



Harnessing user wisdom to drive extraordinary sales, product and marketing results

Many companies will do focus groups, conduct surveys, or chat with random site visitors to get feedback and ideas on how to enhance their websites. What often gets missed is invaluable insight that can be gained from observing the actual user experience of the site. This workshop enables the publisher to see the site from the user perspective and gain clarity about what is working and what needs to be changed.

What you can expect to gain:

- Identifying the most critical roadblocks to a fulfilling user experience
- Specific recommendations on how to strengthen the site
- Understanding how to make content valuable to the user and more easily accessible
- Insight into ways that users regard and utilize specific advertising programs
- Recommendations to improve the user experience so that the site produces higher levels of traffic, page views and engagements with advertising products

Program:

We collaborate with you to identify and recruit five users to participate in the workshop. We meet with each user individually for sessions that are one hour in length.

We facilitate the sessions that guide the user through a set of tasks that the publisher team and Sky Road have determined ahead of time. We observe as the user seeks to accomplish each task.

We listen to users describe their expectations and reactions to whatever they experience. Our observations will yield us the information we need to understand what is working and what improvements can be made to achieve your goals for a better and more effective website.

In addition we engage the user in a discussion about what they do, how the site connects with their priorities, and how it provides value relative to competitive sites.