

## Motive Usability Lab



A usability test participant evaluates a software prototype as a researcher looks on.

As software sophistication increases, it is imperative that broadband service providers deliver user-friendly services in order to drive adoption into the mainstream and maximize revenues. When usability testing is neglected, providers face unexpected costs for correcting design flaws that are detected after deployment and for responding to increased support call volume that is generated due to insufficient ease-of-use for the customer.

By incorporating direct user feedback throughout the implementation cycle, usability engineering can

reduce costs and minimize adoption risk. The Motive Usability Lab offers the best way to test service offerings for optimum performance and adoption, increased customer satisfaction, lower costs, and maximum return-on-investment.

While Motive designs software to meet the needs of its wide customer base, we understand that each customer has unique goals and objectives that impact the user interface design, and that their end users have specific expectations which may also impact design.

Thus, the Motive Usability Lab enables customers to enhance the usability of Motive software to meet their specific business needs. By employing usability methods in a controlled setting, Motive can help providers improve the overall user experience of their broadband services and ultimately, customer satisfaction.

Motive's Usability Lab is a state-of-the-art facility that enables service providers to integrate the software testing process with the development, delivery, and deployment of

enhanced activation, customer support, and next-generation broadband offerings such as advanced home networking and home device management.

The Motive Usability Lab provides a controlled environment to:

- Evaluate software user experience issues in order to identify and validate areas for improvement and enhancements
- Conduct product prototype testing—using HTML or Macromedia® Flash prototypes—to evaluate the basic usability of product concepts as well as feature sets
- Verify the usefulness and design of product documentation, user guides, and physical kits prior to sending to subscribers
- Conduct industry benchmarks of usability features to assess product improvements with the other solutions available in the market
- Run third-party independent testing and moderation of solutions using external consultants
- Evaluate potential value-added service offer effectiveness



# Motive Usability Lab

## Increase productivity and adoption

Not understanding how end users interact with their software costs service providers untold amounts of money each year in lost productivity due to interfaces that are not intuitive or confusing. Motive's Usability Lab enables providers to better understand the issues specific to their subscriber base and provides the feedback required to ensure ease-of-use and adoption of their software. This results in a more smoothly deployed product and allows the providers to quickly gain maximum return on their Motive investments.

## Decrease support costs

Efficient customer support is a major differentiator in today's competitive high-speed data market, and it's the area most vulnerable to unexpected costs after rollout of a new service. Unanticipated user problems and design flaws can initiate a flood of support calls. And, resolution of a problem can be highly time-consuming for support staff and sometimes impossible to correct,

resulting in a negative customer experience.

Motive's Usability Lab is a user-centered facility that enables service providers to detect and correct many problems before deployment. Plus, Motive's facilities enable field-testing not only with end users but also with customer service representatives, technical support personnel, and system administrators. This thorough approach to usability testing ensures that your service offerings will provide maximum performance and revenue-generation throughout the service and support process.

## Reduce development time and costs

The costs of correcting design flaws during development or after deployment are significant, especially when flaws impact time-to-market and lost value from diminished customer satisfaction. Usability testing in Motive's user-centered lab helps providers maintain project timelines and stay within budget for their Motive software deployment by minimizing the need for

post-design and post deployment design changes.

## Increase customer satisfaction

Usability is the number one reason for end-user satisfaction with a provider's services. Usability testing through the Motive Usability Lab is the ideal way to ensure that broadband services meet specific business objectives, user expectations and that unnecessary cost and design flaws can be significantly reduced during development and deployment.

Motive's fully-equipped lab enables providers to accurately measure the performance, ease-of-use, and quality of the user experience for their service offering anywhere in the software development lifecycle, which can significantly lower costs and improve productivity and retention. The Motive Usability Lab is the ideal environment for managing costs and improving the investment tied to your automated service initiative.

To learn more about how the Motive Usability Lab can help you improve your service deployment success, contact your account representative.

The Motive Usability Lab is equipped with:

- Fully configurable network connectivity for dialup, DSL, cable, and wireless environments
- Soundproofed, one-way mirror test subject rooms
- Two remote-controlled cameras
- Screen monitor recording
- Video mixer with picture-in-picture and zoom features
- Ability to produce CD-ROMs with test results including video clips of test subjects
- Synchronized event logger for note taking
- Digital video capture and output
- Full two-way audio links
- Accessibility testing software such as JAWS and MS Narrator
- Viewing area for facilitators and observers



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