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 • Training and Workshops • Research

**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/Accessibility Research and Consulting is located in MSU’s Office of the Associate Provost for University Outreach and Engagement. UOE fosters MSU’s land-grant mission by connecting university and community knowledge in mutually beneficial ways. UOE emphasizes university-community partnerships that are collaborative, participatory, empowering, systemic, transformative, and anchored in scholarship.
Usability/Accessibility Research and Consulting Services

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-$7,000)
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

Competitive UI Reviews ($5,000-$7,500)
In-depth analysis of industry and competitors to inform website user interface design and content

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 ($3,000-$10,000)
- 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 ($100/hour)
Strategy, policy, and technical assistance

Research
Our research projects are funded by grants from federal and state agencies, as well as foundations, and cover a variety of topics:
- Elections and Voting Systems
- Mobile Technology and Social Media
- Health Care and Management
- Workforce Background Checks
- Visual Impairments, Dexterity, Dyslexia, Mobility, and Information Technology
We collaborate with faculty from a variety of disciplines, bringing valuable user experience expertise to research teams.

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Training and Workshops
We offer on-site and remote training sessions on a variety of accessibility and usability topics targeted at developers, designers, and project managers.

Training/Workshops ($1,000-$10,000)
- **Usability**: Evaluation techniques, user-centered design, and other topics
- **Accessibility**: WCAG 2.0 accessible web design, evaluation, and more
- 2-hour presentations and 4-hour workshops can be customized

usability.msu.edu
visit the site

MSU is an affirmative-action, equal-opportunity employer.