

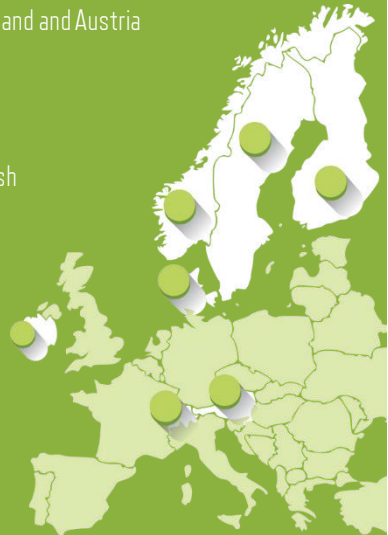
# userneeds

WEBSTATUS STANDARD MEDIA



**userneeds** is a leading, international supplier of market research and website surveys, operating mainly in Ireland, the Nordics, Scandinavia, Switzerland and Austria

**webstatus** is the division within Userneeds which conducts online usability and user experience surveys for organisations who wish to find out more about their online visitors. Webstatus has conducted more than 3,000 Webstatus surveys, in many different countries, including Austria, Denmark, Finland, Ireland, Norway, Sweden and Switzerland. We work with over 400 websites every year to measure usability, and can provide in depth knowledge as to how your website compares to



## USER EXPERIENCE OVERVIEW

### – HOW DO YOUR VISITORS EXPERIENCE YOUR WEBSITE?

- 1 Webstatus is a qualitative and quantitative survey tool that measures the user experience of your website.
- 2 Our Webstatus Standard Media survey allows you to understand the demographic profile of your users, how they experience your website, the type of content that is most appealing to them individually, as well as suggestions for improvement. For further information on survey content, please contact your Account Manager (details below)

## WEBSTATUS STANDARD MEDIA

We can provide Webstatus Standard Media variations for your specific sector. The Standard Media Variations can include specific questions for Newspapers, Magazines, and Broadcasters.

In addition, we can build bespoke surveys for customers with specific needs.



## BENCHMARK – HOW DO YOU RATE AGAINST OTHER MEDIA SITES?

Benchmarking provides a valuable way to understand your potential for improvement by comparing your websites performance with similar ones in your industry.

We conduct over 400 Webstatus surveys internationally each year. The information collected from these surveys is gathered in an anonymous data pool and filtered by industry for benchmarking, meaning that we can provide you with an up to date, relevant measurement as to how your website scores in relation to others in your industry, while keeping individual results and data protected\*.



## DEVICE COMPARISON

### – DOES YOUR MOBILE WEBSITE MEET EXPECTATIONS?

In an era where more and more news, articles and videos are being accessed via mobile devices, it is more important than ever that your mobile website is fit for purpose.

Webstatus is fully 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 shows you how each device is performing on all aspects against each other – Desktop VS Tablet VS Mobile.



\*For surveys deviating from the Webstatus Standard Media version, benchmark on all questions may not be possible

## OUR SURVEYS ARE FULL SERVICE



Our Webstatus Standard Media surveys and survey variations provide you with key information on both subscribers and non-subscribers (where applicable)



Device comparison



Personal consulting before, during, and after the research period.



1 on 1 reporting of results with your dedicated Account Manager after survey period.



The Webstatus Standard Media survey and personal reporting are available in English, Finnish, French, German, Danish, Norwegian and Swedish. The Webstatus Standard Media survey can also be translated into additional languages by the customer, or by Userneeds for a set fee.

## TECHNICAL AND KEY ASPECTS

- **Appears once per unique visitor.** When a user visits the site, a cookie is stored to prevent the survey from reappearing on the same browser. As this is not a customer tracking survey, the cookie registers the visit and nothing else, and expires at survey end.
- Different “**answer routes**” for first time visitors.
- **Single JavaScript** implemented in source code for survey to appear on your homepage- very little set-up required from your team.
- Webstatus Standard Media survey takes approximately **3 minutes** to complete.
- Webstatus Standard Media survey includes up to three additional questions, or question changes, at no extra cost.
- **Timeline** –The surveys collect information over a 4 week period. At the end of this period, the survey is shut down, the data is analysed, and work on the report begins.
- Due to the in-depth information, this report usually takes two weeks to compile.
- After the two weeks, there will be a 1 to 1 session with your dedicated Account Manager, where the findings will be presented to you.



## SURVEY DETAILS

- Feedback on all main aspects of your website
- Navigation and layout
- Whether your user would be willing to pay for content (if applicable)
- Trust of company/organisation.
- Overall assessment
- Text answers that allow for honest direct feedback and suggestions.
- Demographic information:  
Age - sex - occupation – residency - income
- Free text comments linked to the scores so to easily understand results and identify development areas.
- Measure website performance over set period and intervals

## CASE STUDIES

### NEWSPAPER

A company who owned five newspapers wanted to equip all the online sites with a new payment solution. When the first paper had made the change, Webstatus ran a survey on this site, as well as the four other remaining sites. The answers showed that the new payment solution did not work very well, and the company was able to make the changes and implement a new system for all newspapers.

### ONLINE MOVIE SITE

An online site where visitors subscribe to watch movies had not run a user survey in over 9 years before Webstatus. The results of this survey gave the company new ideas on how to create “an even crazier movie experience” for its visitors, and showed which areas needed to take priority.

### REFERENCES

**Magazines;** Egmont, Computerworld, TV8, Clasico, Elle

**Newspapers;** Irish Examiner, Carlow Nationalist, Evening Echo, Breaking News, Connacht Tribune

**Broadcasters;** TV3, WLR FM, Beat FM, Classic Hits, Aer TV, East CoastFM



## CONTACT INFORMATION



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