



LUCRAT

USABILITY • INTERACTION DESIGN • DOCUMENTATION

About Lucrat

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Usability services. Interaction design. User documentation.

Established in 2000, we are the first usability consultancy in Bulgaria - pioneers of usability and human-centered design.

We help our clients feel confident that their products and services offer meaningful customer experiences that reduce costs and increase profits.

We are based in Sofia and offer our services worldwide. We work on software products, websites, web applications, demos, content, and services.

Our core competence and expertise:

- **Usability** evaluation and testing;
- Interaction and interface **design** and specification;
- User **texts**.



Practice Areas

Evaluation

- Usability and usefulness testing with users.
- Remote user testing.
- Expert reviews by usability and domain experts.
- Comparative or competitive research (including brand names, look-and-feel, commercials).

Design and specification

- User requirements: gathering and analysis through field studies, observations, and interviews. Definition of personas, goals and task flows.
- Information architectures and inventory classifications based on user mental models.
- Interaction and interface design: task sequencing, interaction scenarios, interface prototypes, content guide, development specifications.

User texts

- Website content: writing and editing.
- Help: usage and installation instructions, manuals, glossaries, troubleshooting.
- Interface texts: messages, labels, menus, buttons, in-built instructions.
- Tutorials and training materials.
- Demos and presentations.



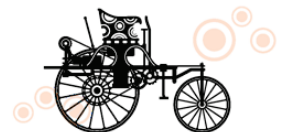
Evaluation Deliverables

Written report including:

- Strength and weaknesses **analysis** of the product and its homepage, features, content, navigation and structure, and aesthetic attractiveness.
- List of specific **problems and recommended changes** for improving user interaction with the product and increasing content scannability, readability, and comprehensiveness.
- **Suggestions** for future work: additional assessments and approach to design and development.

When the evaluation is performed with users, the report includes as well:

- **Measurements** of success rate, coefficient of orientation, satisfaction, and time on task.
- Participant **feedback** in the form of comments, questions, and suggestions.
- **Video** highlights and complete video recordings (if recording the sessions).



Facilities

Location

We are located in Sofia, Bulgaria. Sofia is the capital of the country and is the home of thousands of software companies and service providers.

Morae

We use TechSmit's Morae for recording of testing session and subsequent analysis. We are an authorized distributor of Morae.

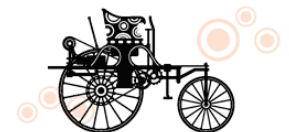


Remote usability

The necessary equipment, skills, and experience to conduct remote usability tests.

Eye tracking

Eye tracking equipment available through a partner.



Notable Projects

Consecutive usability tests

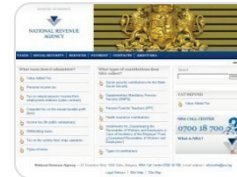


Website of a fully automated phone service – [01001](#).

Two consecutive usability tests: a working prototype and the site before release. After test two we measured a 65% increase in usability.

The number of successfully completed registrations increased by 50%.

Content usability testing



Content usability testing and preparation of content for the website of the Bulgarian [National Revenues Agency](#).

We tested the description of the services on the site. Based on the results, we rewrote the descriptions and prepared templates for presenting the services on the site.

Remote usability testing



[Flight reservations website](#).

Comparative remote usability testing of competitor websites before redesign of the client website.

Equipment used: Morae, GoToMeeting, Skype, Phone

Contextual observation

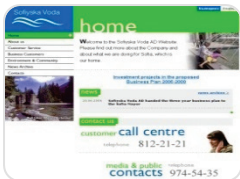


Contextual observation of users working with a desktop application.

Based on our analysis of the collected data, we suggested ways to reorder the interface to make it more comfortable and optimize the use of the screen, make common tasks simpler and more efficient, reduce interruptions to even out workflow.



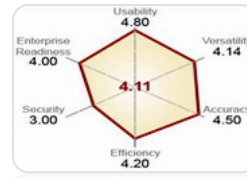
Iterative interaction and interface design



For the water supplier of Sofia, we prepared a full prototype of the website and the administrative module. We tested the prototype, applied changes based on the result.

The client used the prototype to pitch for a developer to implement the project.

Charity Benchmark Study



Comparative expert evaluation of 110 websites of leading British charity organizations for usability, accessibility, communication options, transparency, and user integration options.

Conducted for iConcertina (now OpenFace) and published at e-consultancy: 2006 report, 2007 report.

Bank-site usability research



[Comparative usability testing](#) of 12 Bulgarian bank websites.

The result is a report with recommendations for improving bank website usability, examples, comparison tables, participant comments.



Clients

Some of our clients. [The full list of clients](#) is available on our website.



British Council in Bulgaria



The largest Bulgarian bank. Part of UniCredit Group



SAP - Business Software Solutions Applications and Services Bulgaria



Coca Cola Hellenic Bulgaria



Online travel agency. Search for and booking of flights



Software AG Development



Media and influencer network analyses. A global partner of Hill & Knowlton



Market leader in Bulgaria. Part of Telecom Austria Group



Water services for the Bulgarian capital Sofia. Part of United Utilities Group



2nd largest Bulgarian bank. Part of OTP Group



Transfers voice and data. Part of Deutsche Telekom Group



United Bulgarian Bank. Part of NBG Group



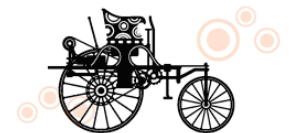
The 2nd mobile operator in Bulgaria. Part of COSMOTE Group



Radio Netherlands Training Center.



Post Bank



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