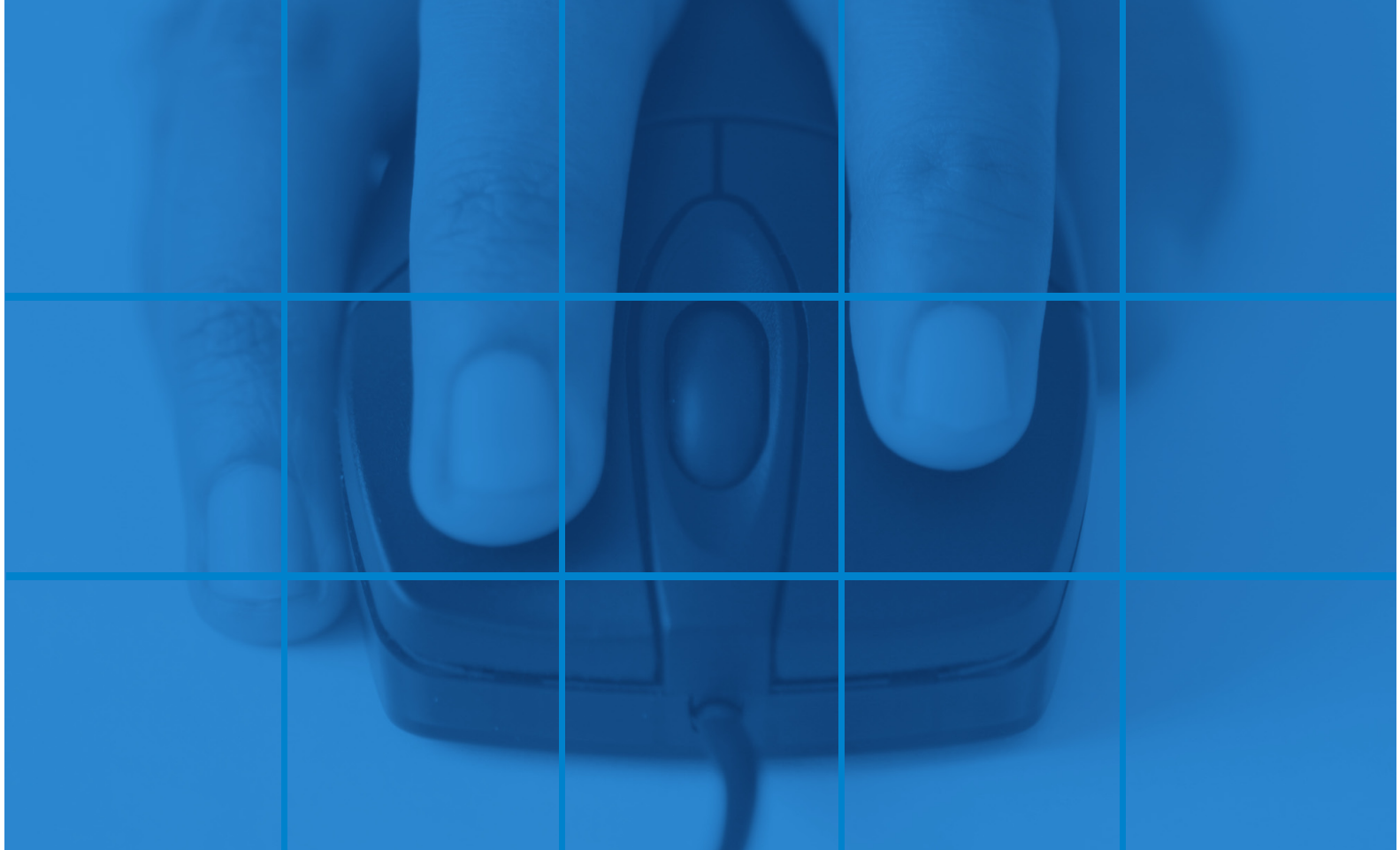


Usability Solutions

Enhance the quality of your portals, websites, and applications with PPC's Usability Solutions

metadata policies communication folksonomy
web services governance content management
content migration web 2.0 change management taxonomy
usability blogs social tagging
document management role definition
portal communication procedures knowledge management
service-oriented architecture compliance information architecture search optimization
records management wikis navigation content tagging



Avoid massive costs and substantial rework by conducting an up-front usability assessment.



Organizations struggle with making their websites, portals, and other information applications “user friendly,” in part because it is easier to focus on the graphics and artistic design than to understand the root causes of user dissatisfaction. Unfortunately, this often results in sites with low satisfaction ratings that do not result in end user loyalty.

Project Performance Corporation (PPC) stands out as a usability expert because we do not look at just one aspect of a website, portal, or application. Rather, we assess how all components work together: browse, search, graphical design, content, functionality, and user satisfaction. Because of this holistic approach, PPC is a leader in design, development, and end user validation.

PPC has worked with both government and commercial clients to understand the user needs, what content and functionality currently exist, where the gaps are, and how to best prioritize the improvements. Our methodology, keeping the end user in mind, ensures that there is always a strategic plan in place and that incremental improvements support the larger strategic plan.

Usability Solutions

Usability Auditing - We audit your existing site or application to identify major problems and potential opportunities.

User-centric Design - We gather data and analyze how users think and work in your domain.

Usability Testing - Your test results will ultimately lead to modified designs that accurately reflect users’ behaviors and opinions of the site.

Our usability testing protocol includes:

- Interviewing users to understand tasks, content, and functionality requirements
- Creating working prototypes
- Walking users through the designs
- Conducting an analysis of each major task that end users perform on the site
- Testing the overall design

The PPC Approach

PPC’s usability process is based on industry best practices, our proven core usability methodology, and our experience in helping over 200 government and commercial clients enhance their business practices. PPC’s knowledge management consultants examine your existing website and analyze its strengths and weaknesses, looking for the elements known to engage users and ensure satisfaction. Our approach includes:

- Field studies, focus groups, interviews, and surveys to collect both direct and indirect user opinions and behavior data.
- Task walkthroughs, performance-based tests, and heuristic evaluations to assess general usability and user satisfaction.

Our methodology allows us to develop personas, scenarios, task designs, information architecture, navigation, and overall look and design recommendations that address who your user base is, what content they are looking for, and what will create a positive experience for them on your site.

Usability Audit Report

We rank your site against best practices for findability, content, and presentation and messaging and provide a Usability Audit Report that details our findings and offers actionable recommendations to help your company achieve the following results:

- **End User Satisfaction** - Improved usability on your site will result in improved site satisfaction and lead to repeated site usage and increased customer loyalty.
- **Ease of Use** - Your site will be easier to use for new and returning users.
- **Findability** - The navigation on your site will be more intuitive, making content easier and faster to find.
- **Effectiveness** - Your site will allow users to achieve their goals faster and more efficiently.

Project Performance Corporation specializes in providing management consulting and information technology solutions crafted to meet your specific business needs.

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