SOFTWARE USABILITY RESEARCH LAB

Software Usability Research Lab offers services in applied human-computer interaction research, usability testing, expert review, eye tracking and requirements gathering of websites, mobile devices and apps, software applications, and consumer products.

PROJECTS

• Usability Testing of Website, Software, Products
• Performance Benchmarking
• Eye Tracking Analysis
• End User Requirements Gathering
• Out-of-the-Box Evaluation of Consumer Products

AREAS OF RESEARCH

WEBSITE AND SOFTWARE DESIGN
• E-commerce design and usability
• Eye Tracking
• Search result layouts
• Usability testing & user satisfaction

MOBILE DEVICES (TABLETS, SMARTPHONES)
• Methods of text input/keyboard design
• Voice input
• Surveys of mobile device usage
• Usability of e-textbooks on tablets
• Usability testing & user satisfaction

UX METHODS
• Heuristic evaluation
• Usability testing
• Card sorting
• Requirements gathering
• Diary studies

ONSCREEN READING
• Typeface Legibility
• Typeface Personality

EQUIPMENT

• Usability Testing Laboratory
• Tobii X120 Eye Tracker
• Morae Software
• Qualitative Analysis Tools for Requirements Gathering

CLIENTS

• Internally Funded Research Centers
• Academic Institutions
• Fortune 1000 Corporations

CONTACTS

BARBARA S. CHAPARRO, PhD
Lab Director
barbara.chaparro@wichita.edu
316-978-3683

AMANDA SMITH, PhD
Research Scientist
amanda.smith@wichita.edu
316-978-3849

www.usabilitynews.org