

## FACT SHEET

### User Experience:

- UX stands for User eXperience, and it is just that. It's a measure of the quality of the experience a user or customer has with a product, brand or other entity.
- Properly incorporating UX activities in the design and development process saves development cost. Period. Having a good user experience in the end will increase revenue or decrease costs (or both). It also creates greater loyalty among customers.
- Usability creates confidence in how the user should expect things to work during an experience, eases international differences and creates competitive advantage.
- UX is an intrinsic expression of the brand and how users interact with it in a real way. It all adds up to better user performance, higher traffic numbers and most importantly, better conversion rates.

### The 4ORCE UX Lab:

- Nearly 2,000 square feet in Downtown St. Louis
- 3 separate rooms (inquiry, control, observation)
- State-of-the-art observation lounge, including Wi-Fi and a library of UX books
- Four 60" plasma screens
- Three hi-resolution cameras to record the users' interactions and facial expressions
- Digital recording of usability studies and focus groups
- Ability to test a wide variety of products, including websites, web applications, traditional software, product prototypes, touch screen systems, mobile devices and applications, paper statements and brochures
- Empirical Marketing using research, testing methods and the findings provides companies with knowledge about how a user experience will affect, engage and eventually convert target audiences
- One of the first national digital agencies and the first in St. Louis with an in-house testing facility
- The only UX lab in St. Louis available for rent by companies
- Cost to design/build: \$250,000

For more information visit [www.4ORCEdigital.com](http://www.4ORCEdigital.com)