

Home Page

*inspiration: <https://cla.auburn.edu/psychological-sciences/> *

Title: LUCIA

Subtitle: Lab for Usability, Communication, Interaction, and Accessibility

Button #1: Contact (*to either Dr. Ross or Youngblood email*)

Button #2: Services **link to services page**

Who We Are

What is Usability, Interaction, Accessibility, and User Experience (UX)?

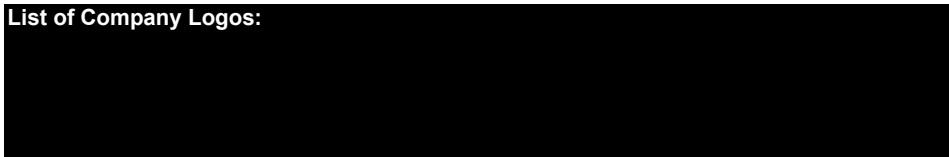
Revised for Plain Language: Usability refers to whether a product, artifact, website, etc. is easy to use, and whether it helps users meaningfully complete their tasks, goals, and/or activities effectively. Interaction, on the other hand, is about how users *interact* with a product. It focuses on making interactions (e.g., swipes, clicks, visual feedback) instinctual and easy to understand. In contrast, accessibility usually focuses on making the Internet more accessible for those with disabilities (e.g., hearing or vision loss). However, it also applies to physical product design. Collectively, these factors encompass a user's holistic experience with a product, service, etc., what is called User Experience (UX). UX emphasizes understanding and measuring users' emotional reactions to products.

Insert another sizzle strip/banner: client logos

Do this using a 3-column layout with responsive images.

**or you can make the banner*

List of Company Logos:



About Page*

Who We Are

The Lab for Usability, Communication, Interaction, and Accessibility (LUCIA) is a technical & professional communication and media-based research laboratory. We use usability and User Experience (UX) methods to research and evaluate various media: physical products, websites, digital devices, prototypes, software, and even typefaces for industry and business clients both nationwide and inside Auburn University. If you are interested in our services, please visit our Services page.

Our Mission (*company objectives*)

Possible #2: "To promote useful, usable, accessible, and ethical designs and communication across a variety of platforms and media."

Our Vision (*aspirational*)

Possible #5: To foster accessible, value-sensitive, and supportive designs.

Our Team

~~The lab is co-directed by Dr. Ed Youngblood, Professor and Director of Media Studies in the School of Communication and Journalism, and Dr. Derek C. Ross, Hargis Professor of Writing Studies in the Department of English.~~

- Dr. Ross (to department directory)
- Dr. Youngblood (to department directory)

About Sub-Page: Our Space*

The Lab

Our lab has two experimental rooms (1202 & 1206) and a central control room (1204). Each experimental room has three remote-controlled cameras and ceiling-mounted microphones often used for conducting focus groups or user interviews. Additionally, each of these rooms is equipped with four desktop computers used for in-person moderated or unmoderated usability testing with real users.

insert image carousel

Our Technology

The lab uses multiple computer systems equipped with Morae usability testing software, Tricaster equipment for recording and broadcasting, and a perception analyzer to conduct user surveys that provide real-time feedback. Each piece of equipment captures user feedback via visual (i.e., cameras or webcams), auditory (i.e. microphones), and synchronous or asynchronous methods. We also recognize that technology is constantly evolving and changing. Our lab monitors commonly used industry software, so we can update our processes accordingly.

insert image carousel

Services*

*inspiration: <https://www.auburn.edu/academic/provost/online/index.php> *

each will have an image and be in a grid layout

aim for 45-50 words for each blurb* *around the length of research design & consultation

Our Services

Our most requested services are below, but we also offer other services depending on clients' unique individual needs. This is often contingent on the type of product being tested: a physical product, website, digital device, prototype, software, typeface, etc. Although we can offer each service separately, our lab often combines services to provide the best support to clients.

We charge fees to maintain our resources, but we monitor industry rates to ensure our fees are competitive. If you are interested in any of our services, please contact LUCIA@auburn.edu.

User & Stakeholder Interviews

Our client projects begin with an initial meeting to discuss the design situation or project being worked on. This helps us better understand the project's audience, context, purpose, and objectives, and assess what research methods we will employ based on specific needs. As the project progresses, we schedule additional meetings as necessary.

Commented [KC1]: 52 words

Usability Testing

In a usability test, our researchers observe users interacting with a specific product, artifact, etc. during a moderated or unmoderated session, depending on specific client needs. Tests can be conducted in-person in our lab or remotely via screen-recording software such as Zoom, UserTesting, or UserZoom.

Commented [KC2]: 49 words

Focus Groups

In a focus group, 5-8 users discuss their experiences with a particular product, artifact, website, etc. in one of our experimental rooms while a researcher moderates the session. The researcher often asks specific questions (discussed with the client) to ensure the group stays on-topic. We record these sessions and provide the transcripts to clients.

Expert Review

In an expert review, our researchers review a product, artifact, website, etc. based on their respective expertise. Their goal is to identify any usability, accessibility, or UX problems and assess whether the product reflects acceptable industry standards. Findings are included in a report supplied to the client.

Commented [KC3]: 51 words

Heuristic Analysis

In a heuristic analysis, our researchers evaluate a website, product, etc. based on industry-standard usability and accessibility guidelines—often Jakob Nielsen's "[10 Usability Heuristics for User Interface Design](#)." However, we can also create tailored heuristics based on our evaluation of the product. Findings are included in a report supplied to the client.

[Automated] Accessibility Analysis

We often combine expert review with an automated accessibility analysis using [SortSite](#), a tool that identifies accessibility errors in clients' websites. We excel at finding basic usability and accessibility problems, and the results can help identify areas that might benefit from usability testing. Findings are included in a report supplied to the client.

Card Sorting

Card sorting asks users to sort information into categories that make the most sense to them. This method helps evaluate whether the information hierarchy of a client's website, product, etc. is useful and logical to users. In-person card-sorting often uses colored sticky notes to categorize information, but we also use this method virtually in our surveys.

Survey Design

Our lab uses both industry standard (e.g., [SUS](#)) and non-standard survey methods. Non-standard surveys are custom-built in Qualtrics and based on criteria requested by the client or UX/usability problems uncovered during our expert review. We often use surveys when users are in hard-to-reach places (e.g., other states) as data can be collected asynchronously.

Research Design & Consultation

LUCIA is designed for industry and business clients (inside and outside Auburn University); however, faculty and graduate students in the College of Liberal Arts are welcome to contact the LUCIA staff to discuss research possibilities in our facility. We also welcome other Auburn University researchers as well.

Resources

**inspiration: <https://www.auburn.edu/academic/provost/online/index.php> **

UX, Usability, Accessibility, & Interaction Design (IxD)

- [The Definition of User Experience \(UX\)](#)
- [What is User Experience \(and What Is It Not\)?](#)
- [Usability 101: Introduction to Usability](#)
- [Digital.gov – Usability](#)
- [Digital.gov – Accessibility](#)
- [Web Content Accessibility Guidelines \(WCAG\) 2.1](#)
- [What is Interaction Design?](#)
- [A Beginner's Guide to Interaction Design](#)

UX & Usability Methods

- [18F Methods, GSA's Technology Transformation Services](#)
- [DHS Usability Testing Kit](#)
- [UX Design Methods & Deliverables](#)
- [Usability Testing Essentials, Carol Barnum](#)
- [Don't Make Me Think, Revisited: A Common Sense Approach to Web \(and Mobile\) Usability, Steve Krug](#)

Common UX & Usability Problems

- [Choice Overload Impedes User Decision-Making](#)
- [Top 10 Enduring Web-Design Mistakes](#)
- [Don't Make Me Think – Key Learning Points for UX Design for the Web](#)

Related External Organizations

- [User Experience Professionals Association \(UXPA\) International](#)
- [Interaction Design Foundation](#)
- [Nielsen Norman Group](#)

Related Academic Journals

- [Journal of User Experience \(JUX\)](#)
- [Communication Design Quarterly \(CDQ\)](#)
- [Journal of Technical Writing and Communication](#)

or, if we can't link to external resources, we can create a downloadable PDF

Contact Us*

Location

Haley Center 1202, 1204, and 1206
Auburn University
Auburn, AL

Phone

(334) 844-8148

Email

LUCIA@auburn.edu
dgr0003@auburn.edu
ney0002@auburn.edu

insert form. Sean said an embedded Qualtrics form will be best

insert department directory with Dr. Youngblood and Dr. Ross emails

insert embedded Google Map (if possible)