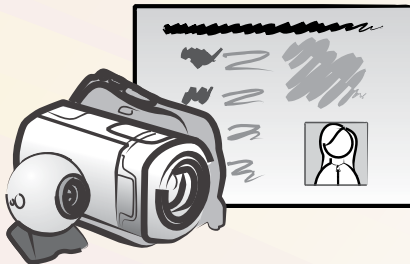# TechSmith
MORAE®

Morae – Understand your customer.

Morae is software that helps you listen to customers and adapt to their needs.

Watch people interact with a product, website, or idea. Gain powerful insights. Share them with stakeholders. Transform designs and marketing. Make things people love.

Quick look: Morae for Usability Testing

Morae takes so much of the work and expense out of usability testing that it almost seems like cheating.

Forget about building a lab and filling it with pricey, complicated gear. Or cobbling together your own solution. Instead, just install Morae software on a PC, plug in a video camera or two (if you want)…and you've got a complete, integrated lab for a fraction of the cost and effort. Got a laptop? Now your lab is portable!

Morae handles the tedious parts of the job—like synchronizing notes with video or calculating metrics—freeing you to focus on things that add value.

So don't think of it as cheating. Think of it as having a genius assistant who loves to do all the mundane and technical stuff for you.
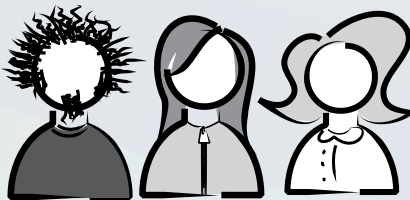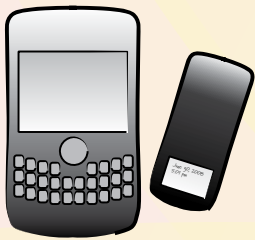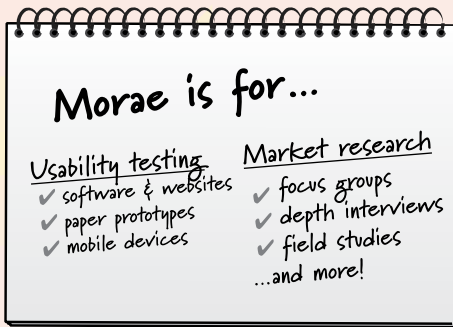
Quick look: Morae for Market Research

You just wrapped up a series of lively focus group discussions that yielded some great insights. In the cab on the way back to the office, you open up your laptop and put together a PowerPoint presentation, complete with video clips showing the most highly-charged moments.

Your client said they wanted a quick turnaround. But did they imagine it would be this quick?

Look inside to see how Morae helps you deliver impressive results, faster…

"**Morae sets the standard for customer experience tools. Nothing else even comes close.**"
– Jared Spool, CEO and Founding Principal, User Interface Engineering

One tool, many methods

Morae is for...

Usability testing
- ✔ software & websites
- ✔ paper prototypes
- ✔ mobile devices

Market research
- ✔ focus groups
- ✔ depth interviews
- ✔ field studies

...and more!

> **We obtained buy-in from project stakeholders and team members for paper prototype testing because we could quickly create and share video highlights.**
>
> *–Megan Miller, Stanford University*

Software & website usability testing

Morae captures every nuance of your testing session, providing you with hard data and vivid, undeniable examples of usability problems. Stakeholders can observe the session live over the network. Your notes and theirs are indexed to the video, making it easy to work with the data later.

Save time on analysis and reporting! Morae automatically calculates and graphs standard metrics. Find all comments on the same task across all your recordings, instantly. Drag charts and tables into your report. Export video clips directly to your presentation.

Prototype testing

The sooner you can get customer feedback, the better. With Morae and two cameras you can mock up a design on paper, put it in front of customers, and test their reactions… all in an afternoon. Digital wireframes and prototypes can also be captured and easily analyzed. Stakeholders can quickly see what's working, and what isn't.

Mobile device & hardware testing

Are you building things people merely tolerate…or things they love? Whether it's a mobile phone, GPS unit, or an espresso machine, you can improve the design by testing it in the hands of real customers.

Watch customers manipulate physical buttons and navigate on-screen menus. Capture their body language, verbal comments, and success rates. Use Morae's complete toolset to log, analyze, and present the data.

Unmoderated testing

Morae's new AutoPilot feature automates the test session, freeing up valuable human resources and enabling creative approaches. Set up a kiosk at your next conference booth to gather valuable insights with almost no effort or cost, for example.

AutoPilot guides customers through the test with on-screen instructions. Each task is logged automatically. Surveys appear at the right moment. Everything is captured for later analysis.
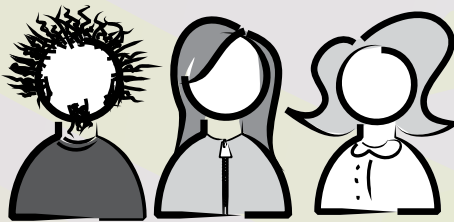
Focus groups & depth interviews

Whether you gather customers around a fancy conference table or sit down for a one-on-one, bring Morae along to capture the interaction and share the results quickly and powerfully.

Type notes and flag important moments as Morae records video from up to two cameras. Team members or stakeholders can watch the video live…and log their own observations. Everything is captured digitally on your hard drive—no videotape to transfer, no hand-written notes to type up.
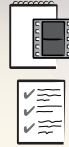
As soon as the session is over, quickly search back through the notes and markers, select the best clips, and export your highlight reel directly to PowerPoint. Faster turnaround—better results!

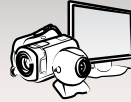# How it works

1. Set Up the Sessions with Morae Recorder

Morae Recorder

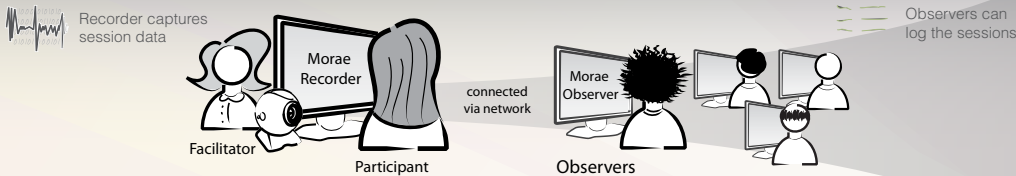Define the study:

Tasks and Markers

Surveys

Video and Audio Sources

2. View and Log with Morae Observer

Recorder captures session data

Morae Recorder

Facilitator

Participant

connected via network

Morae Observer

Observers

Observers can log the sessions

3. Analyze Studies with Morae Manager

Morae Manager

Search for trends

Analyze captured data

Work with survey results

4. Share the Results

Create reports with Morae Add-In for Word

Create video highlights

Export to PowerPoint

Create great presentations

Capture all the details. See when they happened.

Morae records and indexes…
• on-screen activity   • survey responses
• mouse clicks   • audio & video
• keystrokes   • more!

> Morae is a usability lab on CD-ROM; it has revolutionized our approach to usability testing.
>
> *–Bryan Eisenberg, FutureNow*

> User testing has become much more efficient since Morae has been on the market.
>
> *–Jakob Nielsen, usability guru and co-founder of the Nielsen Norman Group*

Field studies

Gain a richer understanding of what customers really need by observing them in their natural environment. Send Morae into the field on a laptop, or record on the customer's own computer. Your product and marketing teams can see exactly how customers respond to the product, which features they use, and what can be improved.

New in Morae 3

Morae has become the gold standard for usability testing since it was first introduced in 2004. Now there are even more ways to use Morae for understanding customer experiences!

Capture more interactions, from more sources

- **Two-camera recording**—Conduct focus groups or mobile device testing by recording two cameras simultaneously, including DV cameras.

- **Unmoderated testing with AutoPilot**—Free up facilitators or conduct research at a public kiosk using AutoPilot for automatic task and survey delivery.

- **Record two or more monitors**—Many customers use multiple monitors…now you can record the action on all of them.

- **Multiple surveys**—Include as many surveys as you want and trigger them automatically or manually.

Faster analysis, easier presentations

- **Cross recording search**—Want to see all the comments on task four? Or review what all your focus groups said about question six? Search across recordings to uncover patterns and trends.

- **Variable speed playback**—Speed up analysis by reviewing recordings in double time (or faster) while keeping them audible.

- **PowerPoint output**—Create rich presentations simply… just click to embed videos, graphics, and charts directly into your slides.

- **Add-in for Microsoft Word®**—Drag and drop graphs, charts, data tables, survey questions and more directly into a Word document. Produce a powerful, professional report for stakeholders in less time.

Try Morae free!

Request a free trial at www.morae.com. While you're there, check out the demo video, product tour, and free tutorials…
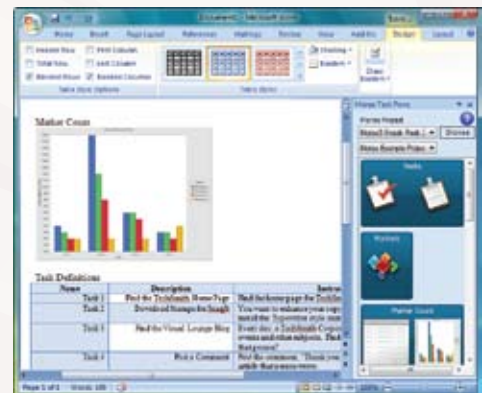
Have questions?

Talk with a member of the friendly Morae sales team at +1.888.750.0685 (U.S. and Canada only) or +1.517.381.2300 (international). Or contact them at www.techsmith.com/sales.

Present onscreen task instructions and surveys with AutoPilot.

Morae Manager with variable speed playback and cross-recording search results.

Quickly create test paperwork or reports with the Morae Add-In for Microsoft Word.

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