

# DEVELOP A WEB SITE THAT STRENGTHENS YOUR BRAND AND YOUR BUSINESS



## DEVELOP A WEB SITE THAT STRENGTHENS YOUR BRAND, INCREASES VISITS, AND SERVES CUSTOMERS

People who visit your Web site are already interested in what you have to offer—they sought you out. For this reason, many companies consider their Web site visitors to be their most valuable prospects. Yet many Web sites still fail to meet the needs and expectations of their site visitors. Successful Web sites empower consumers to find the information they seek and serve as a functional resource for customers. Through WebEval™, TNS usability specialists can provide direct suggestions to guide your Web site development and, at the same time, help you meet the needs of your target audience and build your brand.

### MAXIMIZE YOUR WEB SITE EFFECTIVENESS

With WebEval, we evaluate the strengths and weaknesses of your Web site design, flow, and experience, resulting in maximized effectiveness and profitability. We can help you identify and understand visitors' perceptions of your site with regard to content, information architecture, and overall satisfaction.

### RECEIVE ACTIONABLE RECOMMENDATIONS FOR IMPROVEMENT

WebEval captures user reactions to your Web site and translates those findings into actionable insight, which you then can use to guide and prioritize future development of your Web site. With advanced quantitative and qualitative research tools, we provide a comprehensive understanding of user requirements and desired improvements.

### ASK THE RIGHT PEOPLE THE RIGHT QUESTIONS

For an even clearer picture, WebEval is flexible enough to allow customized questions based on your company's needs. TNS has conducted hundreds of WebEval projects across all major industries and with numerous Fortune 500 companies.

#### WEBEVAL BENEFITS

- WebEval provides insight on the effectiveness of your concepts and messaging.
- WebEval shows you who's visiting your site and through what channels.
- WebEval measures and increases the satisfaction level with your site.
- WebEval offers audience suggestions for improvement.
- WebEval helps you:
  - Encourage visitors to return
  - Improve online conversion rates
  - Quantify offline sales the site generates



## HOW IT WORKS

We evaluate and help you improve your Web site through the following five WebEval tools.

### **FOCUS GROUPS to Review and Optimize Content**

By using a series of in-person and online focus groups, we identify what users want to see on your site. Once we identify user expectations, we analyze your Web site's strengths and weaknesses and recommend the ideal site positioning. You can also request a competitive analysis to determine what visitors find appealing about your competitors' Web sites.

### **INTERACT ONLINE BULLETIN BOARDS to Test Mockups and Screen Shots**

Powered by a series of online bulletin boards, InterAct™ provides clients with an opportunity to test Web site mockups and screen shots, individually or in a series of comparisons.

### **IN-PERSON USABILITY TESTING to Analyze and Perfect the User Experience**

In-person usability testing offers the opportunity to test either prototype pages or your live site. One-on-one qualitative interviews identify disconnects, reveal how well visitors can complete specific tasks on your site, and provide valuable feedback to complete or continue the development process.

### **EFFECTIVENESS SURVEYS to Evaluate and Improve Loyalty**

Our quantitative Web survey reveals the level of user satisfaction with your site and provides direction for changes to enhance user loyalty or acquisition. The survey also tracks changes in visitor profiles, expectations, and task fulfillment as well as the site's impact over time.

Web site questionnaires include proven TNS methodologies, such as:

- **Conversion Model™**: Validated worldwide in more than 5,000 studies, Conversion Model is the world's leading measure of commitment. Commitment is about the power and attachment of your brand in people's minds.
- **Future View**: This tool measures and classifies site visitors according to how "future influential" they are or will be and provides insights on how to shape future Web site iterations.

### **CLICKSTREAM TRACKING to Understand Site Usage and Key Barriers**

Clickstream tracking combines quantitative survey data with task-based clickstream tracking to understand site navigation and user experience issues.

### **MORE GREAT IDEAS**

Our marketing research solutions provide insights into how to unlock the heart and mind of your target market. In addition to WebEval, we also offer:

- **AdEval™**: For brand communication, which helps determine the right communication to build a rational and emotional connection between the consumer and your brand.
- **MarketWhys™**: For brand and advertisement monitoring, which explains how your brand strategy is working and what equity you're creating.

### ABOUT TNS

At TNS, we deliver competitive advantage through deeper and more relevant and actionable insights about the future marketplaces you're focusing on today. These "advance" insights are embodied in the wholly integrated research solutions that flow from our experience, approach, and holistic method that flow from our:

- 360-degree reach, resources, and expertise. Our global network and end-to-end capabilities, and extensive sector knowledge and deep business solution expertise can meet any client need.
- Customized, executive-level approach. Our highly tailored solutions coupled with exceptional service, gives you definitive focus and intimate relationship opportunities with senior executives.
- Integrated understanding, analysis and insights. Our holistic way of looking at, interpreting, and presenting one unified set of insights, that gives you a detailed roadmap into the future.

### GET WEBEVAL

For more information about TNS WebEval, visit our Web site today at [www.tns-us.com](http://www.tns-us.com).