Ensuring that your products are easy to use and accessible is critical in the digital world. From desktop to mobile, from websites to applications, Usability/Accessibility Research and Consulting (UARC) can help you improve your product’s usability and accessibility!

- Increase user engagement and satisfaction
- Make your products accessible to everyone
- Add UX expertise to your research team

Services (details on back)

Usability Services • Accessibility Services • Information Architecture • Research and Grants

World Usability Day

UARC hosts the Midwest’s longest-running and largest World Usability Day event, featuring speakers from around the world addressing a variety of topics. Join us every November on the campus of Michigan State University for this great event.
Usability Services
Investing in your website, software, or device’s ease of use increases user engagement and satisfaction, and saves you money.

**Usability Testing**
($10,000-$15,000)
• Discover what happens when real users interact with your product, and get expert analysis and recommendations for enhancement
• Desktop or mobile platforms
• On-site or remote testing
• Can include persons with disabilities

**Expert Reviews**
($5,000-$7,500)
Have experts evaluate your product against key design principles and make recommendations for improvements

**User Focus Groups**
($5,000-$7,500)
Learn about your users, their goals, and what they think about your design concepts

**Information Architecture**
($5,000-$50,000)
Find out how users expect your site content to be organized through card sorting, findability, and validation studies

**Online Surveys**
($3,000-$5,000)
Gather rapid feedback from users

**Hourly Consulting**
($100/hour)
Strategy, policy, and technical assistance

Accessibility Services
Ensure that people with disabilities can use your products and services (ADA compliance).

**Accessibility Evaluations**
($4,000-$15,000)
• Detailed inspection of your website or application against international standards, including recommendations for repair
• WCAG 2.0 AA and/or Section 508 (VPAT)
• Desktop or mobile

**Accessibility Testing**
($10,000-$15,000)
Ensure that your product is usable for persons with disabilities through usability testing

**Hourly Consulting**
($115/hour)
Strategy, policy, and technical assistance

Research and Grants
We collaborate with experienced researchers who have experience working with faculty from a variety of disciplines.

**Ways to Collaborate**
• UARC staff can serve as principal investigators (PIs), subcontractors, or consultants
• UARC can assist in the development of grant proposals or be brought in after a grant has been received

**Common Research Services**
• Research projects involving websites, mobile apps, and software
• Usability studies, focus groups, and surveys to evaluate user needs
• Generate design requirements and determine the effectiveness of a website or application
• Evaluate compliance with grant requirements regarding the accessibility of websites, applications, documents, and other project deliverables

**Recent Research Areas**
• Elections and voting system design
• Mobile technology and social media
• Health care systems and technology
• Workforce background check systems
• Visual and dexterity impairments
• Aging and elder care

The UARC Team

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