



Usability Case Study

Background

The Canada Mortgage and Housing Corporation (CMHC) is the country's national housing agency with a mission to promote housing quality, affordability, and choice for Canadians. The web is a critical channel market to CMHC in marketing their services and housing information to professionals and consumers.

Challenge

During the development phase of the redesign of their electronic store front, Design Interpretive was engaged to usability test the user experience of the new electronic store with both commercial and residential users in both French and English.

Process

We worked closely with CMHC to create the test plan, defining the target user characteristics, goals and tasks for the usability test. One-on-one usability testing was then conducted using industry standard and proprietary usability testing techniques. CMHC was also invited to observe the usability test sessions.

Impact

The test results provided a significant number of recommendations for improving general usage and the UI that would increase the speed and probability of completing transactions with the web store front.

