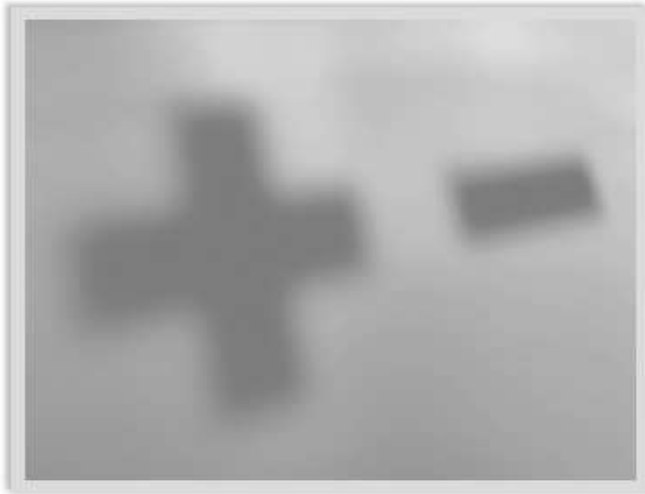


Website Rapid Analysis



«Your website will be tested for usability for sure. If you won't do it, your customers will.»

Jakob Nielsen

The requirements for modern online-communication are rising. Your Internet presence must be adapted to the needs and requests of the market and the target group continuously.

The rapid analysis helps to identify and to uncover the potential for optimization of existing applications.

1. Preparation

Together with you, we determine the most important tasks, target groups and competitors of your on-line presentation.

Then, we define key criteria by which the website will be analyzed such as e.g.:

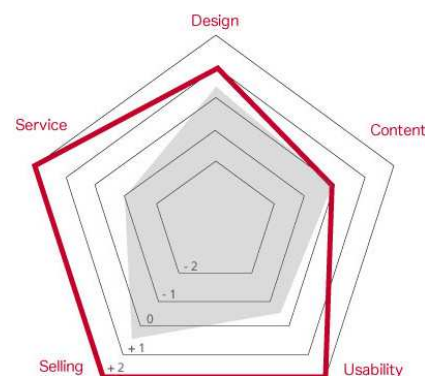
- Usability
- Branding/Design/Interface
- Structure for navigation
- Comprehensibility of texts
- Emotionale power of content
- Service, contact- and dialog-options
- Technical functionality

2. Implementation

In the scope of the rapid analysis, a qualitative, applied and efficient testing is performed.

The most important aspect in this process is the «cognitive walkthrough», by which your Website will be tested for the previously set-up criteria in several passes.

The detected strengths and weaknesses will be documented:



Example: Be-Status (grey area),
To Be-Status (red line)

3. Documentation

The results of the analysis are documented in a To-Be diagram. (see figure).

From this, a pragmatic action plan, including the prioritisation of precise tasks is deduced.

Within a very short time, a sound basis for a future project plan is established.

Your profit.

The short analysis is a quick and cost-saving means to identify the potential for improving your On-line presentation.

You obtain an objective and impartial assessment from experts in composition and visual design.

You obtain a starting point for establishing a project briefing.

**Make use of this offer to optimize your presence on the Internet. For more information, please call:
Telephone: +41 (0)78 637 69 80.**