



**DESIGNERS SHOULD
ALWAYS KEEP THEIR
USERS IN MIND.**

As a member of the Steinbeis Foundation, we are pacemakers for our customers' innovations. Our aim is to create a profound understanding of perception and decision-making processes in different markets.

Usability Analyses and User Experience Studies

Challenge

Capturing and exploiting the user experience of products at an early stage of the product lifecycle is gaining more and more importance in product development and innovation processes. Companies must avoid costly developments of services or products that are not in line with market demand.

Solution Approach

As soon as the first service concepts/products can be experienced or prototypes exist, usability analyses or user experience studies can be carried out before the market launch. In this way, the perception of the innovation, the type of use, but also its concrete usability and evaluation can be examined. This can be, for example, the operating functions in new vehicle generations or the usability of a software or website, or the perception of the packaging design of a consumer product.

Implementation by ISM

We conceive and realize individual study designs in order to examine your product with focus on perception, experience, user friendliness and usability. We use a wide range of instruments to do this. Among other things, we design participating or camera-based user observations, conduct qualitative interviews and group discussions and create various quantitative measurement metrics and conjoint analyses. In addition, we use a variety of instrumental examination methods such as eye tracking or electroencephalography (EEG), heart rate images and skin resistance measurements. We create the study design, acquire volunteers, carry out the surveys and then analyse the results. The scientific evaluations are prepared for management use so that recommendations for further action can be derived immediately.

References

Especially in the mobility sector, we were able to prove our expertise in usability analysis and user experience studies, e.g. in projects with Daimler AG or BMW AG.

Contact

Our scientific director
Prof. Dr. Marc Kuhn or
our project managers
Dr. Sarah Selinka, Anne
Köpsel and Gabriel Yuras
will be happy to answer
your questions.

kuhn
@steinbeis-ism.de

selinka
@steinbeis-ism.de

koepsel
@steinbeis-ism.de

yuras
@steinbeis-ism.de