

Combining Methods: Web Analytics and User Testing

- UX teams should make more use of Web Analytics
It shouldn't just belong to IT or the Marketing departments
- Both methods complement each other
Quantitative vs. Qualitative
- Combine Web Analytics with different User Research methods
...and use it in all stages of a project (Research, Design, Optimize)
- Fruitful results can already be gained from basic analysis
You don't have to be an expert, just try it! No more excuses ;-)

Download our complete presentation at: www.userintelligence.com

About User Intelligence

Who we are: User Intelligence is a user experience consultancy and was founded in 2002. Our team consists of psychologists, computer scientists, graphical designers and many others. Our common ground is our passion for people and interactive technology.

What we believe in: We believe that your business can only be successful if your customers have a great experience with your product or service. Therefore it is essential that you understand your users: user intelligence!

What we offer: We offer Research, Design and Optimization services for interactive products. These can for example be websites, intranets, mobile devices, kiosks, parking meters.

For more information visit: www.userintelligence.com

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Our Locations

User Intelligence is based in the **Netherlands, Finland, Sweden and Norway.**

For services outside these countries, we work with our partners of the UXalliance.

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UXalliance
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for user experience