

How good is your design?



Whether your company runs a website, software or a mobile application, you are always concerned whether users will like it or not. The design is one of the most important ergonomic factors. So how do you make sure your design does a good job of engaging, helping and converting your users?

What is Usability?

Good usability makes sure that the users don't get confused when they work with your product. They know what to do next without you telling them. A product whose design was made by usability professionals has an easy to use navigation, meaningful texts and focuses on converting the users to real customer.

Better Usability is More Money

So what does usability have to do with improving your revenue? Let's say you visit a website that sells exotic trips. You have never heard of the agency, but they have just the trip you want and the prices seem reasonable. How would you feel if you couldn't find the product testimonials or the contact information? Would that be a credible partner?

In fact, this travel agency might have the information hidden somewhere and you just could not find it. Maybe the information was right on the home page, but you were just too overwhelmed with a huge ad and couldn't see it. At this point the travel agency loses a customer.

You can do better. With our usability audit and some little changes to your design, you can easily improve your conversion rate and thus earn more money.

Auditing Usability of the Website

At Lighting Beetle we audit usability using a methodology called Expert review. We have a set of nine categories that we look at and make sure that your website design does a good job interacting with users. The test consists of auditing eight areas such as functionality, visual design, efficiency, learnability, navigation etc.

We dig deep into your website. We make sure that all your forms work well, texts and naming is done just right and the homepage clearly states who you are. The result is presented in a summary that includes screenshots of the findings and recommendations on how to solve the problem.

Our test has been created based on the EN ISO9241-110 and EN ISO 9241-12 standards. This guarantees that it is not merely our subjective opinion, but we are basing our findings

on international standards for usability.

Auditing Usability of a Software Design

With software and mobile application design we care less about credibility and conversion rates. Our experts focus on task completion, making sure that users can easily walk through any given task.

Thus the methodology used has to be a bit different than the one applied to websites. Usually we chose to conduct a Heuristic evaluation. Again, there is set of categories (called heuristics) on which we focus as we walk through different tasks. Our experts identify the design flaws and prioritize them. When a finding is marked critical by two or more experts, it goes at the top of the list and should be resolved as soon as possible.

Return on Investment

Starting at 600€, a usability audit is one of the cheapest usability studies on the market. Depending on the overall usability score we can improve your conversion rate by 0.5 - 10%. We encourage our clients to keep working with us after auditing their design. We install analytic tools and play with the data to figure out how the design could be improved in the future.

Other Usability Studies

Expert review (used with websites) and Heuristic evaluation (used with software) are our favorite

usability studies. They are both quick and cheap and you can take action based on the results immediately. At our agency we conduct an entire variety of usability studies including interviews with customers, user research or questionnaires.

Depending on the type of project we might recommend conducting a live usability testing. We ask real users to come to our laboratory and let them go through a set of tasks while being recorded on cameras. One of our experts sits with the user in the lab and provides him with the instructions. Other usability experts sit in the observation room and mark usability problems or unusual behavior of the user. Clients are always welcome to watch the live testing in the observation room.

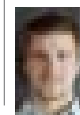
Interaction Design

Lighting Beetle is an interaction design agency. We design websites, software and mobile applications, making sure that the product is easy to use. Thinking beyond the aesthetics allows us to focus on the user interaction.

Every time we are not sure about the color of the button or a value proposition we test the proposals on real users. We base our decisions on collected data, not our feelings.

We see our projects as long-term cooperations. We never stop once the design is done. Our usability experts keep on analyzing and searching for improvements.

Read our case study about how we helped AmCham with their new website: www.lbstudio.sk/amcham.



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