



SiteTechnician

Website testing, tuning & diagnostics

Case Study

Quintus Design Partners with SiteTechnician to Improve the Online Experience

In a recent project for a prominent e-tailer, Quintus Design engaged SiteTechnician to baseline the health of the client's site and to identify and prioritize usability problems.

"SiteTechnician's automated solutions were able to accurately identify problems with the client's site that would have taken days or weeks to track down manually", stated Jayson Webb, Ph.D., design scientist and partner with Quintus Design.

"Successful websites will increasingly be those that provide a great user experience—those that are appealing, easy to use, accessible and free from technical errors. We help clients understand and improve the level of satisfaction that their customers have via the Internet," explains Webb.

"The metrics SiteTechnician delivers are the perfect complement to the qualitative and quantitative measures we rely upon to give clients insights into users' experiences on their websites," added Webb.

A cornerstone of Quintus' practice is helping companies make websites accessible to people with disabilities—a growing imperative for website owners as federal and state accessibility regulations come into effect. SiteTechnician's Accessibility report provided important information to identify areas of the

client site that were inaccessible to persons using text-based browsers, or those connecting at dial-up speeds and surfing with images disabled.

SiteTechnician's META Data audit identified areas where metadata were needed to enhance the site's internal search feature, as well as improve the site's rank in public search engines.

Additionally, SiteTechnician pinpointed pages that were slow to load for visitors limited by dial-up connection speeds.

Armed with the metrics SiteTechnician provided, Quintus was able to make specific, actionable recommendations to the client for eliminating user experience problems with their site.



At Quintus Design, customer experience drives the design of websites and high-technology products that are intuitive, easy to learn, and a pleasure to use. Quintus knows how to find the real-world design tradeoffs and synergies that make for a just-right experience for clients' customers. Quintus clients include Sun Microsystems, Bell Atlantic, Hewlett Packard, and Kyocera Wireless.

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