

The OCLC Usability Lab
is conveniently located just off I-270,
northwest of Columbus in Dublin, Ohio.

As part of a well-established and
respected international corporation,
we have the flexibility to customize
our fees and services to meet
almost any budget.



*Call today to learn more or
schedule a tour!*

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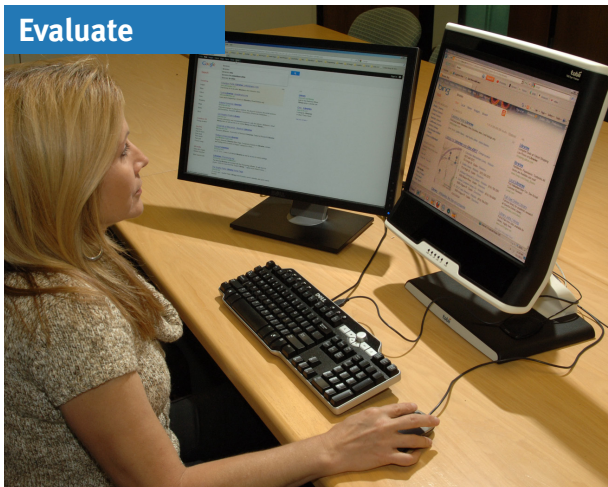
OCLC Usability Lab

Explore the User Experience™




OCLC®

Evaluate



The OCLC Usability Lab, a state-of-the-art facility equipped with usability software, eye-tracking devices and digital recording capabilities, is a contemporary, comfortable setting for both participant and observer.

In the **Evaluation Room** users participate in focus groups of up to 14 people or evaluate the usability of the product being tested.

Four video cameras, remotely controlled from the Control Room, provide complete coverage of the test users and target software during a usability evaluation, as well as all participants in the room during a focus group.

This room also contains an overhead projector, desktop microphone, three overhead microphones and ceiling-mounted speakers for both focus groups and presentations.

Where do your users look when using your product?

Where are they bogged down?

It's surprisingly affordable to find out.

Control



In the **Control Room**, ULab staff, with over 25 years of experience, operate cameras and recording equipment to monitor every inch of the evaluation room.

A DVD of the session is included, and you may also pre-order:

- A full usability evaluation or focus group report
- Brief task analyses
- Eye-tracking data

Any and all of these can indicate usability issues and possible improvements.

Eye tracking

The OCLC Usability Lab uses Tobii T60 eye-tracking hardware and software, allowing the client to view from the Observation Room, in real time, the exact spot the user is viewing while completing a task on the PC. Post-test analyses can quantify which areas of the screen were viewed, and for how long, indicating the best areas to place key messages (and which areas to avoid).

Observe



In the **Observation Room**, clients can view the activities in the evaluation room on two 52" LCD screens. One LCD screen shows what is being recorded on the DVD, including comments and facial expressions by users during a focus group or usability evaluation. The other LCD acts as a remote PC monitor, providing a larger view of any PC images displayed during the session. This monitor can also display real-time eye-tracking data.

Remote observers can listen and view the proceedings from anywhere in the world via two ClearOne speakerphones and the Internet.

