



Is Your Business Earning and Retaining Its Customers Effectively?

Have you invested significant time, money and resources on your web site, only to find it's not getting the kind of traffic you expected? Do you have trouble retaining visitors on your web site, or seeing repeat visitors?

Research indicates that people **cannot find information** they seek on web sites about **60% of the time**.¹ What's more, commercial web sites **lose approximately 50% of potential sales** on web sites where **visitors can't find what they need**.²

As a result, your visitors experience wasted time, reduced productivity and increased frustration.

The effect on your business: fewer repeat visits and loss of revenue, in terms of lost sales, customer satisfaction, staff productivity and help desk support.

The solution? Let TerpSys help you. TerpSys recognizes the greatest expert in creating a web site or application is the user. By implementing a process called usability testing, we can determine your users' needs, make recommendations based on user feedback and help you implement customer-driven changes. And creating a successful user experience can help your business increase customer trust, loyalty and satisfaction, so you get the most out of your company's investment.

What is usability?

Did you know **40% of users do not return to a site** when their first visit resulted in a **negative experience**?² Or that **83% of users leave a site** if they have to make **too many clicks** to find what they are looking for?³

Usability assesses the quality of a user's experience when interacting with a product or system, such as a web site, a software application, mobile technology or any user-operated device.

During usability testing, we learn how users look for and find information on your web site. We then make recommendations based on what we discover about your users' needs. Specifically, usability testing can help identify problem areas on your web site.

By addressing areas of concern to your users, you enable your site visitors to accomplish their online tasks more efficiently and easily. Providing your site visitors with better access and an overall positive experience means a greater chance of repeat visits and increased traffic, which, in turn, can promote revenue growth.

How can usability help your business?

A growing number of companies are recognizing the benefits of usability. By implementing usability, you

- Increase sales/donations
- Increase your web site traffic and retain site visitors
- Decrease support costs, by reducing time used to field troubleshooting calls
- Save development time and costs up front, to prevent maintenance costs later on
- Prevent users from leaving your site
- Help users easily find what they want
- Increase trust and satisfaction among your users

¹ User Interface Engineering, Inc.

² Forrester Research

³ Arthur Andersen

What TerpSys can offer you.

A customer-service driven company, TerpSys offers personalized IT and Web solutions to meet your company's needs. Our entire three-step usability testing process consists of the following steps:

Step 1: Preparation

- Persona research (or profile of a typical site visitor)
- Screener writing (questionnaire for qualifying and selecting test participants)
- Participant screening and recruiting
- Scenario writing (or designing tasks the test participants perform on web site)

Step 2: Execution

- Facilitation of usability testing
- Notetaking

Step 3: Evaluation

- Expert usability evaluations of your web site, with a focus on problem areas
- Identifying areas where further analysis and interpretation is needed
- Addressing key research objectives
- Making recommendations based on qualitative interviews and behavioral observations

Once we advise you on your web site needs, you can choose from one of three service packages (Standard, Premium or Platinum), or select a single service offering:

“Standard” package:

- Expert review, or in-depth analysis of current site
- Persona creation, or audience identification
- 1 round of usability testing
- Baseline usability results report

“Premium” package:

Standard package PLUS:

- Basic user community survey of up to 6 interviews
- Screener writing/basic participant recruitment (does not include outside agency)
- 2-3 rounds of usability testing/revision
- Facilitation

“Platinum” package:

Premium package PLUS:

- Basic user community survey of up to 12 interviews
- Site map based on user input (card sorting exercise)
- Usability participant recruitment (includes creation of tailored interview questions for potential recruits and arrangement with outside firm, if needed)
- Designing procedures/methodology for usability test (includes scenario writing)
- 3-4 rounds of usability testing/revision
- In-depth usability results report and presentation

Single service offerings include: in-depth expert review, facilitation, usability testing and reporting, and notetaking.

Now that you know the facts, put your company ahead of the competition. Email sales@terpsys.com today and ask how TerpSys can use usability testing to improve your business.