



## Contact Us

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### Pertinent Contract Vehicles

Lucidea, a small business, offers services under GSA Schedule 70, SIN 132-51 – Information Technology (IT) Professional Services, contract number GS-35F-0128R.

# Usability and Accessibility Services

**Practical solutions for you and your customers.**

## Usability and accessibility benefit everyone.

Usability ensures that your customers understand what your website or application is trying to accomplish and that they respond accordingly. Good usability practices can also eliminate the recurrent need for training. Users don't require training when your interface makes sense to them from the start.

Accessibility allows your site to reach the broadest possible audience—and it's required by law. Since 1998, Section 508 of the Rehabilitation Act has required that government and government-funded websites and information technology be made accessible to people with disabilities. Many private websites have followed their example.

### Our services:

- **User profiling:** Identifying your site's most important users
- **User requirements:** Clarifying the wants, needs and goals of your users
- **Usability audit:** Evaluating your site for usability problems
- **Information design:** Creating an intuitive structure for the content and navigation of your site
- **Real user testing:** Working with real-life users of your site, either in our usability lab or in the field, to see if your site makes sense to them
- **User recruiting:** Finding the people who would normally visit your site to participate in usability tests
- **Accessibility audit:** Determining if your site meets the requirements for Section 508, or greater levels of accessibility if required

## Why Lucidea?

**Versatility.** We offer services that you may not find at other firms. In addition to our usability and accessibility practice, we also design and build applications and websites. You can hire us for the entire development process or ask us to jump in during particular segments.

**Practicality.** We're most interested in the changes you can make today. We also understand the impact of those changes, since we build websites ourselves. Our recommendations are prioritized to meet your requirements, schedule and budget.

**Speed and Accuracy.** We provide information when you need it, producing most reports in two weeks or less. Our assessments are thorough, professional and jargon-free.

**Honesty.** We will work with you to cut unnecessary costs. We'd prefer that you reserve your money for the most useful tasks, such as additional usability testing. Our proposals are itemized so you can see the cost of each deliverable and make decisions accordingly.