

Services:

Web Development & Testing > Usability Testing

Traditional software firms spend a percentage of their R&D dollars on user interface testing because they know how critical making the software easy to use will be when it launches. An overwhelming or underwhelming initial impression could significantly decrease their sales. A software vendor can track their registered customers and provide training, customer support, patches and revisions.

It is even more important to test the interface on the internet because if a visitor can't navigate to your information, you have no way to know, unless they contact you. Unless your product or service is unbelievably compelling, you probably won't hear from them.

Most companies build their web site with a programmer or a designer who has no formal training in user interface design or in testing. The principals at BuzzBoltMEDIA were heavily involved in testing web-based software products to increase traffic at the Lycos Network of on-line properties, and can very quickly evaluate traffic reports and identify points of failure.

For new web development, BuzzBoltMEDIA can facilitate different types of user interface testing from paper to HTML prototypes, before any back-end programming begins, saving your company substantial money in development costs.