

intro

A brand new research and user testing facility based at 60 Great Portland Street.

Significant steps forward in design and technology have created a more natural environment where both researcher and researchee feel comfortable and are increasingly likely to forget they're being observed.

The multi-purpose lab is capable of hosting a variety of sessions from user testing and focus groups to in-depth interviews. The latest unobtrusive eye tracking technology ensures we capture the vital subconscious behaviours for greater validation and recommendation rigour.

Access to a full range of support services including provision of user researchers, group facilitators, recruiters and technical support means an end to end programme can be provided. Alternatively, the facility can simply be hired by external researchers.

The latest secure remote access, enables us to live stream to multiple clients around the globe and keep them connected to developments.

business benefits

- Shifts focus to collaborative and iterative customer-led development.
- Flexible environment enables multiple research scenarios.
- Secure remote access streams sessions live to audiences anywhere.
- Latest eye tracking technology provides unbiased and quantifiable results.

satisfies a variety of business needs

Revolutionise your approach to concept and proposition development, product or service design, and pitch proposals. The lab is the perfect environment to undertake a variety of attitudinal and behavioural studies – both what people say and what people do – including:

Discovery

- Customer need state understanding
- Stakeholder interviews
- Customer validation
- Current task observation
- Prioritisation mapping (inc. card sorting)

Concept and Proposition Development

- Adcept testing
- Messaging testing/hierarchy/placement
- Emotional resonance/engagement
- Visual design and TOV exploration

Product or Service Design

- Usability testing
- Prototype testing
- Release testing
- Clickstream analysis
- Concept/hypothesis validation
- Website and app development
- Participatory design
- A/B testing

a multi-functionary environment

The experience lab can be configured to meet multiple research needs, including:

- Focus groups
- One to one interviews
- User testing

The viewing room seats up to six individuals in a relaxed setting. Dual screens allow viewers to control what they see to give a much richer and informative experience. For example, viewers can choose to see both participants and the stimulus material/usability screens being tested simultaneously. Access to remotely operated silent cameras within the lab room ensures perfect visibility of audience and task at all times.

Secure password protected remote live streaming significantly maximises appeal for clients based throughout the UK and globally by allowing wider teams to view. Increased visibility, participation and trust reduces the need for lengthy reports before progressing development.

Eye tracking adds a significant scientific capability that provides objective and quantifiable results. For communications it enables us to pinpoint which content captures the eye, where attention is held, whether key messages are digested and compare placements options. For usability, it pinpoints which features cause confusion, analyses visibility, clicks, scrolling and task completion as well as comparison with competitors.

leveraging the latest technology

Testing can be carried out on Android and iOS mobile devices and tablets, as well as PCs and televisions. Screen mirroring software allows users to hold devices freely, seated at a desk, on a sofa or standing. Faces and expressions are captured via one of the remotely controlled cameras.

The lab is kitted out with the most recent equipment:

- Superb sound via boundary microphones and speakers.
- Crystal clear images and capture through HD cameras.
- Simple operation with wall mounted touch control screens.
- Silent remote camera joystick operation.
- Wireless headphones for note taking.
- Nexus 7 & iPad Pro tablets, Galaxy S6 & iPhone 6s handsets.
- Unobtrusive eye tracking for desktop, mobile and tablet.

All activity will be captured and available for onward download, accessed via a secure microsite.

package options

The experience lab can be accessed through a series of flexible options, from just taking the facility itself or the lab plus moderation support, through to fully bespoke research plans designed for each project's needs.

Our team has extensive experience designing and conducting user research for a variety of purposes and can work with stakeholders to identify, adapt, and conduct research activities that are necessary, depending on the objective and lifecycle stage of each project. This includes designing and carrying out full research plans and recommendations, or simply supporting project owners who have existing planning capabilities with moderation or observation.

The full range of support services is available, from candidate recruitment and discussion guide creation, through to provision user researchers for ux testing or group moderators for focus groups.

contact and booking

The lab is being managed by Greg Machray.

Please email initial requests to greg.machray@madebypartners.com

The lab will be open from 9am to 10pm and can be booked for morning, afternoon, evening or full day sessions. Pricing is line with industry standards therefore making it competitive with alternative central London based facilities:

	LAB HIRE	LAB WITH EYE TRACKER	USER RESEARCHER	GROUP FACILITATOR
DAY Hourly rate till 5pm	150	-	140	120
DAY Half day 9am-1pm or 1pm-5pm	500	900	560	480
DAY Full day 9am-5pm	900	1700	1120	960
DAY Long day 9am-10pm	1200	2200	-	-
EVENING Hourly rate from 5pm	170	-	140	120
EVENING Full session 5pm-10pm	650	900	700	600

Catering is through a choice of external partners providing a selection of meal options from sandwich and savory platters to pizzas, at an additional cost.

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