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
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

The MSU UARC Team

Sarah J. Swieren, Ph.D., C.P.E.
Director
sswieren@msu.edu | 517-432-6613

Graham L. Pierce
Assistant Director
glpierce@msu.edu | 517-884-0364

Jennifer Ismirle
User Experience Researcher
ismirlej@msu.edu | 517-353-0742

JoDee Fortino
Lab Manager
fortino@msu.edu | 517-353-8977