

Moving From Confused to Used.

Your website might be getting hits, but is it actually being used to inform your prospects and drive them closer to purchase?

Through a combination of modern interactive qualitative research tools, you can **watch and learn as your target audience improves your site for you.**

Our Client's Challenge: *Crystallizing Their Message*

Suspecting that new prospects were unclear about, even confused by, their existing website, our client engaged Baccus Research Group to conduct a website usability study. Differing internal opinions regarding content and navigation of the site also underscored the importance of an unbiased, 3rd party perspective.

The Solution: *Phone/Web Usability*

Given the broad geographic distribution of the target audience, we used longtime software partner [Artafact's](#) customized online platform to enable us to conduct website usability from a distance. By leveraging this software, our moderators were able to speak with and guide respondents while monitoring their activity on the website in real time. The robust combination of online and voice interaction identified specific areas of confusion, opportunity, and value — resulting in highly actionable recommendations for our client.

The Result: *Clear and Consistent Guidance*

Through the analysis of multiple usability sessions we were able to identify common expectations (met and unmet), actions (successful and unsuccessful), and site features that ranged from unnecessary to critical. Because of the consistency in response, the client benefited from very clear and concise recommendations that moved their website from overwhelming and confusing to streamlined and results-oriented.

“ This usability exercise provided a lot of detailed information, **INSIGHTS AND CLEAR DIRECTION** on how to make our website much more valuable to our prospects.

—*Technology Client*

”