



What is it?

This technology causes a website, live or in development, to be accessed via another server to allow the interaction to be recorded and analysed. Participants, recruited via a pop-up layer or invited from a panel by e-mail, are given a link to connect them in this way. They are usually invited to perform one or more tasks, such as finding a certain piece of information or a particular area of the site. These participants may be remote – in their own homes or offices – or they may be in a viewing facility or usability lab, to allow other kinds of observation and interaction to be combined with the tracking.

How do you use it for research?

The interaction itself can be deeply analysed, typically by usability specialists, but the set-up can also support online interviewing of participants before and after the recorded session – allowing a very powerful combination of quantitative data with the recorded activity.

In a viewing facility participants may also take part in qualitative interviews or group discussions, and they can interact with designers who are able to observe their session. One technique in a live setting is to encourage users to ‘think aloud’ whilst they are carrying out the allotted task.

A key feature of this method is that, because it requires no cooperation or participation from the target site, it can be used to research competitors’ sites, or any other sites

with navigation and design that resemble the proposed solution.

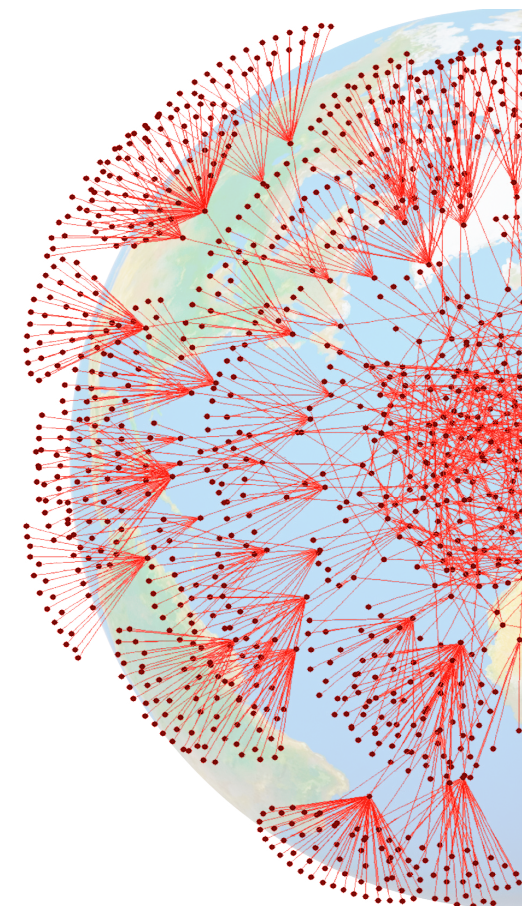
Specific types of study

This technique can be used at all stages in the lifecycle of a website or other online asset. These include:

- Evaluating an existing site
- Testing a developed site prior to launch – whether to detect unknown issues or to check the efficacy of fixes to known issues
- Comparison of variants at the prototyping stage
- Analysis of competitors’ sites

What does GfK NOP offer?

GfK NOP partner with SirValUse/nurago; SirValUse for usability expertise and nurago for applications and technology. Together we are able to offer fully integrated research and usability consulting, with an extensive international reach.



Mike Cooke
Director
mike.cooke@gfk.com
+44 (0)20 7890 9066

