

The Usability Company and web analytics agency WebtraffIQ Partner

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The Usability Company and WebtraffIQ combine services

----Begins----

The Usability Company <http://www.theusabilitycompany.com>, the UK's foremost provider of independent, business focused usability consultancy, and WebtraffIQ <http://www.webtraffIQ.com>, the web analytics agency, announces a partnership to provide website owners with a complete range of consultancy and analytic services.

Website testing and analysis provides site owners with valuable data on traffic patterns and user habits. This enables site owners to develop their sites to ensure that the user experience is as intuitive as possible.

The partnership combines best practices from both respective industries, enabling The Usability Company and WebtraffIQ to offer clients a complete suite of services. The partnership was formed after the two companies worked together on a proposal for a best practice organisation.

In partnering, WebtraffIQ which supplies analysis and consulting for usability, has enhanced its offering by integrating the services of pure play usability specialist The Usability Company. This allows WebtraffIQ to increase its technical and analysis capabilities by having specific input from usability professionals. The Usability Company benefits from receiving specialist technology, knowledgebase and skill-sets from WebtraffIQ. This enables The Usability Company to deliver more quantitative and relevant accurate data to support qualitative decisions for off and online measurement.

Marty Carroll, Director of Usability Practice at The Usability Company explains, "Partnering with WebtraffIQ is consistent with our strategy of demonstrating a return on investment in delivering usability consultancy. The technology provided by WebtraffIQ perfectly complements the consultancy services we offer to our clients".

Marcos Richardson, European Director at WebtraffIQ comments, "We are pleased that the partnership is such a logical and perfect fit. The combination of services between The Usability Company, WebtraffIQ and the recent Eyetracker <http://www.eyetracker.co.uk> partnerships continues our development of the relevant emerging technologies and skills required to offer a complete service for clients within this rapidly evolving realm.

“With the increase in calls by government and the private sector for the accessibility of websites for the disabled, careful attention to navigation, efficiency and effectiveness of websites will be critical for companies and organisations that want to stay ahead of the game.” Richardson added.

----Ends----

----Notes to editors----

This press release is available in PDF, plain text and Word formats.

Photographs are available of the spokespeople upon request.

About The Usability Company:

<http://www.theusabilitycompany.com/>

<http://www.theusabilitycompany.com/news/index.html>

The Usability Company is the UK's foremost provider of independent usability consultancy on all digital interfaces to drive effectiveness, efficiency and satisfaction.

Numerous clients have benefited from The Usability Company's expertise in enhancing websites, applications and devices to provide a satisfying experience for the end user while meeting business goals. Current clients include Barclays Bank, Camelot, BSkyB, LG Electronics, RNIB and Bradford & Bingley.

Time and again The Usability Company has demonstrated that with its focus on the requirements of the business and the end user, usability testing has a significant impact on the bottom line.

The company's team of well qualified and highly experienced Usability and Accessibility Specialists is led by Marty Carroll, the founder of the UK Usability Professionals Association (UPA). Catriona Campbell, Chairman & founder of The Usability Company is on the board of the British Computer Society, HCI (Human Computer Interaction) Executive Committee and was one of a panel of experts from voluntary, industry and government sectors and academia that advised on quality issues for the Office of the e-Envoy's Quality Framework for UK government website design.

About Eyetracker:

<http://www.eyetracker.co.uk/eyetracker/home/whatibureau/default.html>

The Eyetracker bureau service allows the tracking of both the conscious and unconscious gaze movements of a subject/viewer on a wide variety of mediums including; Web/intranet sites, Printed information, including adverts and product packaging, Animations, TV, video and film and Live events e.g. in-car simulation

Eye tracking helps to get a detailed understanding of the viewer's eye behaviour.

About WebtraffIQ:

<http://www.webtraffiq.com>

WebtraffIQ is a real-time visitor tracking and reporting analysis product and service for business web sites and e-commerce enterprises. The system has undertaken a four-year research and development-testing period and is used by over 400 individual web sites.

WebtraffIQ provides a campaign tracking service which enables clients to see how various online and offline marketing techniques are working, in effect creating a rich picture of a web site's activities.

WebtraffIQ's clients include: Business Link [Kent], City & Guilds, Mando Group, Perceptor, Reuters, Royal Chartered Institute of Surveyors [RICS], and Tiscali UK.

----Contact----

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