

“A hundred objective measurements didn’t sum the worth of a garden, only the delight of its users did that. Only the use made it mean something.”

– Lois McMaster Bujold, A Civil Campaign

Pure IT Usability Research helps to make digital interfaces effective by drawing on user research and information architecture principles. If enhancing productivity, reducing shopping cart dropouts, increasing conversions or simply putting a smile on your customer’s face is important to you, we can help you achieve these goals. We work with the best in the industry and leverage world class facilities and processes to deliver.

Take a tour of our website to know us and how we can serve you.

1. Services we offer:

Our services help make digital interfaces effective by drawing on user research and information architecture principles.

Our services are Domain and Solutions specific.

Domain sector services includes

- [E-tail](#)
- [Mobile](#)
- [Intranet](#)
- [E-learning](#)
- [Gaming](#)
- [Net-banking](#)
- [B2B](#)

Solutions

- [Usability Research](#)
- [User Centered Design](#)
- [Accessibility](#)

- **E-tail**

Making your web pages....

Move a person from aloofness to interest to purchase is salesmanship at its highest level. Especially since you can't control who walks in! Our e-tail usability solutions help you close that sale by answering questions such as

- How do I increase free registrations?
- How do I increase paid subscriptions?
- How do I reduce shopping cart drop outs?
- How do I get subscribers to buy more?
- What's the best way to display products online?
- How does my target group search for a product to buy?
- What aspects of my site does my target group find confusing?
- How do I create the best homepage for my site?
- What are the usability problems faced by my target group?
- How can I give them an international user experience?

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[Back](#)

- **Mobile**

Mobile usage is ubiquitous but culture specific. Most Indians don't mind loud ring tones while that would be absolutely off beam in Germany! Embedding devices and applications with culture specific features translates to dead on sales-targets.

Our mobile usability solutions help you ride the crest of innovation by answering questions such as

- How do I ensure that users have the best experience while using my brand?
- Can the interface I've created internationally work in India?
- How do users in India use the phone?
- Do Indian users understand the nomenclature?
- How do Indian users navigate?
- How do I ensure that users download more and more from my VAS site?

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- [Back](#)

- **Intranet**

Enhancing employee productivity is the ROI rationale for intranets. But for Intranets to deliver this ROI they need to be used. We deliver just that!

Our Intranet Usability solutions help enhance knowledge management, decision support & collaboration by answering questions such as :

- How do employees store and retrieve Information?
- How do employees search for information?
- Where do employees get confused?
- How can the Intranet support employees from divergent cultures?

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- [Back](#)

- **E-learning**

We understand...Your urgency to create a knowledge based society. Your drive to provide the world access to life long learning. Flexible and 'coffee cup' pedagogy is the goal.

Our e learning usability solutions help you get that light of comprehension in the eyes of your students by answering questions such as:

- How do I ensure the most transparent transfer of learning through my online content?
- How can I ensure that students really learn what they are supposed to?
- How do I build courses that are flexible enough to map themselves to different learning behavior?
- What are the usability problems that my students face and how can I remove them?
- How can I ensure that my students have a truly international user experience?
- I have a different question?

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[Back](#)

- **Gaming**

Innovate fast and engage faster. We appreciate the extraordinary creativity that runs the gaming industry. And we partner you to get you there!

Our playability solutions help you create compelling games by answering questions such as

- Is the narrative gripping?
- Are the goals inspirational?
- Are the rewards offered motivational?
- Does the decision making simulate the 'hand of destiny'?
- Is it learnable?
- Is it fast enough?

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[Back](#)

- **Net Banking**

We recognize the pace at which you need to introduce new products... And the persistent pressure to cut cost. The rapid rate of technological innovation in your sector is unprecedented. We render it simple for your customers.

our Internet Banking usability solutions help build functional and service oriented interfaces by answering questions such as

- Can users point and click their way to a specific service online as efficiently as they do at any branch?
- How can I increase the depth and width of online transactions?
- How do I mitigate security concerns of my users?
- Where are my users getting stuck or lost?

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[Back](#)

- **B2B**

Your website is your first salesman. The starting point of any sales process. First impressions can be the last impression. Credibility building begins with your website.

Our B2B usability solutions helps convert visitors into paying customers by answering questions such as

- How do business customers shop and buy?
- How do I cross sell and up sell?
- How do I maximize leads from the site?
- How do I support both new and existing customers?
- How do I ensure that users have an international user experiences?

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[Back](#)

- **Usability Research**

Our Usability research services simplify digital interfaces to make them more effective. We do so by leveraging user research to minimize the chances of user rejection of your interface. We have a range of usability research solutions that can tackle an array of business requirements.

- Contextual Enquiry

Our service gives a detailed snapshot of the demographic, psychographic and behavioral characteristics of your key user, the nature of her interaction with the interface and the environment in which she conducts her interaction. This intensely structured field observation and interviewing method provides the richness of data required to accurately map tacit and explicit customer expectations from the interface. Conducted by our trained qualitative researchers, what we deliver is a report that provides the framework for interface development.

- User Profiling & Persona Creation

Our service provides an in-depth understanding of the user for whom the interface is being created. Covering the basics of demographics, psychographics, geographic, behavioral, web graphics (if applicable), user profiling throws light on the rational, emotional and sensory characteristics of interface use. Conducted by our senior usability

analysts, what we deliver is a report that gives you a photograph of the user that can be directly fed into development.

- Guidelines Base lining

When you have an existing interface or a beta and you would like a quick review to see that it has no major usability concerns, we offer Guidelines Benchmarking.

Usually completed in two to three weeks, this service benchmarks your interface against research backed international best practices such as:

- ISO standards
- Federal requirements
- Domain specific guidelines
- Research papers

Conducted by our senior usability analysts, we deliver a report with detailed usability issues highlighted and fixes recommended for the same.

- Usability Labs

Usability Labs are central location tests where end users interact with interfaces. These interactions are observed, diagnostics of use are obtained through depth interviews and user feedback on ease of use acquired using structured questionnaires. This hybrid observation, qualitative and quantitative technique uses video recording and screen grab pro software to extract tacit and explicit usability issues. Usability Labs have been proved to identify and solve 99% of all usability issues.

- Competitive Benchmarking

Similar to guidelines base lining, this service benchmarks your interface with your competitors to identify strengths, opportunities, weaknesses and threats. Using competitor arrays, strength-character and SWOT analysis, the service plots a comparative map that can be leveraged to ensure that your interface remains ahead of the game. Conducted by our senior usability analysts, we deliver a report that can be incorporated into the development roadmap for the future.

- Cognitive Walkthroughs

This usability inspection method helps determine the learnability of the interface. Tasks are divided into sub-groups and our usability analysts role play various user personas to determine workflows and task success ratios. While cognitive walkthroughs may not completely reveal the whole picture they are very good for identifying low hanging usability issues and pain points.

- Usability Surveys

This large scale quantitative research exercise draws on customer satisfaction, loyalty, attitudinal measurement and behavioral traits. These surveys are useful as kick of points for interface revamps or as user acceptance testing after deployment. Conducted by our senior market researchers using incisive and cutting edge analysis techniques, usability surveys are powerful investigative tools for achieving pervasive usability.

[Back](#)

- **User centered design using information architecture**

If you are revamping your interface or creating a new one and you want to ensure that usability is built into its framework. We offer information architecture (IA) services. Using iterative user testing, our IA service constructs usable organization, navigation and labeling schemes for your interface.

What we deliver:

- High level and detailed architectural blueprints
- High fidelity wire frames
- Content modeling
- Controlled vocabularies
- Architecture style guides

[Back](#)

- **Accessibility Testing**

If being W3C compliant or section 508 compliant is mandatory for you or you just want to be a good corporate citizen.

We assist you to achieve your objective through Accessibility Testing. Our Accessibility Testing subjects your website to intense scrutiny using software tools such as Bobby Watchfire and powerful manual investigation.

What we deliver:

- A detailed report with page by page accessibility review
- All legal violations reported on basis of urgency with solutions to fix the same

Given the increasing number of law suits and changing accessibility laws (PAS 78-UK) accessibility testing is now almost mandatory for all public websites.

[Back](#)

2) Why choose us

Delivering efficiency with shortest turn around time. Our experienced team ensures ramped up effective delivery. Our streamlined infrastructure and processes render faster to market time.

Our approach

360 degree usability sums up our approach. From understanding users to testing interfaces to creating usable design. We complete the circle, guaranteeing end to end solutions. All executed using International standards and accepted best practices.

Onsite support at offshore rates

With contact offices in US, UK & Singapore, we assure local support.

That's what we call "service a phone call away".

All delivered leveraging our offshore analysis centre in Pune, India.

So what you get is a competitive price that you just can't beat.

3) Our Team

We are a 20 member team. Knowledgeable and enthusiastic. With a drive to learn more. Only senior team members work on your projects, so the solutions we offer are empowered with the expertise & attention. Something you surely deserve!

Our Market Researchers

- Have over 5 years of experience and are post graduates in business management
- Have handled large scale international and Indian user research projects

- Are well versed in observation, qualitative and quantitative techniques

Our Designers

- Have over 5 years of experience and are qualified graphic artists
- Have designed extensively for the US, UK and India markets
- Have created GUIs for applications running on different technologies – Microsoft, Java, Integration, Technologies, Open Source and Multi Media

Our Engineers

- Are qualified in computer sciences, telecom and electronics
- Have presented many papers internationally
- Are active member of IEEE

4) Facilities

Our state of the art analysis centre is located in Pune, MH, India – one of the world's top business hubs. Our state of the art analysis centre is located in Pune, MH, India – one of the world's top business hubs.

Spread across 6000 square feet, the analysis centre is equipped with cutting edge amenities. With 24 x 7 dedicated connectivity at 2 mbps bandwidth we connect seamlessly with our clients – right here, right now!)

Usability Lab

- Machines with different operating systems and browsers
- Mobile usability lab set-up
- Video and audio recording facility
- Usability tools – screen grab pro & eye tracking software
- Video editing and subtitling software for translations
- Remote viewing through cctv and webcam

Accessibility Tools

- Bobby
- Wave
- A-Prompt
- Vischeck
- Loading time tester
- Readability test tool
- Jaws (braille reader)

Internal Systems

- Completely networked
- 35 P-IV computers with 19 inch monitors
- Microsoft source safe for version control of data
- Microsoft project for project management
- Firewall for additional web security
- Communicate suite inclusive of web conferencing, skype and voip
- Bugzilla for tracking and recording usability issues
- Issue manager – for online issue tracking
- Extensive library

5) Our Clients

We keep our clients happy. We aspire to create a long term relation with you. We strive to provide greater value than what we quote. We endeavor for speed.

Partial List Of Clients

- eBay
- Rediff

- Yahoo
- Hindustan Times
- Gera Developers
- Bank Of Baroda
- Quasar Media
- People Group
- Maharashtra Knowledge Corporation Ltd.

Our Affiliations

- [UPA International](http://www.upassoc.org/) (http://www.upassoc.org/)
The world's premier body for usability research
- [India UPA - Pune Chapter](http://www.indiaupa.com/) (http://www.indiaupa.com/)
Founding members of India UPA flagship chapter.
- [The Information Architecture Institute](http://iainstitute.org/) (http://iainstitute.org/)
The world governing body for Information Architecture

6) Why Usability

Because usability makes sense, business sense. Usability transforms innovation into a market ready, diffusion ready product. Products that users want and can use. A simple mantra for double digit growth.

Usability Pay Offs Include

- Increased sales
- Longer market life
- Credible marketing claims
- Compelling product demonstrations
- Reduced need for customer support
- Simple less costly documentation
- Fewer last minute design changes
- Reduced development time
- Minimized rework

Read more about usability payoffs at

http://www.upassoc.org/usability_resources/usability_in_the_real_world/

Look At Whose Doing Usability

- **International**

Thousands of organizations such as

- Yahoo
- US Federal Government
- Singapore Government
- Nokia
- Microsoft
- IBM
- eBay
- Amazon

India

In India, some pioneering adopters of usability are

- Yahoo India
- Wipro
- Symantec
- Quasar Media
- People Group
- Kanbay
- Infosys
- Iflex
- ICICI Bank

- eBay India

7) Careers

Knowledge, Integrity, Energy

If this is the ethos you are looking for, then look no further!

Pure IT offers an open atmosphere where learning is worshiped, integrity is paramount and a fast track career is ensured. In three easy steps, join our world:

- Select your vertical
- Post your resume
- Seize the opportunity

Market Researchers

Do these terms make any sense to you - ethnographic studies, DG, factor analysis? They do? Then we are looking for you!

If you have experience in Market Research, Post your resume.

jobs@pureuse.com

Designers

Can your act inspire people to action? Is your eye for details greater than a microscope? If you think these lines describe you, we have prospects that you can't ignore!

Post your resume. jobs@pureuse.com

Usability Specialist

If simplifying things is what you do for a living. And a degree in HCI or HFI certification is stamped on your resume. Join us. And see your work reach millions of users!

Post your resume. jobs@pureuse.com

8) World Wide Locations

Local support for offshore rates. That is our "Profit" mantra.

We offer you local real time service at reach with a simple phone call.

Delivered leveraging a 24 X 7 offshore model.

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