



## Liverpool Immersive Experience Lab

*Providing an innovative approach to user  
experience research and consultancy.*



## LJMU'S LIVE LAB CAN HELP WITH YOUR USABILITY RESEARCH

Based within LJMU's Faculty of Engineering and Technology, LIVE Lab provides cutting-edge facilities for the development and delivery of usability research including immersive, virtual, mixed and augmented reality technologies.

The LIVE Lab, unique to the Liverpool City Region, is designed to provide a highly flexible environment for industry and academia to study user interaction and behaviours with a range of products, systems and spaces. The facilities can provide real-time data feedback and further in-depth data analysis, processing and visualisation.

### OUR CAPABILITIES

- **Behavioural, experience and video analysis**

Enabling you to investigate elements of an interaction, this for example could be human-to-human or human-to-machine. Using high definition camera's and specialist observation software and equipment, a user's entire experience and behaviour can be captured and encoded for in-depth analysis.

Understand how your stakeholders engage with your products, services and environments, for example immerse your employee's into a virtual twin of your factory floor, analyse their behaviours and evaluate the most effective working layout to improve efficiency and workflow.

- **Physiological measurements**

The collection of key physiological data such as the subject's heart rate, stress-levels, galvanic skin response and other measures. These measurements enable a real-time live view of human response to a range of situations and detailed analysis of the observed behaviours.

Why not gain a greater understanding of how your customer is engaging with your latest service-booking app, evaluate their behaviours and responses to using the system.

- **Eye Tracking**

Measuring the focus points or gaze of a subject as they interact with a product to understand and evaluate their focus and attention. Eye Tracking can be completed within a virtual and augmented reality scenario or whilst using a mobile or computer device, enabling behaviour in real-world environments to be captured.

An alternative to traditional market research, eye tracking will allow you to examine the ways in which your customers interact with your latest product design or webpage layout, determining how effectively they engage with tasks and systems.

- **Portable Usability & Observational Analysis**

The Portable Lab is a complete solution for onsite and field based testing. usability testing, enabling investigation of in-situ, real-world situations.

## OUR FACILITIES & PRODUCTS:

### Lab:

- Usability lab
- Observation suite
- Portable Usability Lab
- 4 x PTZ Dome Cameras
- Computer, video and audio capture systems

### Software & Accessories:

- Data acquisition systems
- HTC Vive Headsets with inbuilt eye tracking
- VR/ AR Headsets
- MindWare – Physiological data capture
- The Noldus Observer XT - Data correlation and analysis

The LIVE Lab is ideally placed to assess early stage designs of prototypes as well as carrying out summative assessments of existing products which you would like to develop further. The Lab is also ideal for accommodating focus groups and other design based research.

A menu of support options are available, from full day rental of the facility and equipment through to step-by-step guidance from our experienced technician's and researchers supporting you to achieve your latest innovative ideas.

**If you would like to discuss the Lab's capabilities further, please do not hesitate to contact a member of the LIVE Lab team.**

If you are interested in finding out more about LIVE Lab or would like to book the facilities please contact **[LIVELab@ljmu.ac.uk](mailto:LIVELab@ljmu.ac.uk)**.

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