Overview

- Company profile
- Observing human behavior: tools for evaluating (mobile) applications
  - Focus groups
  - Usability testing
- Software demonstration
Company Profile

- Developer of professional software and instrumentation for behavioral research
- Founded in 1989
- Approx. 60 employees
- Customers in 75 countries
International Offices

Yellow = Noldus office
Red = Distributor
## Corporate Clients

### Electronics
- Hewlett-Packard
- Intel
- Philips
- Siemens

### Software
- Ariba
- Microsoft
- Oracle
- PeopleSoft
- SAP

### Telecom
- Ameritech
- AT&T
- Bell Atlantic
- Deutsche Telekom
- Ericsson
- Telenor

### Automotive
- BMW
- DaimlerChrysler
- Nissan
- Rover
- Volvo

### Aerospace
- BAE Systems
- Eurocontrol
- Lockheed Martin
- Matra BAe Dynamics
- NASA
- Thales

### Transportation
- Alstom
- KLM
- SNCF

### Consulting
- American Management Systems
- Accenture
- CURE
- Fraunhofer IAO
- System Concepts
- The Usability Company
- TNO Human Factors

### Information / Finance
- America Online
- Dow Jones
- NatWest
- Rabobank
- Statistics Netherlands
- U.S. Bureau of Labor Statistics
- U.S. Bureau of the Census
- Yahoo!
Focus Groups

Objective: to identify consumer preferences

How?

- Observe, analyze and evaluate
  - social interaction
  - (non) verbal behavior
  - content
Usability testing

Objective: to increase effectiveness, efficiency and user satisfaction

How?

• Test software and hardware
• Analyze human-machine interaction
• Evaluate human-machine interfaces
• Monitor consumer satisfaction
The Observer®

Professional software system for collection, management, presentation and analysis of observational data

• Flexible observations
• Collect qualitative and quantitative data
• Instant access to any point on the video
• Easy analysis
• On the spot presentations
Define subjects and behaviors of interest:

- Activities
- Postures
- Gestures
- Movements
- Positions in space
- Facial expressions
- Vocalizations and speech
- Social interactions
- Human-system interactions
The Observer – 2. Data collection

Quick and easy coding:
- Positive and negative reactions
- Navigation times and task durations
- Usability problems
- Add comments

Based on flexible coding scheme!
The Observer – 3. Analyze

Quantitative and qualitative analysis:
- Task times to identify design strengths and limitations
- Identify user preferences and problems
- Determine best improvement strategy
The Observer – 4. Communicate!

- Video Highlights of key moments
- Report-ready statistical and graphical data summaries
Theme™

Detect hidden repeated temporal patterns in behavior and interactions

Find patterns that are hidden to observers and very hard or impossible to detect with other available methods
Integrated Solutions

Tailor-made observational labs and systems

System configurations
- Stationary Lab
- Portable Lab
- Mobile Data Collection Systems
- Mobile Device Camera
- Eye Tracking Systems
Usability lab
Usability lab
Portable usability lab
Mobile Device Camera

Wireless camera for usability testing of mobile devices and applications
Mobile data collection

The Observer Mobile

• Collect observational data while on the move
• For unobtrusive observation when videotaping is not feasible
• Both keyboard- and pen-based models available
Eye tracking

Video-based contact-free evaluation of gaze position with high accuracy and precision

Complement observational methods for usability testing of human-machine interfaces

Measure:
• where the subject looks
• how long and often they look for
• the path their eyes follow areas of interest (pre-defined by you)

In collaboration with SensoMotoric Instruments
For more information:

Anne Jansen

Noldus Information Technology bv
Costerweg 5
P.O. Box 268
6700 AG Wageningen
The Netherlands

Phone: +31-317-497677
Fax: +31-317-424496

E-mail: anne@noldus.nl
Web: www.noldus.com