

Develop and refine your website or mobile apps aligned with user needs and expectations

Anomaly UX testing helps your business:

- Optimise your owned media based on user testing and feedback – desktop and mobile across web and app environments
- Optimise site journey and content to alleviate consumer pain-points
- Leverage owned media by optimising on-site conversion events like sign up processes, online bookings or online purchase; ultimately improving your marketing ROI

Our UX approach includes

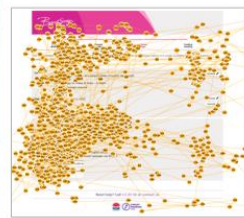
task-based interviews, eye tracking and click tracking and qualitative in-depth interviews



We use eye tracking technology to help us interpret user behaviour



Heat Map based on aggregated data from participants, browsing through the online booking platform



Gaze Plot of one participant aiming to accomplish the task: Changing booking processes on the online booking platform



Gaze Opacity Map based on aggregated data from multiple participants, browsing through the homepage of Dan Murphy's website

Cluster Analysis based on aggregated data from multiple participants, browsing through the homepage of Dan Murphy's website

ANOMALY

Guide your next site redesign or app development with Anomaly UX testing

- Quick turnaround and easy to implement
- Can be conducted among remote audiences using online interview techniques
- Anomaly team develops a detailed report and presentation for your team with actionable recommendations to improve site/app usability, content and functionality in the immediate, medium and longer term

For more examples please get in touch with | melanie.ingrey@anom.com.au | weareanomaly.com