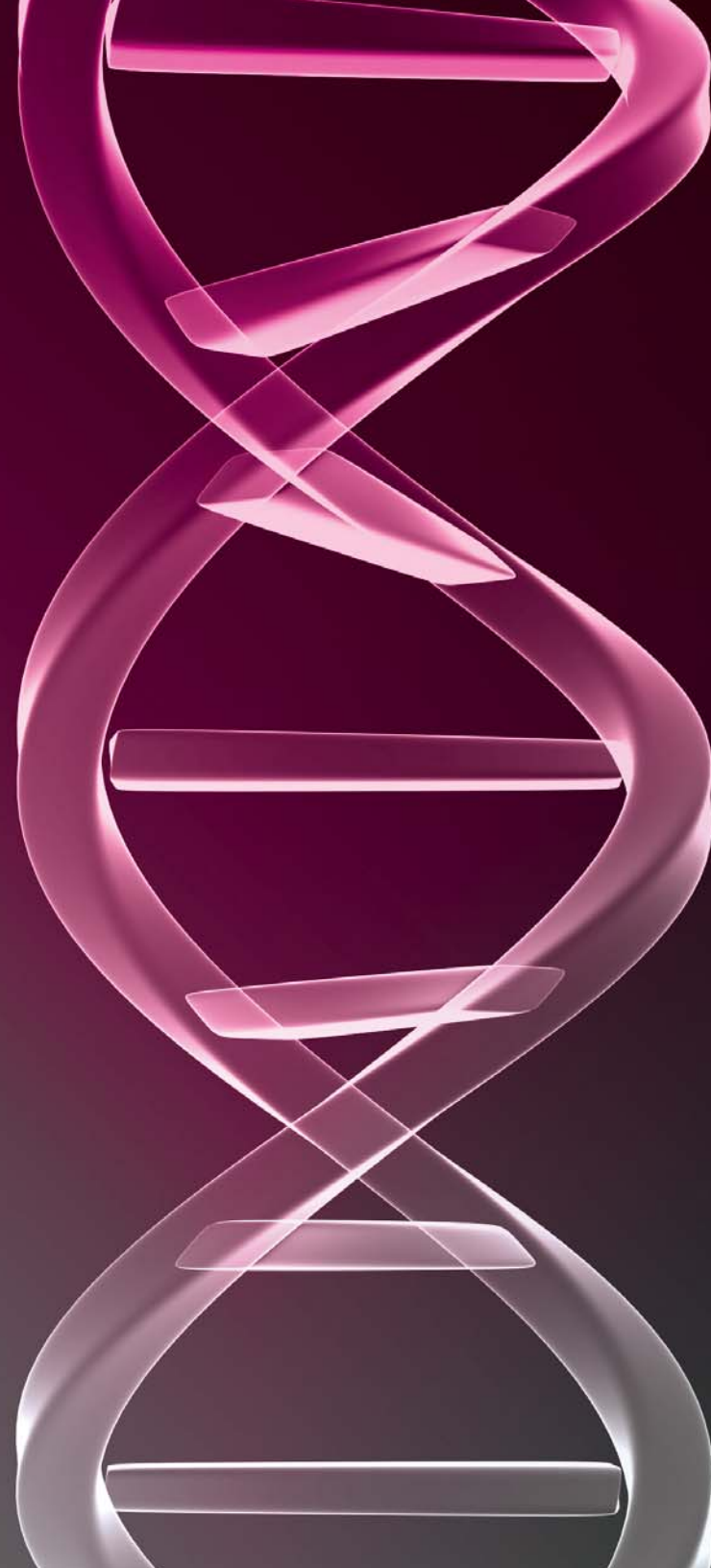


*iwebeval*



## iwebeval

iwebeval is tns' suite of web-user experience research tools which include:

- focus groups — qualitative group discussions to understand users' needs and reactions to new site concepts
- InterAct™ Online Bulletin Boards — online discussion format allows screenshots and mockups to be posted online to gather user reactions
- in-person usability testing — qualitative method using picture-in-picture usability lab technology to gather rich feedback on the strengths and weaknesses of your site
- WebEffect™ satisfaction surveys — quantitative pop-up surveys measuring satisfaction, demographics and effectiveness
- clickstream tracking

iwebeval can help you improve your website by addressing:

- Overall experience
- Ease-of-use
- Content
- Organization
- Nomenclature
- Visual appearance/design
- Effectiveness
- Brand impact and perceptions

