



# UX-LAB

## STUDIO



### Recorder room

For up to 12 persons

- Powerful test PC (Windows 8) with 24" TFT monitor, HD webcam, microphone and TechSmith Morae software package
- Neutral and flexible room design for all desired test situations
- Two full HD webcams incl. tripod and two full HD video cameras incl. tripod for focus group interviews
- LAN access to the Axel Springer in-house network

## OFFICE



### Observer room

Two workstations for observing the tests

- Windows 8 PC and notebooks incl. TechSmith Morae software package (Manager, Recorder and Observer)
- LAN access to the Axel Springer in-house network
- Lockable equipment cupboards and test equipment

## CONFERENCE ROOM



### Manoeuvre room

For up to 8 persons

- Windows 8 notebook incl. TechSmith Morae software package
- Transmission to 57" flat screen TV
- LAN access to the Axel Springer in-house network
- Noticeboards and blackboard wall for reports and real-time feedback
- Perfect for stakeholder involvement into UX tests

## SERVICES



### Studio complete

Incl. Library, Office and Conference Room, setting up and taking down, complete software and hardware incl. presentation equipment and office supplies, test equipment and snacks

- EUR 390 for half day (6 hours)
- EUR 540 for whole day

### Studio compact

Incl. Library and Office, setting up and taking down, complete software and hardware incl. presentation equipment and office supplies, test equipment and snacks

- EUR 320 for half day (6 hours)
- EUR 460 for whole day

### Studio without technical installations

Incl. furniture setup

- EUR 180 for whole day
- EUR 30 per hour

All prices excluding agency services, carrying out, probands, expert personnel and evaluation.

## LIBRARY

Comfortable waiting and reception area with coffee kitchen.

# MARKET RESEARCH



PACE cooperates with Axel Springer's in-house market research to carry out usability tests. The market research colleagues have comprehensive research know-how and their technical expertise guarantees compliance with research standards.

If you wish, the market research team will provide assistance, e.g. regarding the

selection of the suitable research method, offer input for the creation of the questionnaire or help with the recruiting of probands from your desired target group. Whether you require support during the entire research process or just on individual points – Axel Springer market research is your competent partner!

## Extract from the service portfolio

### Supervision/coaching (research support)

Training on carrying out UX tests in compliance with market-research standards and with high technical expertise

- Expenditure depending on the extent of the research project  
Costs starting at EUR 630

### Support of recruiting on-site

Checking of the questionnaire for recruiting and ployout, quota specification, address cleansing in compliance with data privacy regulations

- Expenditure depending on the extent of the research project  
Costs starting at EUR 360 (plus recruiting costs)

### Support of recruiting offline

Handling of the recruiting of the respective target group

- Expenditure depending on the extent of the research project  
Costs starting at EUR 630 (plus recruiting costs)

### Moderation of your UX test

Incl. organisation on site, delivery of top lines, without creation of presentation

- For the conducting of 15 Interviews and a test duration of one hour  
Costs EUR 3,300 (plus recruiting, room rent and catering)

## Premium package

### Complete carrying out of your UX tests

Incl. organisation, handling of the recruiting, questionnaire creation, moderation of the test and creation of a ppt presentation of the results

- For the carrying out of a UX tests on two days with 15 participants and an interview time of one hour  
Costs EUR 6,480 (plus recruiting, room rent and catering)

## Contact



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# USABILITY TESTING

## Why usability testing?

In-house usability tests can now be used to quickly and iteratively test and evaluate certain targets, prototypes and products as regards their efficiency, effectiveness and satisfaction. The benefits include:

- Improved product quality and customer satisfaction
- Optimised conversion rate
- Reduced development time and costs
- Minimised support and training costs
- More positive brand awareness due to edge in quality

## Specifically designed rooms

The UX-Lab was especially developed and designed for all established usability tests. It can be used by all Axel Springer divisions and affiliates.

The setup for the respective test environments, such as moderated tests with probands, focus group interviews and prototype tests, can be installed quickly and simply.

In addition to the large Studio, the UX-Lab offers a waiting room and two observation rooms with a pleasant atmosphere and state-of-the-art equipment.

## Contact



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