

Conduct **USABILITY TESTING** on software, websites, products, packaging and video quickly and affordable with...

QualLab™

“Usability testing should be an iterative practice, completed several times during the design and development life-cycle. The end result is an improved product and a better understanding of the users that we’re designing for.”

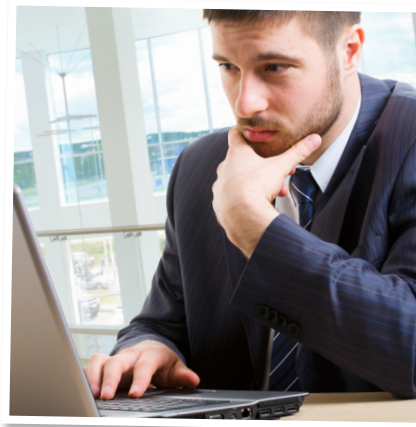
Joshua Kaufman,
Digital Web Magazine

Whether you are testing websites, software, products or packaging, achieving the elusive “high quality user experience” just got easier with **QualLab™**, 20|20 Research’s system that helps you to:

- Increase productivity
- Increase user satisfaction
- Improve brand perception
- Increase conversion rates
- Increase customer loyalty and retention
- Decrease development and support costs
- Decrease training costs

QualLab™ is made up of three separate components: Recorder, Observer, and Manager.

- The Recorder captures audio, video, on-screen activity and keyboard/mouse input.
- The Observer enables team members to watch the customer’s experience (on a big screen in the observation suite), make notes, and flag tasks in real time.
- The Use Manager to view and analyze **QualLab™** recordings, automatically calculate metrics, generate graphs, and create highlight videos to share with stakeholders.



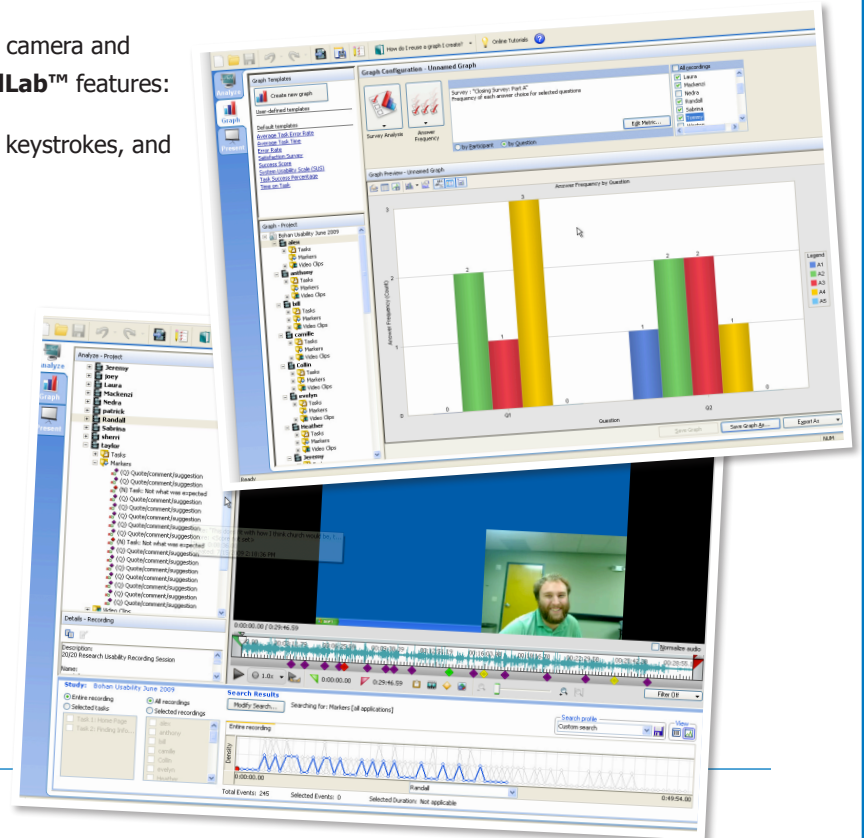
Taking place in our Focus Group facilities, **QualLab™** research captures every nuance of your testing session, providing you with hard data and vivid, undeniable examples of usability problems and opportunities.

Researchers can observe the session live from the observation suite and watch clicks, mouse movement on a participant video feed. Your notes are indexed to the video, making it easy to work with the data later.

To save you time on analysis and reporting, **QualLab™** automatically calculates and graphs effectiveness, efficiency, and satisfaction. Find all comments on the same task across all your recordings, instantly. Drag charts and tables into your report. Export video clips directly to your presentation.

The setup for software and usability testing will include camera and screen recording, where you'll enjoy these unique **QualLab™** features:

- Rich Recording Technology for indexing clicks, keystrokes, and other events
- Automatic calculation of standard usability metrics
- AutoPilot for unmoderated testing or working alone
- Reporting integration with Microsoft PowerPoint and Word
- Satisfaction surveys
- Time on task/success rates



For more information...

To learn more about how **QualLab™** can help you help your clients and their technology products, contact us for more information... or visit our testing lab for a tour.

2020

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