

## Insight you can share

Nothing is more powerful for managers, designers, and developers than seeing users interact with a Web site or application. But, despite the advantages of observing users, the expense and complexity of usability testing has prevented many organizations from getting started.

Morae eliminates the barriers to usability testing for organizations of all sizes. Functionality that you could previously only obtain by combining multiple hardware and software products is now fully integrated into an affordable, easy-to-use software solution.

“Morae is a usability lab on CD-ROM; it has revolutionized our approach to usability testing.”

*Bryan Eisenberg, FutureNow*

“Morae sets the standard for customer experience tools. Nothing else even comes close.”

*Jared Spool, CEO and Founding Principal, User Interface Engineering*

## What Is Morae?

Morae is a software application for usability testing that enables you to measure how usable your Web site or software is, pinpoint specific problem areas, and easily share the most important information with your clients.

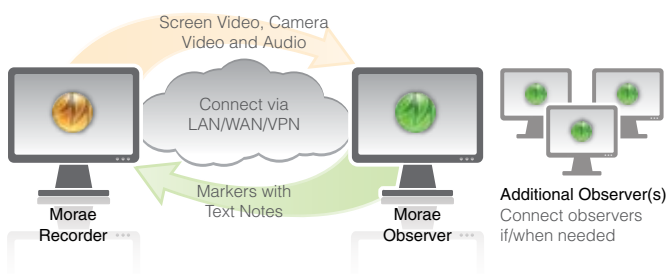
With the insight Morae provides, you can make critical design changes that will

- Improve sales and conversion rates
- Boost traffic to your Web site
- Increase customer satisfaction

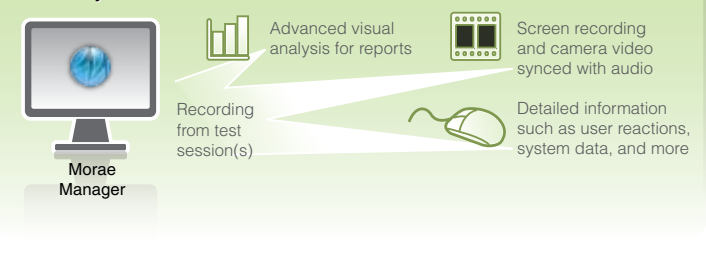
## How Does Morae Work?

Morae’s dramatic effectiveness lies in the fact that it actually reduces the amount of work required to conduct usability testing, not only at setup, but also during the data logging, analysis and presentation stages. Its design works well for users new to the field of usability testing, as well as for seasoned professionals.

### 1. Conduct the Test Session



### 2. Analyze and Share The Results



“Morae has allowed us to elevate the IE Lab in ways we never thought would be possible. Once our clients experience firsthand what Morae is capable of doing, new ideas and new possibilities for their projects emerge.”

*Dr. Sanda Erdelez, Associate Professor, School of Information Science and Learning Technologies, University of Missouri – Columbia*

“User testing has become much more efficient since Morae has been on the market. As a Morae customer, we know first hand how fast and effective the product is in communicating test results to the designers, developers, and ultimately the decision-makers, who stake their bottom line on the usability of a company website.”

*Jakob Nielsen, usability guru and co-founder of the Nielsen Norman Group*

Test Satisfaction Survey Questionnaire

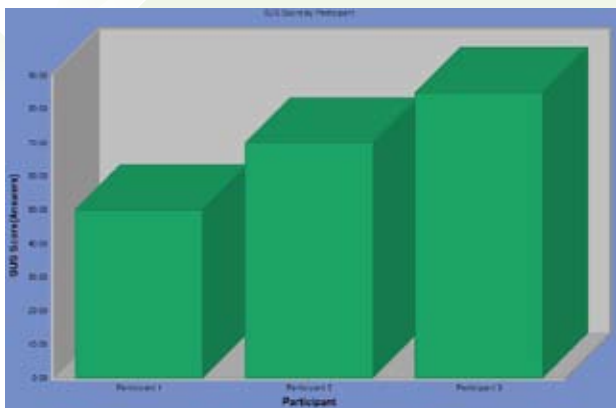
Question type:  
 Scale  
 Select one  
 Select one or more  
 Freeform answer only

Do you think you would buy this product?  
 Yes  
 No  
 Depends on the cost

Questions:  
Answers:

1. I think that I would like to use this system frequently  
Strongly Disagree ○ 1 2 3 4 5 Strongly Disagree

2. I found the system unnecessarily complex  
Strongly Disagree ○ 1 2 3 4 5 Strongly Disagree



Satisfaction survey and automatically generated results graph.

## Record the User Experience

Recorder’s flexible options let you create a custom study configuration for your specific needs. Define the user tasks and markers you’ll use during the test, and select a user satisfaction survey to deliver after the test.

During the session, Morae Recorder captures onscreen activity of the user’s computer and camera video of the user. It also creates a synchronized index of events occurring behind the scenes in applications and in the operating system. After the session, Recorder can automatically deliver the standard or custom user satisfaction survey to the user.

## Observe and Log Important Moments

From their desks, multiple observers can connect to Recorder over a network to collaboratively watch and hear the user experience, mark important moments when they happen, add notes to markers, and easily track task start and end points. Observers can also save the audio and video content from the session in a video file (WMV), so they can immediately share or review the session once it is complete.

## Analyze and Visualize Results

Analysis in Morae is an efficient way to pinpoint important details from a session or study. From the recorded data, Morae can automatically calculate and graph standard usability metrics. Results from the built-in satisfaction survey can also be instantly analyzed. Markers and tasks set during recording are placed along a zooming visual timeline, so you can revisit them with a single click.

## Share Critical Insights

Graphs and video clips can be quickly assembled into professional video presentations to share with stakeholders. Static images, graphs, and data tables can also be exported to third-party applications like PowerPoint or Word.

## Why Choose Morae?

**Easily integrated** – To use Morae, all you need is a computer and an optional webcam. It’s a low-risk investment and the ideal way to begin integrating usability testing into the design of Web sites and applications.

**Rapid** – Morae automatically calculates and graphs standard usability metrics and provides the search tools to effortlessly sift through hours of video. Use the time and effort Morae saves you to focus on finding solutions and creating exceptional user experiences.

**Portable** – Morae can be installed on a laptop to create a truly portable solution. Easily conduct user research at conferences, in client offices, or anywhere.

**Persuasive** – Viewing a highlight video from a session, or using Morae Observer to watch a session, eliminates debate about whether problems exist and stimulates discussion of solutions. Morae’s graphs provide powerful quantitative support for qualitative issues shown in video clips, and graphs are easy to include in videos, written reports, or PowerPoint presentations.

## How Are People Using Morae?

### Formal and Informal Usability Testing

Whether you need to conduct a rigorous scientific study or a quick study to gather qualitative feedback from users, Morae’s design makes it easy. Morae not only collects detailed data about the user experience, but it provides automated analysis and graphing features that expedite findings.



**User Interface Engineering (UIE)** conducted a formal study of eCommerce Web sites with 72 shoppers and over 220 hours of usability testing using Morae. UIE was able to analyze the click stream data 200% faster without sacrificing accuracy or detail.



**Fog Creek Software** used Morae to conduct informal testing of its Web service, Copilot. Using multiple Morae Observers, the entire development team watched the user test sessions live, identifying 12 key design changes that would improve Copilot’s usability.

### Field Research

Because Morae can be installed onsite or taken on a laptop into a user’s natural environment, organizations get an unbiased view of the user experience. Development teams can see exactly how customers interacted with their product, which features they used and where they became frustrated.



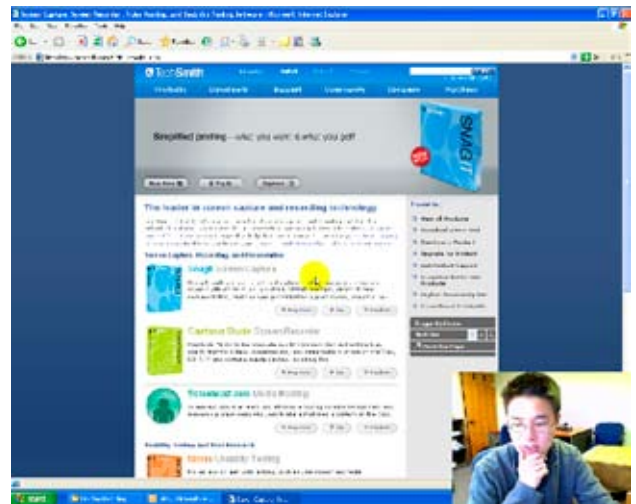
**SAP** was able to connect with many different customers very cost effectively by conducting user testing with Morae at the ASUG (America’s SAP Users’ Group) conferences.

“Morae is really an invaluable tool...we could never have done such a professional usability test on a reasonable budget without Morae.”

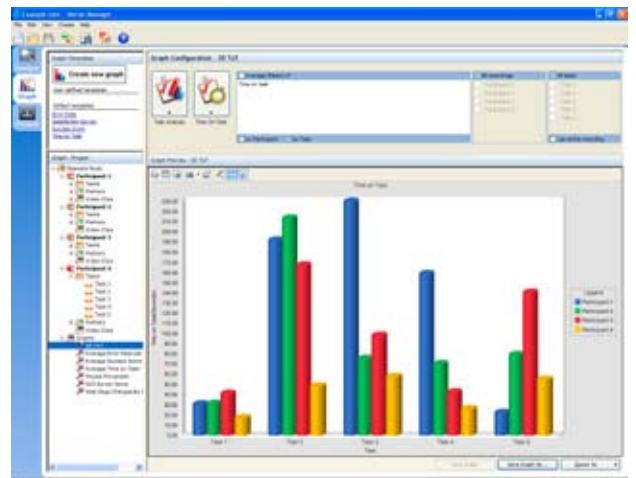
*Joel Spolsky, Fog Creek Software*

“As a first time user of Morae, I was surprised how easy it was to work with a product that does so much. I didn’t have to think about what Morae was doing and was able to focus entirely on the participant using the application. As a developer being able to conduct these usability tests with customers onsite is an enormous benefit in helping SAP create better products.”

*Chiao Lu, User Experience Designer, SAP*



Screen video and participant picture-in-picture window.



Creating a standard graph in Morae Manager.

## Teaching Usability and Human Computer Interaction in Higher Education

Morae is used by universities all over the world as a teaching tool for students studying in Human Computer Interaction, Human Factors, Usability, Information Systems, and many other degree programs. Because Morae is a low-cost, easy-to-use solution, students are able to learn it quickly and use it effectively within a semester course.



The United States Air Force Academy built the country's first undergraduate, all-digital teaching laboratory for Human Computer Interaction. As the main component of the lab, Morae enabled the Academy to achieve its design goals while saving \$20,000.

### Paper Prototype Testing

Morae's flexibility enables customers to record user tests with paper prototypes via webcams, whether the prototypes are actually drawn on paper or are electronic mock-ups created in Microsoft PowerPoint or other prototyping software. These recordings can be analyzed using Morae's entire feature set.



Stanford University is using Morae to conduct testing with paper prototypes of new user interface designs for its ERP applications. Morae easily records the sessions, synchronizing user comments with prototype interaction

"Morae provided us one of the critical pieces to put together a human-computer interaction laboratory that was affordable and easy to learn how to use at an undergraduate institution. The easy to use piece was critical in our situation where we don't have graduate research assistants to maintain high-end equipment."

*Lt. Col. Terence Andre, United States Air Force Academy*

"We've always faced the challenge of getting user feedback on user interface designs early enough in the project so that we could provide usability recommendations before they were coded. This changed the minute we started using Morae during our paper prototype test sessions. We obtained buy-in from project stakeholders and team members for paper prototype testing because we could quickly create and share video highlights."

*Megan Miller, User Researcher/Usability Engineer, Financial Systems Support, ITSS, Stanford University*



## Learn more about Morae

Discover why companies like Dell, Intuit and eBay are using Morae by viewing our Web demonstrations. To see the demos or to get more detailed product information and case studies, visit: [www.morae.com](http://www.morae.com).

If you have any questions, contact a Morae sales representative toll free by phone at +1.888.750.0685 (U.S. and Canada only) or +1.517.381.2300 international or via email at [www.techsmith.com/sales](http://www.techsmith.com/sales).

We welcome the opportunity to speak with you.