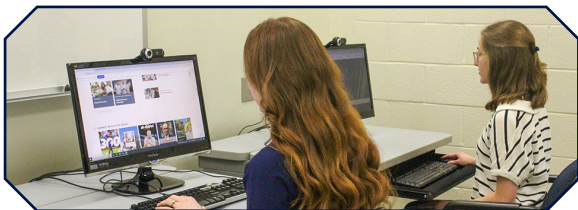


Services

- ▶ User & Stakeholder Interviews
- ▶ Usability Testing (pictured below)
- ▶ Focus Groups
- ▶ Expert Review
- ▶ Heuristic Analysis
- ▶ [Automated] Accessibility Analysis
- ▶ Card Sorting
- ▶ Survey Design
- ▶ Research Design & Consultation

Our most requested services are detailed above, but this list is not comprehensive. We also offer various other services dependent on our clients' unique individual needs. These needs are often contingent on the type of product being tested: physical, website, digital device, prototype, typeface, etc. Although we can offer each service separately, our lab often combines services to provide the best support.

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 the services, please contact us at our email.



Our People

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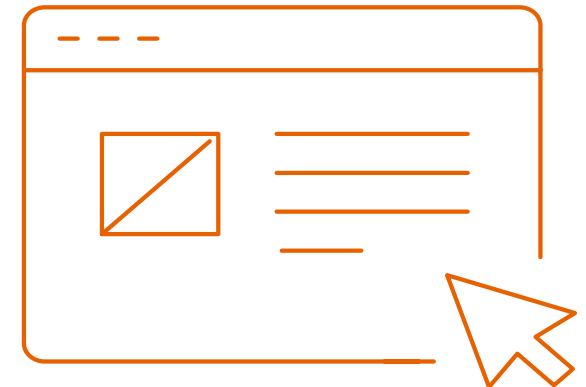
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Contact Us

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A Brief Guide to LUCIA



What is usability, communication, interaction, accessibility, & UX?

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.

LUCIA Room 1206



Our Vision

To foster accessible, value-sensitive, and supportive designs.

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 typeface for industry and business clients nationwide and inside Auburn University.

Our Mission

To promote useful, usable, accessible, and ethical designs and communication across a variety of platforms and media.

Selected Past Clients

- One Op
- AU Agriculture
- AU Online
- WAC Clearinghouse
- AU Libraries
- Southern Poverty Law Center