



Uzilla is a complete platform for the web-based usability testing. In a lab or in the field, Uzilla implements your test and captures your users' behavior.

Overview

Uzilla uses a client server architecture with a custom web browser, application server, and relational database backend. Its mission is to decrease the time and effort involved in usability testing while increasing accuracy and effectiveness.

Architecture

The Test Server includes an application server and database. The Browser Client is a Mozilla-based application that can be downloaded to a local computer. The process:

1. Design with Web Application
2. Test with Instrumented Browser
3. Analyze with Web Application

Test Design

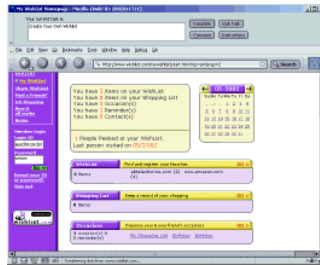
Two primary protocols are supported: hinting and abandonment. In the abandonment protocol, users are given the option to give up. In hinting, giving up is only an option after a set of hints is exhausted.

Tests include a start and end phase, with any number of tasks in between. Start surveys may be used to gather demographics and expectations. End surveys be custom or include industry standard surveys.

Tests are configured in a rich, browser version 5.0+ web application.

Running Participants

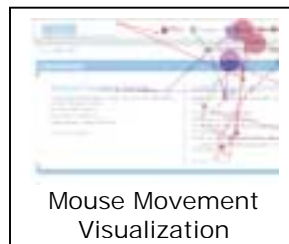
The cross-platform client presents instructions, surveys, and a task control UI within the browser main window or the custom toolbar.



Understanding Results

Reports inform on task performance, survey results, and user behaviors.

In addition to in-depth task reports, there are detailed page and user views. Visualizations inform on within page mousing behavior as well as page-to-page paths for tasks.



In addition, most datasets are available for export to Excel.

Deployment Options

Uzilla is suited for both remote and lab-based usability testing. Screen sharing programs are still useful in remote deployment if you wish to interact by voice with the participant.

For the lab, Uzilla offers unprecedented data collection and aggregation functions. The use of a relational database for the storage of behavioral data makes analysis a breeze.

In remote testing, Uzilla offers a consistent browser interface for your test participants. The client size is 8mb and auto-run CDs as well as one click installers are available.

Requirements

Design and Analysis Application: Internet Explorer 5.0+ or Mozilla 1.0+. Uzilla client for SVG visualizations.

Test Phase: Custom Uzilla client. Available for Mac, Windows, and Linux.

Licensing

As an introductory offer, a 3 test license is available for \$2350. This allows for 3 tests with up to 25 participants within a 1 year time span.