

# LOGSquare<sup>v.3</sup>

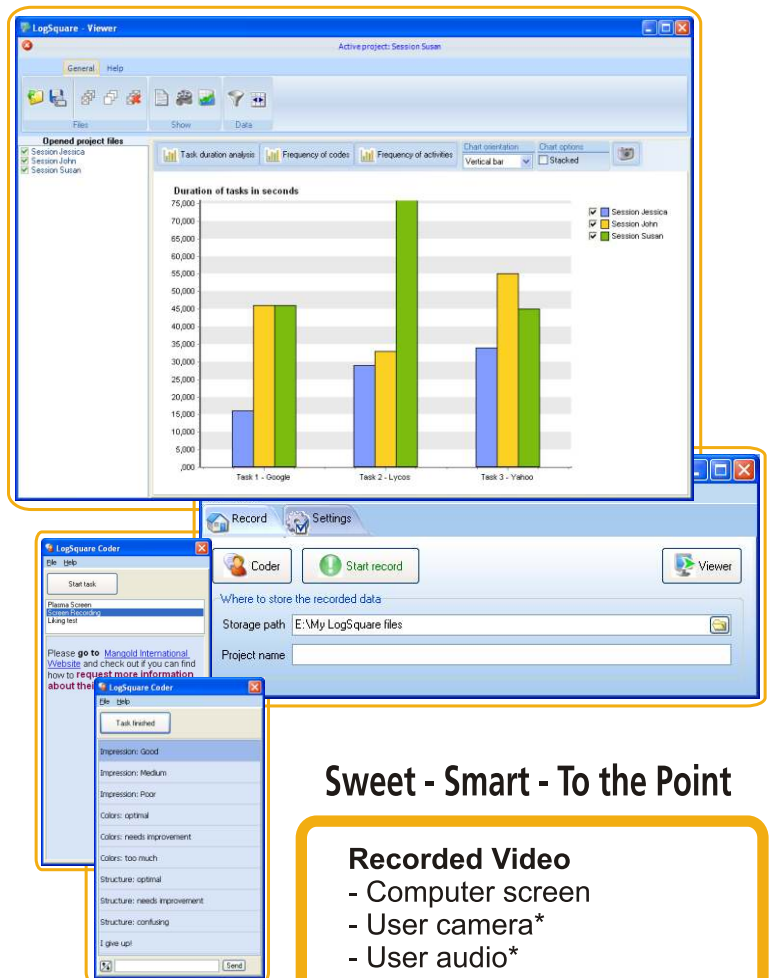
## Analyzing the User Experience Made Easy

### Recording and Analyzing the User Experience

LogSquare is another state of the art product from Mangold International. It records real-world actions, such as user speech and facial expressions, along with detailed application and computer system data to give usability professionals a unique view into the way that software and web sites are seen and experienced.

### Accurate and Easy

Mangold LogSquare turns reviewing and analyzing your recorded sessions faster and more accurate than ever before. It revolutionizes the way we work on uncovering user experience. The recorded data is indexed, allowing the user to find any recorded point of interest with only a mouse click!



### Sweet - Smart - To the Point

#### Recorded Video

- Computer screen
- User camera\*
- User audio\*

#### Recorded Data

- Keyboard entries
- Web page actions
- Mouse clicks
- User comments and codings
- Remote observer codings and comments

\*Requires additional camera and microphone

## The facts



### Remote Logging / Coding through external observers

External observers (usability professionals / the clients themselves ...) can use the remote logging tool ClientCoder to enter their comments as individually predefined codes or free text annotations\*. This information will be stored in the test person's log file, thus being available for immediate analysis at the end of the test.



### Record the user's face and audio comments

Attach a USB camera to your computer and record the user's face and audio comments in combination with the screen recording video file. This way LogSquare automatically synchronizes the screen video and the user's view!



### Let the participant code!

Why should you try to analyze afterwards "what the participant could have had in mind" when you can let him enter his thoughts directly during the test and in an unambiguous way! Define a set of codes for your participant. Let him press predefined keys on his computer's keyboard to log those codes during the test. In that way he can unambiguously state "I rate what I currently see as 'good design' or 'too complicated'...". Even free text annotations are possible, allowing the test person to give useful notes or hints!



### Unrestricted screen resolution

With LogSquare you are able to record any area of the screen. From a single window only up to the full size of the screen.



### Synchronized navigation

LogSquare supports the synchronization between log file and video. Clicking into the log window lets the video move to the corresponding point in time.



### Focus on the important data

During an usability test a vast amount of log data could be recorded. The easy to use filter functionality in LogSquare helps you to keep track of the really important information.



### Refined mouse event logging

In LogSquare all mouse events (left/middle/right - single clicks, double clicks and wheel actions) will be graphically visualized in the recorded screen movie. In addition to that, the mouse coordinates are logged as well, allowing you to process this information in e.g. Microsoft Excel to create your own individual "regions of interest" analysis afterwards.



### Perfect screen recordings

LogSquare allows you to technically record the screen contents in nearly any possible way. You can select among others the codec and compression quality, the number of pictures per second to take and the size of the recording area. Thus you can tweak the screen capture settings to perfectly meet your requirements in regard to the test system's available power.



### Intelligent keyboard logging

All user entries will be recorded in the log file. Instead of single key strokes LogSquare is recording whole words in an intelligent way. This is very important if you are interested in what your participant entered e.g. in a search box or a form - without having to manually aggregate single characters in your log file.



### Record Internet-Explorer events

If you make a web based usability test, then LogSquare records all important events of the Internet-Explorer (such as active URL, page calls, "page loaded" events ...).



### Mouse events and visualization

All mouse events will be recorded in the log file. So you can easily analyze in which context what mouse action happened. Additionally LogSquare visualizes the mouse trail and fixation points in the screen movie. This way you can immediately see, how the user navigated through the test application.

\*Network connection to test computer needed. Visual contact to the test participants actions and screen needed (through additional monitor or additional desktop sharing software)