

User research and testing with real people to create enjoyable and accessible digital experiences.



Who we are

At Web Usability we are on a mission to create an equitable online world that works for all.

Since 2002, our robust qualitative and quantitative research and testing, has been uncovering what customers really need online and identifying practical long and short term changes to improve digital experiences.

We don't just deliver reports. We turn research into action, helping you create a digital world that works for everyone.



Why us?

We champion the user. Great digital experiences start with users at the heart. We speak up for their needs, always.

We drive action. Insight alone isn't enough. We help you turn findings into meaningful change and make sure it happens.

We're UX specialists. User experience is all we do. We uncover what people need and how best to deliver it. No distractions. No marking our own homework.

We recruit with care. We find and screen our own participants, not third parties, so you get the right people, greater flexibility, and ethical treatment throughout.

What we do

Delivering user evidence to enable you to build inclusive digital services at every stage:

Discover. Before you design or build anything, you need to know what your users actually need. Our discovery services help you gain deep, inclusive insights – so you can be confident you're solving the right problems.

Test. We test digital products at every stage – from wireframes to live services. We involve real users, including disabled participants, to ensure your service is usable, accessible and meets relevant standards.

Maintain. User needs evolve. Embedding UX and accessibility practices into your organisation helps you stay ahead. We offer tools and support to help you scale good practice and keep insight at the core.

Train. We believe inclusive, user-centred digital services should be part of your organisation's DNA. Our training equips teams with the skills and confidence to keep users at the heart of your services long after launch.

Discover

Understand your users. Make informed decisions.



- Get clarity on what your users really need before design begins.
- Identify user goals, motivations, and pain points with evidence-led research.
- Involve a diverse range of users, including those with access needs, to build inclusive services from the start.
- Align user needs with organisational priorities through collaborative discovery.
- Explore early concepts and assumptions before investing time and budget.

[More about our Discover services](#)



DAVID AUSTIN® ROSES

David Austin Roses follow the UX rule book for building an effective new website

[Read David Austin Roses case study](#)

Test

Test with users. Improve with evidence.

- Test early and often to create services that are usable, accessible and meets relevant standards.
- Test with real people to uncover usability and accessibility issues before they affect your users.
- Involve disabled participants and assistive technology users to ensure your service works for everyone.
- Ensure alignment with WCAG 2.2 and GDS standards to meet compliance and best practice.
- Get clear, actionable findings to prioritise fixes, improve usability, and increase user confidence.

[More about our Test services](#)



Accessibility user testing helped shape a cohesive, user-focused vision for the Natural History Museum's website...

[Read Natural History Museum case study](#)

Maintain

Keep your services user-focused over time.

- Turn research into routine by integrating UX into ongoing delivery cycles.
- Monitor accessibility consistently, not just during one-off projects.
- Partner with us for ongoing research to track changes and improve continuously.
- Align user insight with business strategy through UX governance support.
- Build internal ownership of inclusion and user experience as standard practice.

[More about our Maintain services](#)



Ongoing accessibility partnership with Leicester City Council, supporting a drive for both WCAG compliance and genuine practical accessibility

[Read Leicester City Council case study](#)

Train

Build internal capability. Grow your team's confidence.

- Equip your teams with the skills to design and build inclusive digital services.
- Offer practical training tailored to roles - from designers to developers to content editor.
- Support culture change with accessibility champions and internal advocates.
- Reduce reliance on external agencies by upskilling your people in inclusive UX.
- Embed user-centred thinking across your organisation with long-term impact.

[More about our Train services](#)



Multi-year accessibility support helped LFRS reach high levels of accessibility maturity

[Read Lancashire Fire and Rescue Service case study](#)



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