

Catch a better wave



TNS WebEval

Develop a Web site that strengthens your brand, increases visits and serves customers

People who visit your Web site are already interested in what you have to offer—they sought you out. That's why many companies consider their Web site visitors to be their most valuable prospects. Yet many Web sites still fail to meet the needs and expectations of their site visitors.

Successful Web sites empower consumers to find the information they seek and serve as a functional resource for customers.

Through WebEval™, TNS usability specialists can provide direct suggestions to guide your Web site development, helping you to meet the needs of your target audience while building your brand.

WEBEVAL BENEFITS

- WebEval provides insight on the effectiveness of your concepts and messaging.
- WebEval shows you who's visiting your site and through what channels.
- WebEval measures the satisfaction level with your site.
- WebEval offers audience suggestions for improvement to increase satisfaction.
- WebEval helps you:
 - Encourage visitors to return
 - Improve online conversion rates
 - Quantify offline sales your site generates

HOW IT WORKS

We evaluate and help you improve your Web site through the following four WebEval tools.

Focus Groups to Review and Optimize Content

By using a series of in-person and online focus groups, we identify what users want to see on your site. Once we've identified user expectations, we analyze your Web site's strengths and weaknesses and recommend the ideal site positioning.

InterAct Online Bulletin Boards to Test Components or Content

Powered by a series of online bulletin boards, InterAct™ provides clients with an opportunity to test Web site mockups and screen shots, individually or in a series of comparisons.

In-Person Usability Testing to Analyze and Perfect the User Experience

In-person usability testing offers the opportunity to test either prototype pages or your live site. One-on-one qualitative interviews identify disconnects, reveal how well visitors can complete specific tasks on your site, and provide valuable feedback to complete or continue the development process.

Effectiveness Survey to Evaluate and Improve Loyalty

Our quantitative Web survey reveals the level of user satisfaction with your site and provides direction for changes to enhance user loyalty or acquisition. The survey also tracks changes in visitor profiles, expectations, and task fulfillment as well as the site's impact over time.

Web site questionnaires include proven TNS methodologies, such as:

- **Future View:** This tool measures and classifies site visitors according to how “future influential” they are or will be and provides insights on how to shape future Web site iterations.
- **Clickstream Tracking:** Understand site usage, navigation, user experience issues and key barriers with the combination of quantitative survey data and task-based clickstream tracking.

For more information contact your TNS Canadian Facts account representative or:

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