



Enex Usability Testing

About Enex TestLab

With a heritage stemming directly from RMIT University, Enex TestLab provides high quality, independent testing services to government and corporate clients locally and internationally.

Enex TestLab's reputation is founded on independence, rigor, accuracy and the usefulness of our work in saving customers money and reducing risk.

About Usability

The usability of a product provides an indication of its ease of use, effectiveness and efficiency in meeting the user goals. This is particularly important for web based e-commerce systems where, if users find the site difficult to use, they won't use it and will go elsewhere.

Usability testing is a practical, objective method of determining how well a product meets user expectations. It will identify design issues and reveal how those issues can be resolved.

Undertaking usability testing helps answer the key issues such as:

- > Is your interface design intuitive to your users?
- > Can your users find what they need when they need it?
- > Does your system offer users the features and functionality they expect?
- > Is the customer experience of your site satisfactory?

Websites and applications that fail usually do so because users were not involved in the initial design process. Enex TestLab will help you understand your users and shape your designs around their needs.

Enex TestLab's usability testing will quickly and inexpensively identify the strengths and weaknesses of your Web site or application. Using proven human behavioural research and system testing, Enex methodically tests your product to ensure a usable interface and a satisfactory user interface.

Our testing employs a variety of strategic methods to diagnose interface strengths and weaknesses at different points in your development lifecycle. We offer design recommendations based on user feedback, usability principles, and interface research.

The Testing Process

Enex usability testing specialists employ two key testing strategies:

A usability audit or expert review; in which your product is examined by trained experts for any potential problems that will affect the user experience.

A user test - employing a sample of typical users undertaking realistic tasks to expose difficulties.

User testing measures elements such as a product's ease-of-use, task time, and the user's perception of the experience. Usability testing can be done formally in a lab with video camera support, or informally with paper or electronic simulations. Changes to an application can be far more strategically made based on the findings of a usability test. However, it will be the most effective in conjunction with a user-centered design approach, ensuring a product is designed from the beginning according to the needs of its users.

through eye tracking testing that provides unique methods to assess the impact and usability of web pages.

The Testing Process

In both instances Enex provides detailed reports explaining the issues with recommendations on how they can be remedied.

We use a couple of tools that can assist in the information gathering and viewing of user based test sessions. The sessions can be recorded using a Morae technology system at the test location and observed by a second usability specialist, for annotation and reporting purposes, possibly remotely. The Morae Recorder component is installed on the test participant's PC, and records screen and system activity. To capture video and audio of the test participant, you use a web camera and microphone connected to the test participant's computer. The system automatically synchronizes the video and the data, creating a complete digital record of the test participants' user experience. A Remote Viewer connects to a Recorder over a network and displays the full experience, including the test participant's screen, their audio comments, and video of their face. Each Remote Viewer observer can set markers and add text notes which are communicated back to the Recorder and saved with the recording file. Multiple Remote Viewers can be used if required (at additional cost).

A key problem with recording usability tests is the time consuming process of trying to go back through the video to find key moments and conduct analysis of what happened. The Manager component of Morae solves this problem utilising markers, automatic segment creation, powerful search and other Rich Recording Technology features.

Additionally, the Manager component includes integrated editing functionality, making it quick and easy to assemble the important video clips and share them with stakeholders. Feedback from the evaluation will be used to make improvements to the design, where appropriate.

Secondly additional and important information can be obtained regarding the users through eye tracking testing that provides unique methods to access the impact and usability of web pages.

Where people look reflects their thinking and what information they process - insights that cannot be obtained directly with other testing methods.

Eye tracking provides objective results as by observing people's eye gaze, you measure true responses and reactions without the filtering of the respondents' logical mind or the influence and interpretation of a test leader. Eye tracking provides both qualitative and quantitative results that allow the website designer to gain clear insight and effectively communicate design implications.

The system enables observation of how a user's eyes wander across a design, in real time or after testing, to obtain a deep and direct understanding or reactions and cognitive thought processes.

Our Mission

To be the leading supplier of independent evaluation and product review services in the market and in the provision of independent evaluation and purchasing advice services to government and corporate clients.

Our vision:

Enex TestLab aims to deliver robust, reliable and rigorous testing services and products globally as the worlds most respected international, independent testing institution.

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