

Is your website frustrating your customers?

Most websites frustrate people. When individuals who visit your site can't find what they are looking for, or can't accomplish what they set out to do, your bottom-line suffers.

Uncover and solve problems with a Site Assessment.

A Site Assessment helps you determine if your site is performing as it should. We'll pinpoint the problems that hinder people from interacting with your site and doing business with you online. We'll categorize findings, rank usability problems by severity, evaluate their impact, and recommend changes you can make immediately.

Audits are cost-effective.

Without breaking the bank, Site Assessments immediately give you the objective information you need to change your site for the better.

They can be done quickly.

We can perform a Site Assessment at any stage of the site development process. When you are ready to understand precisely how to make your site better, call us.

You'll receive a thorough, clear report.

We don't offer cookie-cutter advice, and we won't simply tell you what you want to hear. We'll be honest, and our reports offer feedback unique to your situation. You'll receive an objective, no-nonsense report packed with practical information and sensible recommendations.

Usability is our mission.

We're out to make the Web a better place, and we'd like to help you make your site all it can and should be. Call Tommy Crutchfield at (803) 252-9896 to schedule a Site Audit, or visit www.truematter.com/usability_assessment.asp.

■ What We Evaluate

- User Tasks
- Navigation
- Information Structure
- Interaction Methods
- Look & Feel
- Consistency
- Content Presentation
- Copy writing
- Search Functionality
- Site Errors
- Browser Compatibility
- Feedback

■ Call to get started.

- (803) 252-9896

■ Email

- ideas@truematter.com