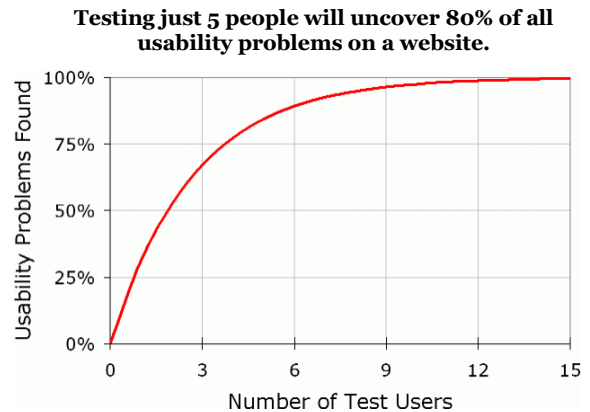


## Accessibility “Test 5”

### Overview

It is shocking how quickly and easily accessibility problems are uncovered when you put users with disabilities in front of your website. With just a little observational data, great improvements can be made to a website. But, at \$50,000 and above, full usability analyses are well beyond the means of all but the largest site owners. By limiting the test to 5 participants, we capture 80% of usability problems at a fraction of the cost.



### Process

[nngroup.com/articles/why-you-only-need-to-test-with-5-users/](http://nngroup.com/articles/why-you-only-need-to-test-with-5-users/)

- **Create custom test.** We evaluate the website, conduct a heuristic analysis and customize the tasks to test.
- **Define the audience and find 5.** Do you want a general cross-section of disabled users or a specific disability? We help define the test audience and find a minimum of 5 test takers.
- **Conduct the tests.** We bring the selected users into our offices, put them in a room with a facilitator and have them take the test. They are observed, exit interviewed and, where applicable, their keystrokes are monitored.
- **Crunch the data and report.** We review all the data and complete a report of findings including recommended improvements.

### Benefits

- Immediately uncover site improvements
- Prioritize and focus website resources
- Fight opinion with data
- Protect against litigation

***“Even the tiniest amount of empirical facts vastly improves the probability of making correct user interface design decisions.”***

– Jakob Nielsen, principal of Nielsen-Norman Group

### Get Started

Contact Imaginary Landscape toll free at (877) 275-9144 or [imagescape.com](http://imagescape.com) to discuss your specific situation.