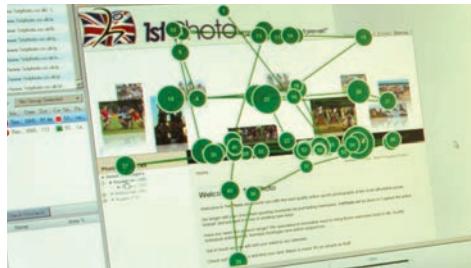


A close-up photograph of a green printed circuit board (PCB). The PCB has a complex network of green traces and numerous small, glowing yellow and orange nodes or capacitors. The lighting is dramatic, with strong highlights and shadows, giving it a three-dimensional, almost liquid-like appearance.

# The Southampton Solent University **USABILITY LAB**

Professional facilities, expert support



# INDUSTRY-STANDARD FACILITIES

Flexible, specialist user experience support, tailored to your business or research needs.

## Industry-standard facilities

Designed to test the functionality of digital platforms and the user experience, Southampton Solent University's usability lab offers industry-standard software, eye-tracking devices and digital recording capabilities.

Available for live and remote testing, focus group analysis and training, the lab is ideal for commercial, user-centred design and evaluation of websites, mobile applications, multimedia products or complex information systems.

Our facilities can also be used as sound studios, for collaboration testing, or as control rooms and command-and-control centres. They're also available for industry short courses, basic and applied research and teaching.

With flexible support to meet your business or research needs, applications can be tested for use with specific audiences as well as with highly specialist groups.

Staffed by an expert team from Southampton Solent University's Maritime and Technology Faculty, the lab is available for hire by businesses and organisations from all sectors, including digital UX, SEO and website design companies, universities and colleges and other institutions. The lab is comfortable and contemporary, creating a relaxed environment that optimises usability results and puts participants at ease.

## Flexible, specialist support

Our expert team will work closely with you to establish your task and system objectives. We'll then create relevant scenarios designed according to your objectives, to be completed by suitable participants.

As well as facilities hire and specialist support, we also offer advanced courses in user-centred design and evaluation, based around your needs.

## WHY USE THE SOLENT USABILITY LAB?

- Gain early user feedback, helping you to focus on the right issues
- Obtain walkthrough user evaluations
- Have complete coverage of test users and target software during testing
- Observe participant behaviour during focus groups
- Control the testing environment, including lighting, sound, screens and all equipment
- Gain real-time viewing of what users are seeing and how they are responding
- Obtain in-depth, post-test analysis of user responses, including eye-tracking data on areas of the screen viewed, for how long, and locations avoided



# WHAT WE OFFER

Industry-standard usability software, eye-tracking devices and digital recording capabilities.

## Usability testing

TechSmith Morae usability software records on-screen activity, mouse clicks and keystrokes, while Tobii T60 eye-tracking hardware and software gives you a real-time view of the exact spot the user is viewing while completing an on-screen task.

Meanwhile six webcams, remotely managed from the control room, provide complete coverage of users and target software. The testing room can also accommodate and provide video coverage of focus groups of up to eight people.

## Control

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

Clients can manage all elements of the testing environment from our control room, including lighting, sounds, screens, PCs, and all other equipment.

Post-test analysis can also provide heat map data on which areas of the screen were viewed, and for how long, indicating the best areas to place key messages and which areas to avoid.

## Observation

From behind sound-proofed privacy glass in our comfortable and fully-equipped observation room, you can monitor participants' behaviour during focus groups or usability testing.

You can also view activities on a remote PC monitor displaying real-time eye-tracking data, for a closer view of interfaces or images used during the session.

We also offer a remote observation option, allowing clients to listen and view the session online from anywhere in the world.

## Evaluation

At the end of testing we provide a full DVD of the session, and will work with you to supply an in-depth report tailored to your requirements. Providing detailed analysis of usability results, including task analyses and eye-tracking data, the report also includes recommendations for improvement.

**“** I wouldn't hesitate in recommending the fantastic usability labs at Southampton Solent University. We used the labs to conduct eye tracking research for a major UK high street retailer, and we uncovered some amazing insight into fixation points on email and display advertising.

Not only were the research and technical teams extremely helpful in setting up and facilitating our research, but also provided great support in planning and methodology. **”**

**Adrian Durow**  
**Founder and MD, The ConversionArium**

## FIND OUT MORE

We'd be happy to discuss your usability needs and how we can help achieve them. We offer flexible, customised fees and services to meet your budget and requirements.

### For bookings or more information, contact

Mohammed Al-Husban, Maritime and Technology Faculty

Tel: 023 8201 3942

Email: [martec@solent.ac.uk](mailto:martec@solent.ac.uk)

[www.solent.ac.uk](http://www.solent.ac.uk)

