

A Business Case:

## UserZoom's Unmoderated Online Remote Usability Testing

Do you need help selling UserZoom's UX research solution to your Management Team? We're here to help! The following Business Case was created by one of our current customers in the Financial Industry<sup>1</sup>. This customer has been using UserZoom for about two years now. The goal of this case was to demonstrate the company's Management Team the benefits of using UserZoom's Online Usability Testing solution, including its cost-effectiveness and overall ROI.

In term of cost saving,  
the cost per user ratio is  
lower than conducting  
studies in lab.

UserZoom's benefits are really about:

**Quantifying** issues that you have identify during lab testing (to make business cases for management decision)

**Testing** users that are geographically spread to gather all kind of feedback (and not just from in area)

**Incorporate market research** with branding and product feedback during the study with follow-up questions

**Have users in their natural environment** which allows to fully test the website on their PCs (and not just on the lab PCs) and receive more objective feedback (they are not trying to please the moderator).

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<sup>1</sup> John. Fortune 500 insurance company

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## What is it?

Automated (or “unmoderated”) research is the complement of moderated research: the moderator does not speak directly with the participant, but instead uses a tool or service to gather the feedback automatically. Typically, unmoderated research is used to gather quantitative feedback from a large (i.e. hundreds or more) sample. There’s all sorts of feedback you can get this way: you can use online surveys to get open- and closed-ended (multiple choice) opinions, use flash- or Ajax-based card sorting tools to understand the way users mentally categorize things, or use clickmaps and mouse tracking to see where users are clicking on a page to accomplish a particular task.

A usability test (task-based) performed by participants in their natural environment, without a moderator or facilitator.

## Why do we need it?

### Top 3 Reasons:

1. Reduce the cost, time, and effort to test, when reasonable, by removing the need for a facilitator and note taker in front of each participant.
2. Increase the validity of our test results, by testing more participants, without increasing the cost to test. “The smaller number is good to pick up the main issues, but you need the larger sample (20+) to really validate whether the sample is representative.

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3. Provides access to geographically diverse participants

### How is it different from our Lab tests?

Provides statistically significant results, which executives often say they require to make informed decisions about their websites.

Allows participants do the tests on their own computers, in their own locations, at their own pace, at their preferred times of day, and using their own setups.

### When it's used?

As an early form of user research

To help reduce the number of projects that cancel a second test once hours get tight. ("Buy one, get one free.")

Benchmarking

For pre-testing purposes during the development cycle (prototype testing). Would make for very quick prototype testing possibly used in conjunction with Azure.

High sample sizes are good

Validation Testing

To validate the results of a first lab test but with half the effort.

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## What is the benefit?

Reduced time to test (no hours spent in front of participant, i.e.- min. 2 hrs./ppt)

Data to support ROI – by simplifying the effort to test, iterative tests will allow us to show our ROI.

### **Quantitative data:**

Effectiveness and efficiency ratios, satisfaction, ease of use, and other Likert results are analyzed for statistical significance and correlations

- Effectiveness ratios (whether users completed a task successfully)
- Efficiency ratios (clicks and time dedicated to each task)
- Reasons why users abandoned a task
- Attitudinal and behavioral data (through click-streams and click-maps)
- User verbatims, rankings and suggestions on how to improve

### **Qualitative data:**

- Lots of responses to open-ended questions, relative to each task

### **Behavioral data:**

- Clickstream data and click-maps: Where did the participants actually go? Where did they click to get there.
- Reduced overall cost of iterative testing

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- Geographically diverse participants
- Recruiting options are easily accessible through third party's within UserZoom's vendor network.
- Allow rapid testing of early prototypes where lab isn't actually necessary
- Axure (Prototyping tool) and Remote Unmoderated testing should shorten overall design/test cycle

### What is UserZoom?

UserZoom is an international user experience research company specializing in remote testing, and they've now made their remote research tools available for do-it-yourself studies. It's a completely web-based tool that allows you to manage multiple UX projects, gather clickstream data, prompt users to perform website tasks, card sorts, surveys, and recruit users from either a panel or from your own website.

### What does UserZoom offer?

One tool that combines all our user experience tools together

1. Website usability testing
2. Survey tool (currently SurveyMonkey= \$200)
3. User behavior analysis
4. Card-sorting exercises (currently annual subscription=\$600)
5. Prototype testing
6. Mobile interface testing
7. Benchmarking Studies
8. A/B testing

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	Moderated (average)	Unmoderated (estimated)	Cost difference using Unmoderated
2 Groups, 6/ppts each	\$14,400	<\$11,400	<b>-20% (\$3000)</b>
2 Groups, 30/ppts each	\$72,000	\$15,000	<b>-80% (\$57,000)</b>

### One Example

In 2007-2008, Test A ran 3-4 "tests" that were really user research (each had 20-30 ppts).

30-40 hours per test were spent moderating by Usability Services with participants (that's 90-160 hours across 3-4 tests)

Cost to client (@ \$100/hr): \$9000-\$16,000 just for statistically relevant test samples.

This was when we had a US team that was twice the size it is currently.

This type of test wouldn't likely be possible today because of our limited resources.

Remote unmoderated testing would reduce the cost of obtaining like results because the unmoderated value would have saved \$9000-\$16,000.