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## UX Capabilities

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## Who Is **Situated Research**?

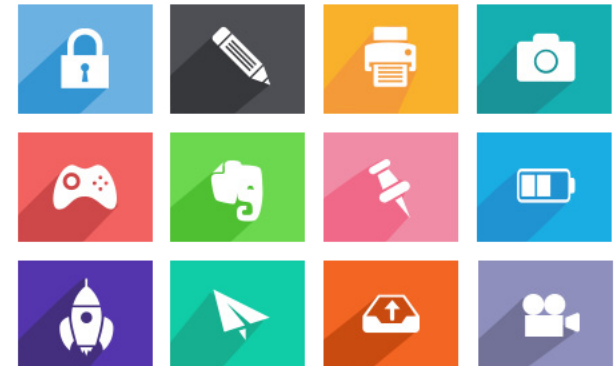
Situated Research is a pioneer in creative design, development, information deployment and usability. Our “situated” approach means that we study the actual environments where products are used to evaluate the user experience *in situ*. Founded in 2008, Situated Research believes that usability research should be built into design efforts to create the best possible product.

Situated Research [works with clients](#) across a variety of industries: including game and software companies such as *EA*, *Sony* and *Disney Interactive*; as well as a variety of small to medium-sized businesses on website usability projects.

In paying close attention to the way information is structured and presented, Situated Research helps its clients create powerful yet elegant solutions that balance *aesthetics* with *functionality*.

## Areas of **Expertise**

- Expert Review
- Card Sorting
- Persona Research
- Brainstorming / Strategy
- Qualitative Research
- Quantitative Studies
- Focus Groups
- User Experience Testing
- Rapid-Iterative Testing
- Eye Tracking
- Mobile Usability
- Statistical Surveys
- Remote User Testing
- Competitive Assessment
- Longitudinal Studies



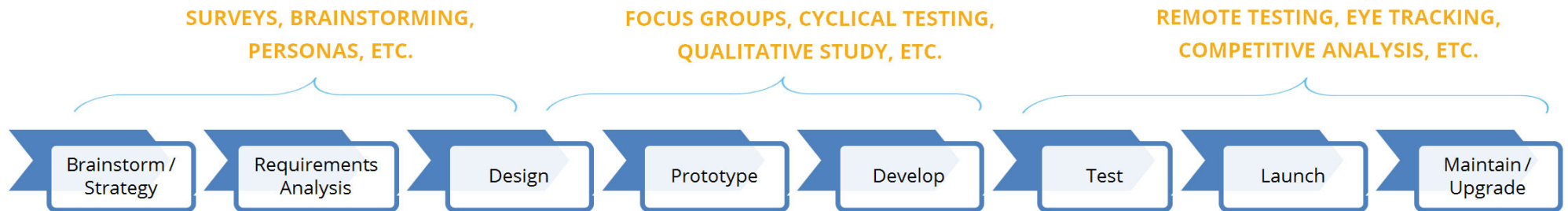
We are industry leaders of ‘situated’ usability research, where users are observed in their native environments. This serves to reduce bias and yield more accurate results.

## Bring Situated Research in at **any Stage of the Design Process**

Common to most development processes are some sort of requirements gathering, design, implementation, and testing. Situated Research is accustomed to entering the design process at any point to capture data and make recommendations that inform your design team, so they can make the right development decisions.

For example, usability experts might inform early designs with questionnaires, workshops, and card-sorting activities to uncover users' needs. Later in the design process, usability testing and validation provides designers valuable feedback on the effectiveness of their design.

Regardless of your development process, usability experts can improve the product at various phases to improve overall satisfaction and productivity of users with the end product. When you need expert advice and usability validation, we can carry you through the entire research and design process, or simply step in as a vetted research partner.



## Your Reliable **Partner**

Situated Research's experienced team of researchers will pinpoint issues within your design, and come up with viable solutions that improve the user experience (UX). These solutions are delivered to you in a practical way so your team can quickly implement them into your project.

We'll exceed your expectations on each and every project. As our partner, you'll find us to be perfectionists, trustworthy, and dependable.

## How to **Optimize and Inform Design**

The usability research process is highly contingent on where you are in your development process, and the particular usability study best suited for your needs. However, we will take the time to carefully analyze your business objectives and to review customer interactions with your product.

Our results highlight user behavior, and how user interactions either support or detract from business objectives: giving you actionable data to improve future designs.

## High-Demand and Trending Usability Studies

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### Surveys and Statistical Analysis

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Surveys are structured questionnaires that produce data on user performance or sentiment to gauge what works and doesn't work in a design. The goal is to highlight design problems and successes so you can serve your users better. These tests rely on structuring good questions and experts in statistical analysis, so that results are statistically significant. With surveys we have helped clients determine what features to include in a new product, and helped others capture feedback from a product that has already been released.

### Persona Research

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Persona Research identifies key stakeholders of your system. Through interviews, the needs of each type of stakeholder are determined and used to generate personas. Personas provide an abstract view of your users, aiding in system design and use cases. Personas highlight relationships among groups, aiding in the design of user interactions. Personas represent user archetypes, or different groups of users that will be using the system. These user groups can have custom user experiences designed that are optimized to their specific needs.



### Card Sorting

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We have helped clients early in their design process using card sorting sessions, where users are separately given cards with labels, then asked to organize them and assign category names. Card Sorting is a method used to help design or evaluate the Information Architecture (IA) of a system. In a card sorting session, participants organize topics into categories that make sense to them and help you label these groups. To conduct a card sort, you can use actual cards, pieces of paper, or one of several online card-sorting software tools.

### Focus Groups

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Run moderated interview sessions with users to learn where to focus design efforts. Once a design team is able to focus on specific design criteria, it will make for a smoother design process moving forward. A Focus Group is a moderated discussion, which typically involves 5 to 10 participants. Through a focus group, you can learn about users' attitudes, beliefs, desires, and reactions to concepts. Individual interviews can accomplish the same without bias from other users.



## High-Demand and Trending Usability Studies

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### Mobile Usability Testing

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Mobile apps and websites need to abide by a different set of rules on a mobile device, since available screen space is limited and navigation is done by touch rather than a mouse. If your website does not have a usable mobile version, you may be losing business. Your content is delivered across many web platforms, whether it be a mobile app or website viewed on a Mac, PC, or other device. We've tested on iOS, Android and Windows-based phones / tablets, and can ensure a seamless user experience across devices for your users.

### Eye Tracking Study

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Eye tracking visualizations such as gaze plots, heat maps and gaze replays can easily be interpreted and presented in a convincing way. We have helped companies figure out where their users' attention is drawn, and derive value by learning which visual design is most effective for information presentation. The results of eye tracking studies and real-time data observations provide visual tools of interest, helping get key stakeholders on-board for a user-centered design approach.



### Competitive Assessment

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A Competitive Assessment sizes up key competitors. For a website, you'll be able to compare the number of indexed pages, inbound links, and social media followers with several of your competitors, and determine how your traffic rank compares to theirs. Ensure you win by assessing your branding, usability, accessibility, information architecture, and other elements of your web content strategy: by examining competitors, you can gauge what you do best and what they do best, and create key objectives to improve upon.

### Expert Review

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Many clients choose an expert design review early in the design process, since a finished product is not quite ready for users to test. An expert in usability and design can talk high-level design to ensure your team is headed in the right direction. The nature of this test is highly contingent to the product being tested, but will involve a usability expert gauging the usability and user experience of a product or application. In other words, we'll find out how and why users behave the way they do while interacting with your design.





SONY



STANFORD UNIVERSITY

Thank you so much for the in depth usability analysis you did on our company's website. Our school prides itself on perfection and this report did not disappoint. Thank you again.

Forbes

Your [free usability report](#) was very insightful and helpful for our team to understand the usability behind our website. Thank you again and we look forward to working with you.

## Executive Team



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