



Using leading edge technology to recommend actionable improvements to your consumers web experience...

Usability Testing

Overview

Online shoppers are intolerant of a poor online experience. Faults, confusing navigation and bugs can all impact a user's trust and lead to basket abandonment or turn them away from a website to a readily accessible competitor site.

At PMC we understand this, and employ the latest technology to help our clients improve usability and deliver the best online experience to their customers. Our service can be delivered on a standalone basis, or as part of a broader testing solution.

Your website through the eyes of the consumer

To understand the consumer experience of a client's website, PMC uses leading edge 'Eye Tracking' retinal detection technology. Eye tracking lets you see how consumers navigate around your site, where they focus their time, and how quickly and efficiently they can undertake defined activities. We combine the outputs with structured participant interviews to validate what we see as the consumers on screen activity.

The participants in all studies are carefully selected to match your demographic requirements.

Clear outcomes

The software we use will provide clients with clear awareness using out-put including Heat Maps and the use of Area of Interest statistics of how their site was interacted with.

It also provides direct evidence of how easy consumers found it to perform the defined functions from within the site (finding answers, making purchases, finding products, amending orders etc).

Actionable Recommendations

Using these findings, PMC are able to then propose and recommend changes or enhancements to the website that will vastly improve the consumer experience.

These changes can lead to an improved customer experience, enhanced brand perception and importantly a reduction in abandoned baskets and incomplete on-line transactions.

Usability - POS/In-store solutions

As well as enhancing the online consumer experience, our advanced usability approaches can be used in store to understand how staff interact with installed POS solutions. Through tracking the users' interactions we can recommend changes to the POS that will improve transaction times, and time to effectiveness for new users.

Other Testing Services

PMC are retail systems experts, providing testing solutions to a vast range of high street retailers. Our expertise covers all areas of in-store, web and performance testing, through to accreditation, consultancy and training. Our team has real life retail experience, and has the flexibility to manage one off assignments through to full outsourced testing solutions.

→ Benefits

- ❖ Advanced 'Eye Tracking' Technology
- ❖ Understand how consumers use & view your website
- ❖ Important potential financial benefits
- ❖ Actionable recommendations
- ❖ In store applications
- ❖ PMC Testing expertise