

### Usability

#### WebEffective: The "Look and Fell" of the users on the website

This service, called WebEffective, belongs to the Quality of Service in Web environment, since it allows to genuinely translate the "look and feel" of users as they relate and interact with the site and why. This information allows to mold the site, taking into account the positioning of the company, but also what the audience expects from you.

Indicates not only what users do on the site, but why do they interact with the site the way they do. It is the only research tool to test the usability that allows capturing the user experience in its fullness, including in dynamic 2.0 web sites. Allows capture a true picture of the intentions, attitudes and behaviors of users relatively to the web site, obtained when the interaction happens (when they are browsing the web site) or through a representative panel in terms of size and diversity of profiles.

The WebEffective is powered by the robust infrastructure of Keynote, the world leader in Quality of Service in Web environments, which includes one of the largest and most representative panels, characterized by its **transversality** in terms of population, language, broadband and dial-up connections, with over 160 000 real on-line users throughout the world, and by its **flexibility**, since it can be used other panels of their preference or approach the real visitors within the site, when the interaction happens.

The WebEffective provides neutral information on the perception that users have in the experience, attitudes and behaviours developed in the interaction with the website, informations that help to increase confidence, credibility and involvement between the users and the Brands on the Internet.

### Keynote WebEffective, Why?

- **Reflects accurately the user experience on the site** - Truly reflects the "look and feel" of users as they relate and interact with the site and why.
- **Support to the strategic decision** - Collect quantitative and qualitative data about the behavior, attitudes and expectations of users. This information allows to mold the site, taking into account the positioning of the company, but also what the audience expects.
- **Transversality and size of the Panel** - Access to one of the largest and most representative panels in terms of population, language, broadband and dial-up connections, with more than 160 000 users around the world.
- **Flexibility in recruitment** - Possibility to use the representative panel of Keynote, in terms of size and diversity of profiles, but also with the possibility of using panels of your preference and with the possibility of approaching the real visitors within the site, when the interaction happens.
- **Reporting and advanced analysis** - Provides neutral information about the perception that users have of the site, informations that help to increase confidence, credibility and involvement between users and the Brands on the Internet. The advanced technology allows you to compare and correlate variables under study and export data for statistical analysis tools such as Excel, SPSS or for presentation tools such as Powerpoint or Word.