

dimensional  
A **QVEST** Company

# UX Starter Packages

## **Investigate with User Research where usability can be improved**

Product Information (Version 01)

Cologne



# About this Offer

**We carry out an initial User Research with real users of your software or digital product and help to identify issues.**

**We suggest suitable ways to solve these issues in a timely and cost-effective manner.**

# Selected Methods for User Research



## Type 1: Online Questionnaire

Provision of an online questionnaire for users of the software or website.



## Type 2: Moderated Video Interviews

Execution of moderated 1:1 interviews with simultaneous use of the software or website by the users.





# About this Offer



## When useful?

- Your organization runs software or offers digital products such as websites and apps that lack usability?
- Users are complaining about missing ease of use, little efficiency, look & feel etc. and their satisfaction suffers?
- You want to align the user interface of different applications or even want to integrate them under one “umbrella application”?
- You are planning a development project with your own tech team and need support with concept & frontends?

## What is done?

-  Researching and evaluating the current UX and usability of your product using research methods selected for this purpose
-  We help to identify issues and suggest suitable ways to solve them


## How is it done?

- **Type 1:**  
**Online Questionnaire**  
Provision of an online questionnaire for users of the software or website to obtain quantitative results
- **Type 2:**  
**Moderated Video Interviews**  
Execution of moderated 1:1 interviews with simultaneous use of the software or website by the users to obtain qualitative results






# Benefits from our UX Research for ...

## ... the Quality of your Product

 You get concrete recommendations based on real user feedbacks to **enhance user experience and productivity** of your digital products. By doing so, you can ultimately achieve:

- Increased satisfaction and acceptance by users, therefore increased chance of a **higher conversion rate**
- **Fewer operating errors** by users
- **Cost efficiency** through time saving and maybe reduced training efforts

## ... your Project Planning and Work

-  We **categorize** the identified UX and usability issues according to **severity and effort**
-  We consider the general conditions in your company and **prioritize** those issues that can be solved in a **timely and cost-efficient** manner
-  We make suggestions for concrete and **feasible steps in project mapping** and planning



# Type 1: Online Questionnaire

# Type 1: Online Questionnaire



## What is to be achieved?



Provision of an **online questionnaire for users** of the software or website (*duration of the survey about 5 minutes; runtime must be defined*)



**Identifying problems** that users have when using and interacting with the software



Defining optimization potential and **making recommendations** for solving the identified problems of the product





# Type 1: Online Questionnaire



## What are the benefits?



**Quantitative method** to obtain a broad picture of **opinions and moods** and painpoints from a larger number of users

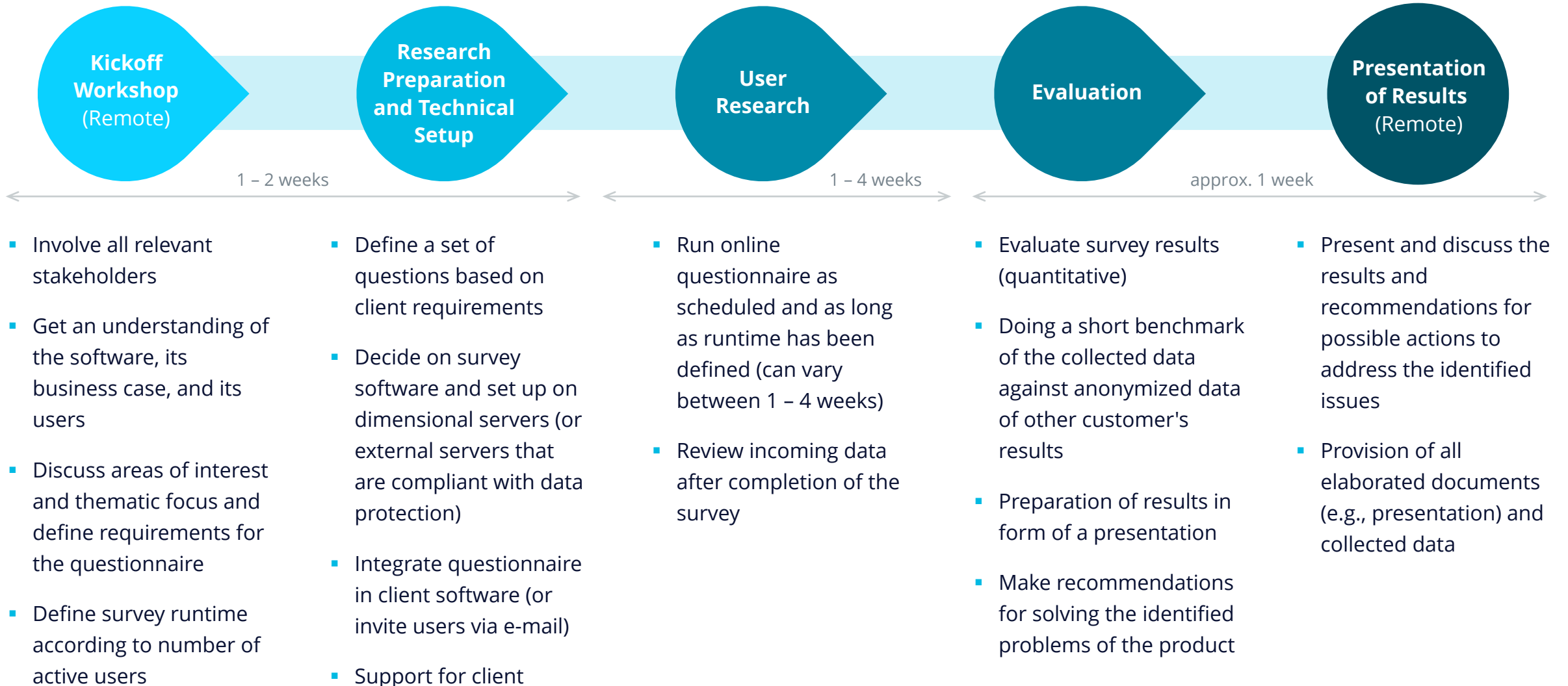


Can be set up and **executed quickly**



Well suited if there are **many users**

# Process of an Online Questionnaire



# Pricing for Online Questionnaire



Task	Description	Amount (days)	Daily rate	Total
<b>Kickoff Workshop</b>	Kickoff meeting (typically via video call during these times): Get an understanding of the software, its business case and its users; discuss and define requirements. Pricing consists of preparation, actual workshop, and documentation in arrears.	2,5	1.300 €	<b>3.250 €</b>
<b>Setup</b>	Integration of any project-specific items and system setup (on dimensional's servers or by providing a virtual machine or docker image to client's IT department).	2	1.000 €	<b>2.000 €</b>
<b>Project Management</b>	Survey support, review incoming data, support for client (tech or organizational); general PM.	2	1.200 €	<b>2.400 €</b>
<b>Analysis</b>	Review data set, analyze and visualize (deliverable: presentation containing an overview of the results, a written summary, and an in-depth analysis / interpretation, including a benchmark of the collected data against anonymized data of other customer's results).	3	1.300 €	<b>3.900 €</b>
<b>Presentation of the Results</b>	Workshop (via video call) to present and discuss the results and recommendations for possible action to address the issues found. Pricing consists of preparation, actual workshop, and documentation in arrears.	2,5	1.300 €	<b>3.250 €</b>
		<b>12</b>		<b>14.800 €</b>



# Type 2: Moderated Video Interviews

# Type 2: Moderated Video Interviews



## What is to be achieved?



Execution of moderated 1:1 interviews (remote / video call) with **simultaneous use of the software** or website by the users



Structured into an **interview part** to evaluate experiences in daily use and likes & dislikes and into a **usability part** to evaluate hurdles of use in central use cases



Defining optimization potential and **making recommendations** for solving the identified problems of the product



# Type 2: Moderated Video Interviews



## What are the benefits?



**Qualitative method** to address more complex questions, tasks, and problems and to achieve a **deeper understanding of users**



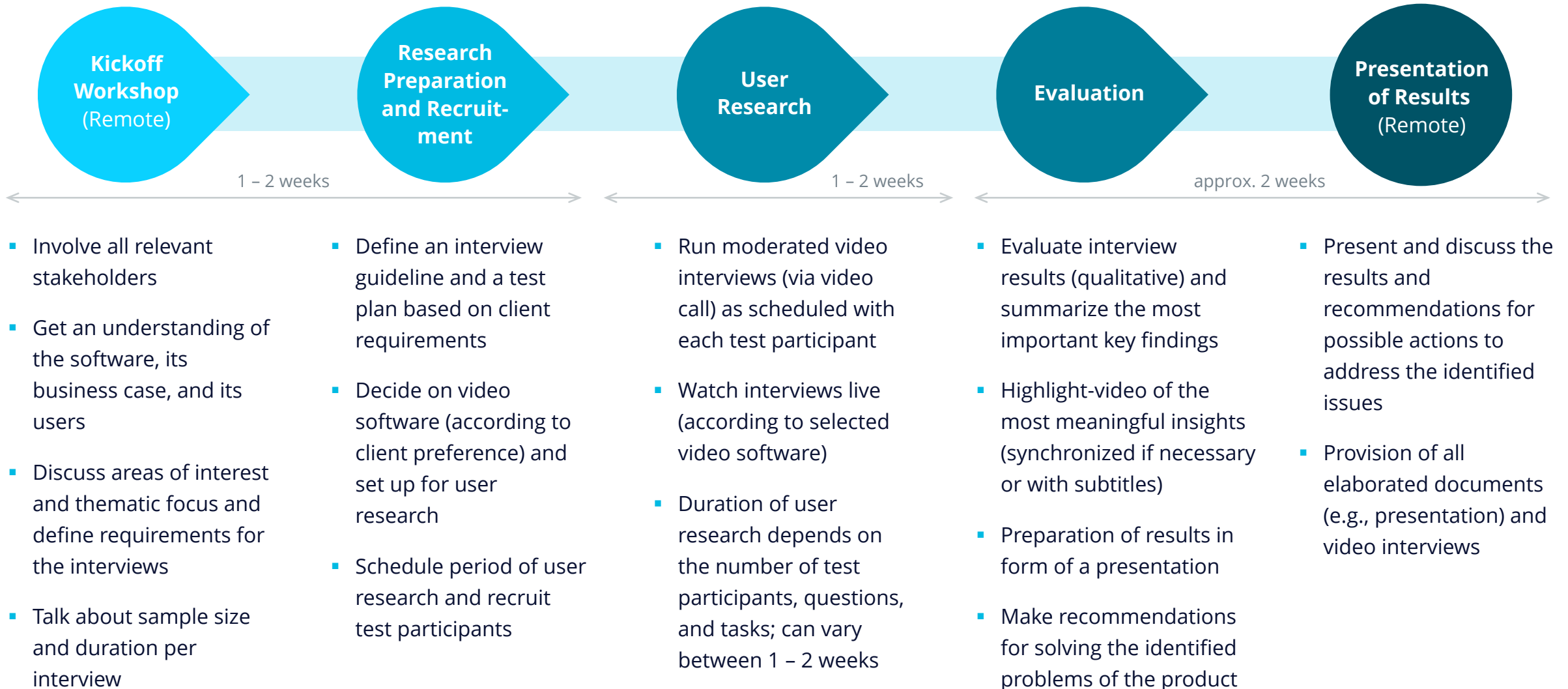
**Realistic insights** into statements and emotions of users



Also feasible in case of **small numbers of users**



# Process of Moderated Video Interviews



# Pricing for Moderated Video Interviews



Task	Description	Amount (days)	Daily rate (min)	Total
<b>Kickoff Workshop</b>	Kickoff meeting (typically via video call during these times): Get an understanding of the software, its business case and its users; discuss and define requirements. Pricing consists of preparation, actual workshop, and documentation in arrears.	2,5	1.300 €	<b>3.250 €</b>
<b>Setup</b>	Preparation of questionnaire and interview schedule / elaboration of test plan incl. feedbacks, technical setup (VC, pretest).	5	1.000 €	<b>5.000 €</b>
<b>Project Management</b>	Recruitment, Coordination and scheduling of participants; general PM.	3,5	1.200 €	<b>4.200 €</b>
<b>Analysis</b>	Qualitative analysis, key insights (deliverable: presentation containing an overview of the results, a written summary, and an in-depth analysis / interpretation) and a highlight video.	6	1.300 €	<b>7.800 €</b>
<b>Presentation of the Results</b>	Workshop (via video call) to present and discuss the results and recommendations for possible action to address the issues found. Pricing consists of preparation, actual workshop, and documentation in arrears.	3	1.300 €	<b>3.900 €</b>
		<b>20</b>		<b>24.150 €</b>



# About dimensional

# Facts & Management



We are a **digital agency** located in Cologne and a 100% subsidiary of the **Qvest Group**



Founded in 1998 and realized about **180 projects**, approx. **20 employees** and about 5 freelancer



Industry focus: **health care** and **media / broadcast**



**Spin-offs and startups:** Make.TV, Hobnox, Audiotool, papaya CMS



**André Schnitzler**  
Managing Director, Founder

André Schnitzler is responsible for the operations and consulting client on product development and technology for projects in the health branch or broadcast / media sector.



**Prof. Dipl.-Des. Oliver Wrede**  
Head of Concept & Design

Oliver Wrede leads the concept and design team. He has over 25 years of experience with the execution of online projects and has been teaching in the Department of Design of the Aachen University of Applied Science for more than 18 years.

# Clients



# What we do



**Product & Brand Strategy**

• We help to create successful digital products.

**User Experience Design**

• We make applications that users like and want to use.

**Interface Design**

• We design interfaces that are easy to use and efficient.

**Technology Consulting**

• We help building software that's both scale- and maintainable.

**Software Development**

• We develop with current technology and 20+ years of experience.



# Contact

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