specialize in user recruitment. They provide UserZoom's customers with access to millions of users with a wide variety of profiles, spread across all continents. Recruiting services include excellent segmentation capabilities and panel quality control.

2. Intercepting web visitors

Another option is to intercept visitors and invite them to participate in a study as they enter your website. You can do this by simply inserting a javascript layer on the page where you want the invitation to appear.

3. Private panels or mailing list

A third option is to recruit from private panels or from your own database.

ADVANCED STUDY DESIGN CAPABILITIES

UZ SSE includes a user-friendly application for managing research studies. It allows the researcher to easily create, edit, preview, launch and monitor projects.

UZ SSE offers highly advanced and flexible scripting (study design) capabilities, critical for success, such as:

- Task validation criteria by question, page interception or time
- Advanced survey tool with many type of questions: multiple choice, one answer, scales, open ended, NPS, etc.
- Multimedia content like images, videos, flash, applets, sounds, etc.
- Advanced logic/branching & conditions
- Randomization of tasks or answers
- Piping capabilities
- Sample quality control
- Multi-lingual study support (including Asian languages)

Stop guessing, start knowing

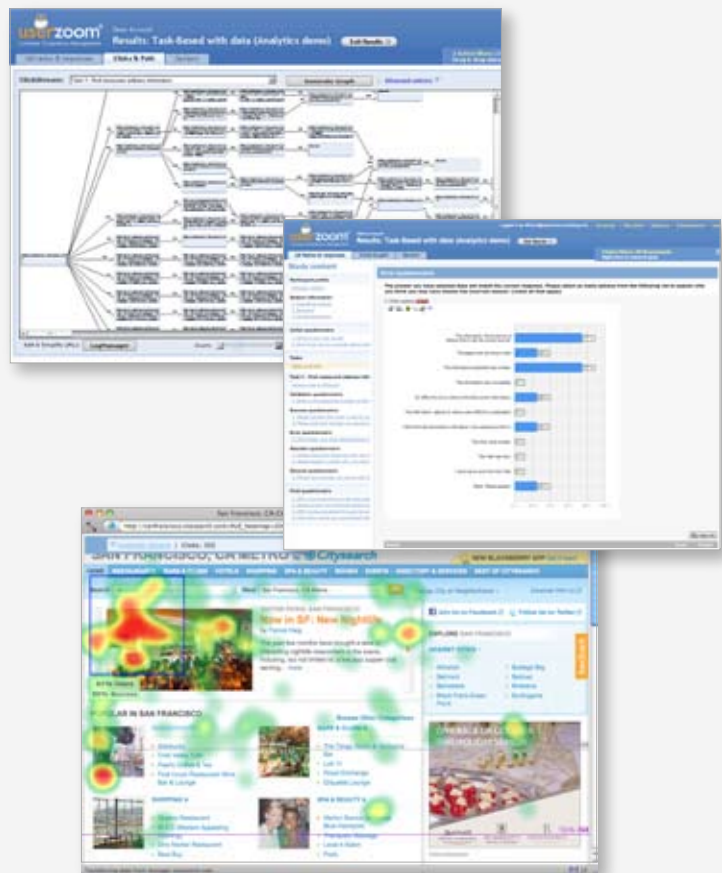


RESULTS AND ANALYSIS

UZ SSE technology gathers rich user experience data and allows researchers to perform advanced analysis. Our cutting-edge technology is capable of gathering both qualitative and quantitative data, such as:

- Effectiveness ratios
- Efficiency ratios (time and clicks)
- Visual clickstream paths
- Click maps (clicks per page)
- Users' suggestions & feedback (per task)
- Satisfaction & perception indicators
- Cluster analysis & dendograms

In addition, UZ Self-Serve Edition allows you to do advanced data analysis and filter results by task, page, user, and time.





USA

440 N. Wolfe Rd.
Sunnyvale, CA 94085 USA

Phone: +1 (408) 524 - 74 45
Contact: Alfonso de la Nuez
alfonso@userzoom.com

UK

Aylesbury House, 17-18
Aylesbury Street, London
EC1R 0DB, UK

Phone: + 44 (0)20 7193 2171
Cell: + 44 (0)7900 472 920
Contact: Arthur Moan
amoan@userzoom.com

SPAIN

Av. Diagonal 419 3° 2ª
08008 Barcelona. Spain

Phone: +34 93 414 7554
Fax: +34 93 368 4295
Contact: Javier Darriba
jdarriba@userzoom.com