

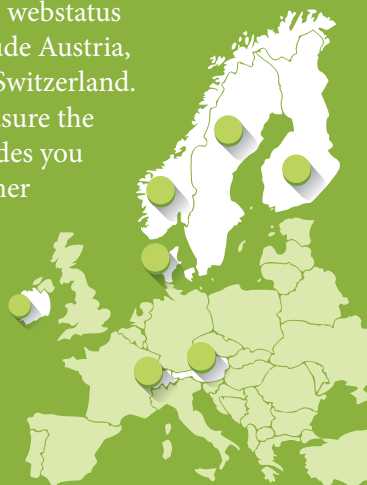
userneeds

A LEADING SUPPLIER OF ONLINE RESEARCH



userneeds have conducted more than 3,000 webstatus surveys in over 10 countries. These countries include Austria, Denmark, Finland, Ireland, Norway, Sweden and Switzerland. We work with over 400 websites every year to measure the user friendliness of their website. Webstatus provides you with a unique insight into how you compare to other websites in your industry.

userneeds is a highly professional company with dedicated specialists. We always aim to provide the highest quality on the market and have an uncompromising approach to methodology.



webstatus

USER EXPERIENCE OVERVIEW - DO YOU KNOW HOW YOUR VISITORS EXPERIENCE YOUR WEBSITE?

- 1 **Webstatus** is a qualitative and quantitative survey tool that measures the user experience of your website.
- 2 Our standardised surveys allows you to measure how your customers experience your website and compare yourself with other websites within your industry.



USER PROFILE - WHO IS YOUR AVERAGE USER?

BENCHMARK -HOW DO YOU RATE AGAINST OTHER WEBSITES?

More than **3000** website surveys to benchmark your performance.



We conduct over **400** Webstatus surveys in more than 10 countries annually, which gives you a unique insight into your performance within your sector or against your key competitors.

DEVICE COMPARISON -DOES YOUR MOBILE WEBSITE MEET EXPECTATIONS?

Webstatus is full adaptable across all platforms and devices meaning you receive a full picture of your websites performance whether it be desktop, tablet or mobile. Breakdown of an internal device benchmark showing you how each device is performing on all aspects against each other Desktop VS Tablet VS Mobile.



OUR SURVEYS AND FULL SERVICE



TECHNICAL AND KEY ASPECTS

Appears once per unique visitor (when visitor has seen the survey, a cookie is stored in their browser to ensure they will not be asked to complete the survey upon their next possible return)

Single JavaScript implemented in source code for survey to appear on your homepage.

Survey takes approximately 2 minutes to complete.



SURVEY DETAILS

Feedback on all main aspects of your website from a user friendly and device adaptable survey.

- Navigation
- Content & Relevance
- Language/Text
- Speed
- Layout & design
- Trust of company/organisation
- Overall assessment
- Text answers that allow for honest direct feedback and suggestions.
- Demographic information
- Age – sex – occupation – residency – purpose of visit
- Free text comments linked to the scores so to easily understand results and identify development areas.
- Measure website performance over set period and intervals.

BENCHMARK & REFERENCES

Sport: Football Association of Ireland, GAA, Leinster Rugby,
Media: TV3, Eurosport, Irish Examiner
Finance & B2B: PwC, 365direkt, Carlsberg
E-Shops: Boots, Expert, Nelly, GANT
Culture and entertainment: Irish Film Institute, Legoland, Cinemaxx
NGO: Amnesty, Unicef, Jack and Jill Foundation
Hotel and travel: Irish Rail, Copenhagen Airport, Finavia
Telecom: Canal Digital, TDC, Telia, 3,
Community: Happy Pancake, Bodybuilding.dk, Weddings Online
 And many more benchmarks to choose from



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