



ONESOURCE | labs

Industry Expertise

Automotive

Aerospace

B2B

Commercial Real Estate

Education

Ecommerce

Energy Supplier

Entertainment

Financial

Healthcare

Insurance

Retail & CPG

Sports

Startups

Tech & Telecom

Travel & Hospitality



A trusted partner of top consulting firms and leading digital agencies, supporting numerous Fortune 500 company clients, OneSource Labs combines field expertise and industry insights to help planners, strategists and experience designers to identify usability issues, improve user interfaces and enhance customer experiences that support business goals and help increase ROI.

OneSource Labs leverages best practice user research methods, strategic research analysis, and actionable recommendations. With extensive experience across industries, we design a wide range of usability studies customized for your business goals and users' needs.

At OneSource Labs we strive to make your experience fully integrated by partnering with panel vendors, online testing tools, recruiting firms, and testing facilities. We are the one source for all your user research needs.

User Research Services

- Qualitative & Quantitative User Research
- In-person & Remote Testing
- Moderated & Un-Moderated Testing
- Field Research
- Tablet & Mobile Testing
- Heuristic Evaluation
- e-Commerce Conversion Optimization
- Card Sorting
- Online Surveys

Contact Us

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The One Source for All Your User Research Needs



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"I really enjoyed working with OneSource labs. They did great work in planning and conducting every aspect of two very complex user research approaches for Kia.com's homepage and configurator tool on desktop and mobile. They customized the qualitative and quantitative research strategies based on our project objectives and provided us with the most comprehensive direct feedback from our target audience and competitors. Their prioritized recommendations helped us lay the framework for great UX improvements to our website. We look forward to another opportunity in the near future."

Hoda Sheidaei, Sr. Digital Platforms Manager
Kia Motors America

Usability and Agile

Our services support Agile Marketing and Production methods. We support iterative learning models that allow agency teams to explore during a Discovery phase, prototype during a Design Phase (Phase o), and iterate on production deliverables during Execution sprints.

"The OneSource Labs team has been a great partner in helping serve our clients with specific and specialized UX needs. They take the time to really understand the business objectives behind a project, recommending the right approach to help answer the key questions that need to be answered. Their analysis is clear, relevant and straightforward, and the team is great to work with."

Steve Jackson, Delivery Management Director
iCrossing

The ROI of User Research

User Research needs to be factored in at early stages of the design in order to achieve the maximum levels of return on investment. The rule of thumb is that the maximum savings are gained from making changes earlier in the design life cycle. Values of implementing usability include:

- Reduced development costs
- Increased sales / revenue
- Improved effectiveness and success rates
- Decreased support and training costs

"OneSource Labs conducted a number of challenging usability testing assignments for us. They understood our complex requirements, recommended the best testing methodology, and customized the approach to meet the needs of our clients. OneSource Labs was flexible and able to work with prototypes at different stages of completion and we got the answers the clients were looking for. Each time, we were impressed by the thoroughness of the execution and the quality of the insights and recommendations."

Ralph Zenger, Experience Director
SapientRazorfish

UX Design Services

In addition to user research, our teams create innovative User Experiences for all digital interfaces. Our UX services include: strategy, stakeholder interviews, requirements gathering, personas, site maps, wireframes and prototypes of desktops, tablets and mobile devices.



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