



Proposal

Usability Testing of IPO Online Web applications

Intellectual Property Office

30th June 2015

Contents

	Page
1. Management summary	2
2. Understanding of requirements	3
3. Requirements	4
4. Charges	10
5. Other information	12

1. Management Summary

- The IPO is redesigning the online patent and design application forms and wishes to test these with users.
- We recommend testing with users individually, using a user-led goal-oriented approach and a real time think aloud protocol. We propose using eye tracking in the research.
- The IPO wishes to undertake [REDACTED] rounds of testing [REDACTED] for patents and [REDACTED] for designs) each with six users - a mix of IP professionals and occasional users who have filed or might file for patents or designs.
- [REDACTED] of testing would be conducted over [REDACTED] days with 4 testers in the morning of the [REDACTED] day and the research with the other 2 testers undertaken in advance. The testing would be conducted in our observation studios in Chippenham.
- We propose that key staff involved in the site's development attend (at least) the [REDACTED] testing day where they would observe [REDACTED] followed by a discussion [REDACTED]. This discussion facilitates the process of [REDACTED], enabling the development team to take ownership [REDACTED] and agree the appropriate actions in the context of the IPO organisational environment.
- Following the user testing we would produce a report that sets out the background, detailed findings (supported by verbatim comments) illustrated by annotated screen shots, and recommendations. Videos of the research session will be made available for viewing and download from our client portal.
- Our fee for undertaking this work would be £13,950 + VAT.
- We could undertake the testing as required i.e. the Patent form testing during the week commencing 10th August and the design application form testing during the week commencing 7th September 2015.

2. Understanding of Requirements

The Intellectual Property Office (IPO) is undertaking a number of initiatives to improve its online services in response to customer demand.

It is redesigning the way in which customers will apply for a patent online and is introducing a new online patent form which will replace the existing web form.

It is also redesigning the way in which customers will apply for a design. Currently this service is only available on paper.

Users of these services are both IP professionals and occasional users who are distinguished by their level of intellectual property knowledge.

The IPO wishes to run [REDACTED] rounds of usability testing with both these types of customers to gain insights into the effectiveness of the redesigned online application forms.

The IPO is seeking an agency to conduct [REDACTED] round of testing with 6 users of various profiles and report on the outcomes.

The IPO wishes to observe some of the testing.

It is wished to conduct the testing of the online patent form in the first 2 weeks of August and the online design form in the second week of September.

This proposal is in response to request for proposal IT-2015-71. The contact for all correspondence about this proposal is:

[REDACTED]
Unit 15 Lansdowne Court, Bumpers Farm, Chippenham SN14 6RZ
Tel: [REDACTED]
Email: [REDACTED]

3. Requirements

Web Usability believes the best approach to gaining the required insights about the online forms is through user evidence gained from one-to-one user testing with target users, combined with Web Usability's extensive knowledge of user experience and usability issues.

It is proposed that the testing is undertaken either in our studios in Chippenham or remotely: for 'difficult to recruit' testers we could conduct the tests by undertaking remote testing using shared desktop software. However, we believe the outcomes would be better if we can get the testers into the lab as we can use eye tracking and enable real time viewing by IPO stakeholders.

It is also proposed that relevant IPO stakeholders observe at least some of the research and take part in a discussion, on the same day, to agree issues and actions. This discussion is guided by Web Usability's knowledge of usability issues and what makes for an effective website. The discussion also facilitates the process of collaborative 'sense-making', enabling the development team to take ownership of the research results, develop a collective view of the issues and priority issues to be addressed, and agree the appropriate actions in the context of the IPO organisational environment. It also speeds the process from research to action.

Our approach to this research is discussed below.

3.1. Web Usability approach to usability testing

We recommend testing with users [REDACTED]. Details of our overall approach are as follows:

- Effective usability testing comprises two key elements: can users [REDACTED] undertake transactions, [REDACTED] and is what they find useful and relevant [REDACTED]. Users are, in the main, not good at articulating how easy it is to use a site – indeed, often what they say contradicts what they do. Therefore, to assess how easy it is for users to use the website it is necessary to [REDACTED].
- We adopt a [REDACTED] approach to usability testing. This means the tasks we ask users to undertake are relevant to them. We do this by asking testers about [REDACTED] at the start of the testing session. This provides valuable user feedback on [REDACTED]. We will prepare a list [REDACTED] which we will agree with the project manager to ensure all aspects [REDACTED] are explored.
- Web Usability tends to use the [REDACTED] when usability testing. [REDACTED] better understanding of the tester's mental model and interaction with the site - [REDACTED]. It also helps [REDACTED] understanding of the language and terminology the tester expects and comprehends. [REDACTED].
- However, with the testers with low web sophistication [REDACTED]

by phone, Web Usability would adopt a [REDACTED] and review the form completion [REDACTED]. It will be confusing for the tester if the facilitator is talking at the same time as the [REDACTED] interventions could disrupt the dialogue between the tester and the [REDACTED] team member, and issues with the form will become evident from the tester's [REDACTED] to the [REDACTED] team member

- In order to get the best, unbiased results out of the [REDACTED], Web Usability adopts an [REDACTED] questioning. The former prevents users giving yes/no answers [REDACTED], and the latter means the testers are not asked [REDACTED] questions.

3.2. Action Oriented Process

A key element of our approach is to encourage key stakeholders who can influence the implementation of the research outcomes to [REDACTED]. Observation of [REDACTED] enables greater insight into the user issues as it enables stakeholders to gain [REDACTED]. However, observation of [REDACTED] on its own is not enough: everyone develops their own interpretation of [REDACTED]. Only by getting the development team to discuss what they have observed is it possible to [REDACTED] gain agreement about the issues with a web site or users' needs.

We understand that for this project IPO staff would wish to observe some of the research. We, therefore, recommend that some of the testing – [REDACTED] be undertaken in our studios in Chippenham and observed by stakeholders. We would undertake the other [REDACTED] in advance of this 'formal observed' [REDACTED] in Chippenham (although these could also be observed if IPO chooses). Following the formal 'observed' testing, on the [REDACTED] day, there would be a discussion facilitated by a Web Usability consultant to [REDACTED], and into which Web Usability would [REDACTED].

The immediacy of observing 'live' testing helps bring the issues into sharp relief. The subsequent discussion facilitates the process of [REDACTED] enabling the development team to take ownership of [REDACTED], develop a [REDACTED], and agree the appropriate actions in the context of the IPO organisational environment. This enables the identification of [REDACTED] because they are framed by the observers' understanding of the project's [REDACTED] constraints. Involving the client in this way [REDACTED] suggest the most effective way for consultants to help clients is to [REDACTED].

Web Usability consultants bring to these discussions their experience of user research with users on a large range of projects, [REDACTED]. As the situation demands, we draw on this experience to ensure the discussions are guided by this knowledge.

This approach increases [REDACTED] the research outcomes and recommendations, and speeds the process from research to action [REDACTED]

3.4. Devices

Because of the nature of the transaction – a relatively complex form filling – we assume that most users will do this on a large screen device (PC or laptop) and that you wish to test on this type of device rather than a tablet or mobile. However, we could include testing on other devices if required.

3.5. Eye Tracking

We recommend using eyetracking as part of the research. Web Usability has two eye trackers: a [REDACTED] (for desktop testing) and a [REDACTED] for mobile device testing. It is possible to watch the eye tracking in real time – so observers can see and hear testers, watch what they are watching, and see the eye tracking overlaid on the screen as it happens ('Live viewer'). Live viewer eye tracking can provide significant additional insight as to how users 'see' the page. We have included eye tracking in the price.

3.6. Testing facilities

We believe the research outcomes would be better if we can get the testers into a usability lab as we can use eye tracking and enable real time viewing by IPO stakeholders. However, if it proves difficult to get testers into the observation studios we could conduct the tests by undertaking remote testing using shared desktop software.

We would undertake the lab based testing in our studios in Chippenham that are specifically designed for usability testing. The facilities include:

- Viewing rooms with seating for up to 15
- Video and audio recording (DVD, VHS, audio tape and digital audio)
- Broadband and wireless internet
- Playback on large (50in) interactive plasma screens
- Studios individually air-conditioned
- Separate modern comfortable receptions for clients and respondents

More details at [REDACTED]

3.7. Workplan

The work we would undertake to complete the project is detailed below.

3.7.1. Project planning

At the beginning of the project we would conduct a project planning meeting by telephone to discuss/confirm:

- The objectives and desired outcomes of the project
- The research approach and location(s): the IPO will provide input to the design of the testing sessions to ensure the feedback is collected and communicated in a format that is constructive and usable for the IPO.
- The mechanics of gaining access to the prototype: we understand the IPO will provide a 'live' online link to the prototype which is hosted by the IPO and is accessible with username and password access
- Tasks and scenarios for testing: the IPO will provide a recommended list of scenarios for testers to attempt
- The project timescales and milestones
- The tester numbers and profiles
- Any other inputs required from IPO

3.7.2. Tester recruitment

We would manage the tester recruitment in line with the agreed tester split and profiles. Profile details of the testers we recruit will be sent to the project manager prior to the testing for their approval.

3.7.3. Facilitation guide

Following the project planning discussion, Web Usability would prepare a facilitation guide for IPO project manager's approval using the scenarios identified and agreed with IPO. Table 3.1 overleaf outlines the guide contents.

3.7.4. User testing

The testing would be conducted as follows:

- The research would be conducted at our studios in Chippenham.
- The testing would be conducted over █ days █ and research with the other █.
- The research sessions are facilitated by a Web Usability consultant using █ (see section 3.1 'Web Usability approach to usability testing' above).
- An █ team member will be available on a direct dial number for the █.
- The facilitated debrief would be held █. During the testing sessions █, the observers will be active observers and will be asked to █. Subsequently, █ we will facilitate a discussion of the █.
- The sessions are recorded capturing █.

Table 3.1 Facilitation guide – outline contents

What is covered in the facilitation guide	In order to understand
A series of personal profiling questions, details of tester’s occupation and web experience (these would have been identified in advance as part of the tester profiling information, but getting the tester to introduce themselves helps to settle them into the testing session)	Users’ backgrounds and job roles
Application process: Web Usability will use the scenarios for patent/design applications for each user type as agreed with the IPO. Based on the outcomes of the discussions about the tester’s goals in the session introduction we would frame these scenarios to make them relevant to the tester	How people undertake the application process, reaction to and understanding of the different elements (e.g. page types, form elements, instructions) and functionality, terminology, titles, and graphic clues such as icons etc
Additional prompts to elicit information about how easy it is to use the forms and to complete the tasks e.g. “why did you do that?”	To provide insight into users’ behaviours about how easy it is to use the forms (rather than their attitudes to this)
At the end of the session, testers would be asked to give their overall comments on their experience on the form and rate it on a series of dimensions (ease of use, and usefulness and relevance of content). They would also be asked if they would re-use and/or recommend the form (recommendation on a scale 0=never to 10=definitely), and how it makes them feel about IPO	In order to understand their overall reactions to the user experience

3.8. Usability testing outputs

Following all the user testing we would produce a report covering:

- Executive summary
- Background and objectives for the project
- Findings from testing sessions, with usability issues identified by seriousness: serious, moderate, minor. Specifically the report would detail:
 - The successful and unsuccessful completion of application by customer type – including selection of correct application option and completion for a given scenario
 - Explain the problems identified
- The issues identified would be supported by testers’
- Web Usability recommendations for form development to overcome the problems identified, reflecting conclusions and actions agreed at the facilitated discussions, and referencing any applicable standards or best practice.
- Annotated screen shots of key pages identifying key usability issues

Videos of the research session will be made available for viewing and download from our client portal. These show the screen being viewed, the tester’s head shot and the audio of the session.

4. Charges

4.1. Timing

Our fee for undertaking this research would be £13,950 + VAT i.e. [REDACTED] for [REDACTED] of testing.

If any remote sessions are required to gain access to difficult to recruit testers these would be undertaken within this cost.

A detailed breakdown of these costs is given below:

Activity	Days/No	Rate	Total
Recruitment	[REDACTED]	[REDACTED]	[REDACTED]
Tester incentives	[REDACTED]	[REDACTED]	[REDACTED]
Prepare facilitation guide	[REDACTED]	[REDACTED]	[REDACTED]
Studios & equipment	[REDACTED]	[REDACTED]	[REDACTED]
Facilitator	[REDACTED]	[REDACTED]	[REDACTED]
Director	[REDACTED]	[REDACTED]	[REDACTED]
Prepare report	[REDACTED]	[REDACTED]	[REDACTED]
Total			[REDACTED]

4.2. Timing

We could undertake the testing as required i.e.

- Patent application - the usability session to be run during the week commencing 10th August
- Design application - the usability session to be run during the week commencing 7th September 2015

Precise dates would be agreed if awarded this contract.

We would require 2 weeks for recruitment and 3 working days to prepare the report following the observed testing day.

4.3. Assumptions and Risks

The timing outlined above is dependent on the availability of IPO staff being available for the planning discussion and testing on appropriate dates. It is assumed that the project manager will invite IPO participants to the testing.

Web Usability will state clear deadlines for feedback or materials from IPO. Web Usability will maintain regular and frequent contact with the project manager and raise alerts if feedback or materials are not forthcoming within these deadlines.

Web Usability has sufficient staff to cover for staff illness and holidays during the project period, and has a rigorous and effective tester recruitment process to meet these deadlines.

4.4. Terms & Conditions

- Additional work not identified above would be charged at Web Usability's standard rates (██████████ for directors, ██████████ for consultants and facilitators, ██████████ for support staff). Additional expenses are charged at cost
- VAT will be added to all charges at the currently prevailing rate.
- Payment will be due within 30 days on the presentation of our invoice.
- Cancellation of booked sessions will incur cancellation fees as follows:
cancellation within 4 weeks of the session a 50% of the fee payable;
cancellation within 2 weeks of the session 100% of fee is payable

5. Other information

5.1. Skills and experience

5.1.1. Web Usability

Web Usability is a specialist UX agency – this is all we do. We don't build websites, provide SEO or other services but focus on understanding the user experience and providing advice to make sites more effective. Web Usability was established in 2002. The directors of the company bring 30 years of strategic consulting and research experience to making websites more effective.

We deliver more than just reports – our approach ensures research gets turned into action. We combine rigorous user centred research with a process that develops recommendations that fit the client's technical, financial and political constraints, gets internal stakeholder buy-in, and reduces time from research to action.

The problems we help clients solve include:

- Understanding users' needs
- Improving website conversion, cross and up selling rates
- Improving online transaction rates
- Improving social media/email campaigns
- Developing digital strategies

We offer:

- Usability testing
- Usability audits
- Accessibility audits
- User Research
- Persona Development
- Information architecture and wire frames
- Site strategy development

We work across all digital devices including desktop, laptop, tablet and smartphone providing user insights to all digital media including email, apps, mobile and desktop websites.

We get results - as a result of implementing recommendations we made following user research:

- ██████████ saw a 61% improvement in customer satisfaction measures
- ██████████ doubled conversions
- ██████████ saw conversions improve by 80%
- ██████████ saw a 150% rise in bookings for a TV ad campaign landing page

In the last 4 years we have undertaken 300+ projects for over 80 clients in the public and private sectors using more than 1,000 respondents. We have extensive experience of Public Sector sites having worked for ██████████
██████████

We have also worked on a number of projects for the IPO and previously the Patent Office including:

- 3 rounds of user testing of the Patent office website
- User testing of a prototype IPO website

- Understanding of SME user needs of IPO website
- 2 rounds of user testing of prototype Trade Mark application site
- 1 round of testing of the IPO site on Direct.gov

Web Usability's head office is in Chippenham, Wiltshire where most of our staff are based. We also have an office and staff based in Helensburgh, Scotland. We undertake work throughout the country in locations most appropriate/convenient for our clients.

We have state of the art technology for undertaking UX research including:

- Our own observations studios in Wiltshire
- Observation studios in London
- Pop-up usability studios for conducting testing in any location
- Eyetracking for desktops and mobiles
- Remote testing capability
- Remote viewing capability

We have a staff of 10 that combine vast experience in user and usability research, change management, strategy development, respondent moderation and have a wide range of industry and public sector experience. (See Section 5.1.3 for more details of our consultants and facilitators).

5.1.2. Relevant Experience

Client	Project	Comments
██████████	Web Usability has completed 47 projects for the ██████████ since 2003 including working on the Library search facility and home page.	<i>"You get first rate facilitation in the research and a facilitated discussion that gets buy in from my stakeholders...you get a great report at the end of the process"</i> ██████████ – head of Web Services
██████████ ██████████	Web Usability has worked on a large number of projects for the ██████████ including: the development of personas and the associated user research for the Agency's web site and Intranet; usability testing and wire frame development for the WIYBY mapping part of the Agency's site	<i>"We found the approach taken by Web Usability to be thorough and professional and the outcomes were practical and easy to use, written in a language that was relevant to Agency staff"</i> ██████████ ██████████ - Head of Interactive Development
██████████ ██████████	The ██████████ wanted to redesign their website. Prior to this Web Usability undertook usability testing on the existing site with 8 users. As a result of this testing Web Usability helped ██████████ establish principles to be used when the redesigning the site.	<i>"The research undertaken by Web Usability was very insightful and will no doubt add value to our redesign of the site"</i> ██████████ ██████████ E-information Manager
██████████ ██████████	Web Usability has undertaken a large number of projects for ██████████ including testing forms for Setting up a company, filing annual accounts	<i>"Thanks for this, it really has proved a timely and valuable exercise"</i> ██████████ Communications & Insight
██████████ ██████████ ██████████ ██████████	Web Usability has undertaken 9 major projects for ██████████ including user research, usability testing and developing & testing a new site information architecture and wire frames	<i>"Thanks for the report – the session has proved very valuable and given us a clear view about how we want to proceed."</i> ██████████ ██████████ Web Manager
██████████ ██████████	Web Usability has undertaken 17 projects with ██████████ covering information architecture and navigation schema development and testing, persona development, usability testing for various parts of the site, wire frame development and testing for various part of the site, user research on mobile device requirements	<i>"Working with Web Usability has been extremely beneficial as the project has been a catalyst for moving the organisation to a truly user-centred approach. Web Usability demonstrated a great deal of skill and their rigorous, evidence-based approach was highly valued"</i> ██████████ Digital Content Manager
██████████ ██████████	Web Usability has undertaken 3 projects with ██████████ user testing their site and then again when it was redeveloped.	<i>"It was fascinating to see the testing, and we really benefitted from viewing this. Many positive actions resulted from the discussion. The report is well laid out, easy to follow and lists the suggested actions we should take from the findings. I would recommend them to anyone."</i> ██████████

5.1.3. Personnel

Details of the staff who might work on this project are shown below:

Name	Position	Background
██████████ ██████████ ██████████ ██████████	Director	██████████ has 25 years experience in various commercial management positions. After taking an MBA he joined a City based firm of management consultants before establishing ██████████ 1988, where he was responsible for managing the business and delivering a wide range of research based strategic consultancy. With ██████████, he established Web Usability in 2002 to concentrate on consultancy to optimise the web user experience. ██████████ is a highly experienced user consultant and facilitator. He has worked on virtually all projects undertaken by the company either as a facilitator, project manager or consultant. His strengths include the ability to grasp the client's strategic requirements; interpret the user evidence; and help clients develop a clear understanding of the issues to be addressed and how to address these. Clients he has worked for include: ██████████ ██████████ and many more.
██████████ ██████████ ██████████ ██████████ ██████████	Director	Prior to doing an MBA in 1986, ██████████ held a range of managerial positions in industrial and consumer market sectors. After completing her MBA, she then joined a retail management consultancy firm before leaving to establish ██████████ in 1988. With ██████████, she established Web Usability in 2002 to concentrate on consultancy to optimise web user experience. She has completed Doctoral research with Cranfield School of Management, looking at consulting interventions and managing organisational knowledge ██████████ has presented papers at the American Academy of Management and the British Academy of Management ██████████ is an experienced consultant and facilitator. She has worked on over 100 projects either as a moderator, facilitator, project manager or consultant. Her strengths include developing research programmes; project management interpretation of results; and ensuring our products and services embody the best current practice ██████████ is disabled and brings her personal knowledge of motor impairment to usability assessment. Clients she has worked for include: ██████████ ██████████ and many more.
██████████ ██████████ ██████████	User Experience Consultant	Having originally worked in the non-profit sector ██████████ changed tack and for 12 years held market intelligence and customer insight roles across a broad spectrum of industries ██████████ joined Web Usability in September 2007 and is responsible for all aspects of user research and usability testing. Clients she has worked for include: ██████████ ██████████
██████████ ██████████ ██████████	User Experience Consultant	██████████ has 25 years commercial management experience, including retail, distribution and sales, he has run his own marketing and management business since 1982. Following an MBA from Strathclyde Graduate Business School ██████████ has project management and marketing experience with major international organisations, including the use of online routes to market. Based in Scotland ██████████ joined Web Usability in 2004 as a user experience consultant. ██████████ undertakes user facilitation and user experience consultancy. He has worked on projects for: ██████████ ██████████
██████████ ██████████ ██████████	User Experience Consultant	██████████ has over 20 years experience in both the commercial and voluntary sectors. She has undertaken Sales, Marketing and PR roles up to marketing director level for a range of organisations including: ██████████ ██████████. ██████████ has an MA from Oxford, gained an MBA in 1987 and is fluent in French & German. She is an experienced facilitator and moderator. She has worked on projects for: ██████████ ██████████
██████████ ██████████	User Experience Consultant	██████████ is a new recruit to Web Usability and is rapidly going up the UX learning curve. He has a first degree in biology and a doctorate in Molecular Biology and brings a thorough, rigorous and granular approach to UX analysis and facilitation. He has worked on projects for ██████████ ██████████

5.2. Qualifications

All the individual Web Usability directors and staff and other associates have qualifications relevant to their areas of expertise.

5.3. Insurance

Web Usability has £ [REDACTED] of Professional Indemnity Insurance currently in force with [REDACTED]

Web Usability has £ [REDACTED] of Public Liability insurance, and £ [REDACTED] of employer's liability insurance in force with [REDACTED]

5.4. Managing the project

Web Usability would work closely with the client project manager throughout a project to ensure that their requirements are satisfied, and that the information obtained is relevant, accurate and meets with the project objectives.

Web Usability has a successful track record since its inception in 2002 of delivering quality assignments within the project timelines that meet or exceed client expectations. Web Usability has a number of highly satisfied long-term clients for whom repeat work has been undertaken. Web Usability is a small organisation and the directors are closely involved with all aspects of work undertaken – through either undertaking or directly supervising the work. Web Usability has never failed a project deadline agreed with the client.

All Web Usability consultants are experienced at managing projects from inception through to the project completion.

We tailor every project to the client's needs and allocate resources accordingly. For this project we would assign the resource of one of our directors, at least one of our user experience consultants and our recruitment manager. Web Usability would maintain regular contact with the project manager by email, telephone and face-to-face meetings as appropriate; this enables Web Usability to keep the project manager advised of progress against plan and to be responsive to the project manager's requirements if these change through the project.

At the beginning of the project we would conduct a project planning meeting to discuss/agree the following:

- The objectives and desired outcomes of the project
- The research methodologies
- The project timescales and milestones
- The tester numbers and profiles
- Inputs required from the client
- Identify any other research material available that would help inform the project
- Post project evaluation telephone call (to get feedback on Web Usability performance)

During the project formal points of contact would be:

- Preparation and approval from the project manager of project timing plan and research schedule
- Preparation of and approval from the project manager to the facilitation guide
- Recruitment of testers to the agreed profiles and approval from the project

- manager
- Presentation
- Submission of final deliverables

Following the initial testing, Web Usability will feed back the outcomes to the project manager to ensure the research is covering relevant issues.

The research would be qualitatively analysed post the research by reviewing the recordings. This will provide a more thorough analysis than having a second facilitator taking notes during the sessions.

We operate strict internal quality procedures in accordance with ISO9001:2008. We undertake all research activities in accordance with the Market Research Society (MRS) Code of Conduct and the User Experience Professionals Association (UXPA) code of conduct.

In order to ensure high quality work a Web Usability director independently reviews all elements of work undertaken by other staff or directors. Such reviews assess the quality of data collection (including sources and methodology), the quality and rigour of data analysis, the quality and relevance of external data used to inform and contextualise the analysis, the quality of any conclusions and recommendations, and how well the project outputs and outcomes meet the project brief and enable the client to proceed appropriately.

Web Usability agrees with the client at the start of the project appropriate performance measures (qualitative and quantitative) for the project and monitors these. These are likely to include:

- Delivery timescales
- Budget
- Quality of deliverables

5.5. Confidentiality

Web Usability is registered under the Data Protection Act (DPA). Web Usability holds but does not process confidential information in order to carry out its business; the information we hold includes details of testers, clients and test organisations, all of which are subject to the provisions of the DPA, the computer misuse act and other relevant areas of legislation. Web Usability is committed to continually preserving the integrity of information assets and continuity of our IT systems, to observe both the letter and the spirit of the DPA through:

- Physical Security including all printed material containing personal information being destroyed in a cross cut shredder.
- Logical Security including all personal and sensitive data being held in a single IT system with log-in access granted only to relevant staff
- Process security with business continuity and security risks assessed and managed at board level

5.6. Other policies

Web Usability has the following policies in place:

- Equal opportunities policy – (NB Web Usability has a proven track record of recruiting appropriately qualified staff regardless of gender, race or disability)
- Health and Safety policy
- Environmental policy (NB Web Usability's Environmental policy has met the requirements of the Environment Agency, one of our clients)

5.7. Ethical

Web Usability is committed to an ethical consulting approach and to providing value for money. We go beyond just offering usability research and consulting services. With all projects we try and ensure that we:

- Transfer our knowledge and skills to client's staff to reduce 'consultant dependency'
- Don't undertake projects we don't think will provide the client with value for money or for which we do not have the right skills and experience
- Challenge clients' views about user goals and behaviours and appropriate research methodologies, to ensure all projects meet our clients' objectives and provide value for money - we won't undertake a project if we disagree with the proposed approach.
- Work closely with the client to ensure that recommendations are framed within the client's financial, political and resource constraints and are, therefore, practical and actionable
- Continually improve our services by formally seeking feedback on our performance following ██████ testing session as part of a follow on meeting we offer to help with implementation of the recommendations

5.8. References

References can be supplied on request.