



Information Technology User Experience Experts

Ensuring that your products are easy to use and accessible is critical in the digital world. From desktop to mobile, from websites to applications, MSU Usability/Accessibility Research and Consulting (UARC) can help you improve your product's usability and accessibility!

- Increase user **engagement** and **satisfaction**
- Make your products **accessible** to everyone
- Add expertise to your **research** team

Services for Industry, Government, Higher Ed, Community, and More

Usability Services • Accessibility Services • Information Architecture • Research and Grants
(details on back)



World Usability Day

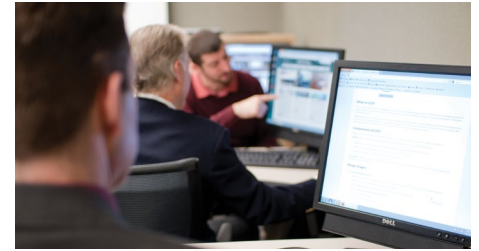
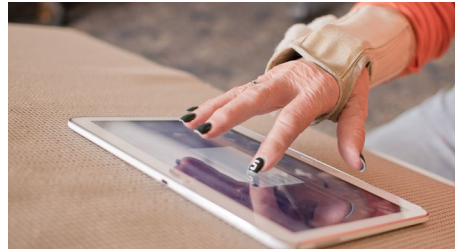
UARC hosts the Midwest's longest-running and largest World Usability Day event, featuring speakers from around the world addressing a variety of topics. Join us every November on the campus of Michigan State University for this great event.

usability.msu.edu/wud

MSU Usability/Accessibility Research and Consulting (UARC) is located in MSU's Office of the Associate Provost for University Outreach and Engagement (UOE). UOE fosters MSU's land-grant mission by connecting university and community knowledge in mutually beneficial ways. UOE emphasizes university-community partnerships that are collaborative, participatory, empowering, systemic, transformative, and anchored in scholarship.

MSU Usability/Accessibility Research and Consulting

Services for business, government, academia, and community



Usability Services

Investing in ease of use increases user engagement and satisfaction, and saves you money.

High-Level Usability Reviews

Get brief expert evaluation or user feedback on your site or app's navigation, layout, and aesthetics

- Great for sprints and Agile development
- Budget-friendly alternative to in-depth reviews

In-Depth Expert Reviews

Have experts conduct a detailed evaluation of your site or app against key design principles

- Get recommendations for design improvements

User Focus Groups

Learn about your users, their goals, and what they think about your design concepts

- Available for facilitation and/or analysis

Usability Testing

Discover what happens when real users interact with your product, and get expert analysis and recommendations for enhancement

- One-on-one sessions with users
- Desktop or mobile platforms

Information Architecture

Find out how your user groups expect your content to be organized through site inventories, online card sorting, and/or findability studies

Hourly Consulting

Design, content, and evaluation strategy, off-line and real-time feedback, and competitive insights

Accessibility Services

Ensure that people with disabilities can use your products and services (ADA compliance).

High-Level Accessibility Evaluations

Brief manual check for critical accessibility failures on a website or application

- Perfect for sprints and Agile development
- Integrate into procurement to assess products and services being considered for purchase
- Great first step in accessibility

Full Accessibility Evaluations

Detailed manual inspection of your website or application against international standards, including recommendations for repair

- WCAG 2.0 AA and/or Section 508 (VPAT)
- Desktop or mobile
- Find issues not caught by automated scanners

Accessibility Testing

Ensure that your product is usable for persons with disabilities through one-on-one usability tests

Hourly Consulting

Strategy, policy, and technical assistance

Research and Grants

We collaborate with faculty and researchers from a variety of disciplines to design and develop usable and accessible interfaces.

Ways to Collaborate

- MSU UARC staff can serve as principal investigators (PIs), subcontractors, or consultants
- UARC can assist in the development of grant proposals or be brought in after a grant has been received

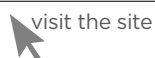
Common Research Services

- Research projects involving websites, mobile apps, and software
- Usability studies, focus groups, and surveys to understand user needs and evaluate designs
- Generate design requirements and determine the effectiveness of a website or application
- Evaluate compliance with grant requirements regarding the accessibility of websites, applications, documents, and other project deliverables

Recent Research Areas

- Elections and voting system design
- Mobile technology and social media
- Health care systems and technology
- Workforce background check systems
- Visual and dexterity impairments
- Aging and elder care

usability.msu.edu



visit the site

The MSU UARC Team



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