

Exponent®



# PURC

## PHOENIX USER RESEARCH CENTER

User experience and human factors support across the entire product lifecycle, informed by five decades of experience in failure analysis

# User experience and human factors support across the entire product lifecycle, informed by five decades of experience in failure analysis



## PARTNER WITH EXPONENT FOR YOUR UPCOMING UX RESEARCH NEEDS

### Our Experience

- Our Ph.D.- and masters-level staff have extensive research backgrounds and broad industry experience.
- Our research methods are based in published science and informed by 50 years of failure analysis experience.
- Our research staff are highly experienced at addressing novel or complex questions.

### Our Commitment to Quality

- We offer the convenience of **turn-key** research solutions and the precision of **custom-designed** studies to meet your specific business needs.
- We are committed to supporting your UX needs **confidentially** across the entire product lifecycle.

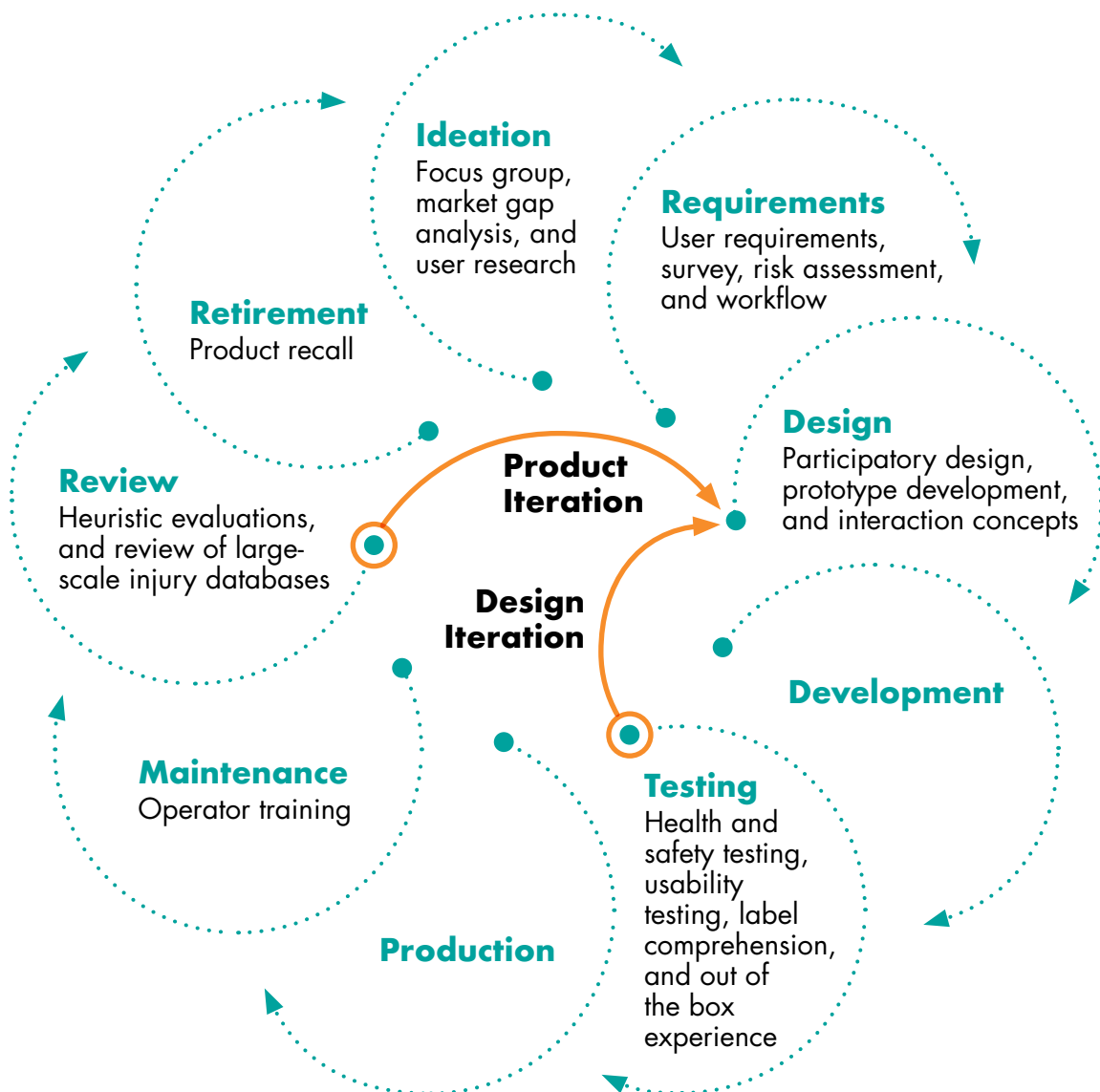
### Our Technology

- Our versatile space offers the latest in user experience data collection and analysis.
- Our secure system allows you to integrate study data seamlessly.
- Our flexible and secure study observation A/V system can be monitored remotely or on site.



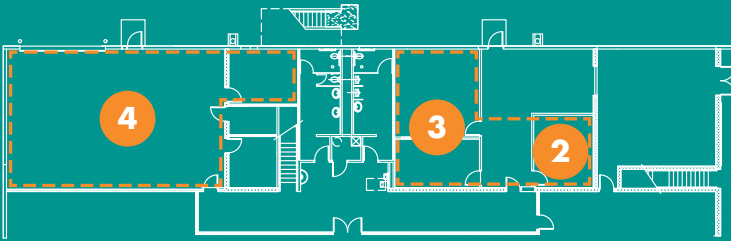
## UX SUPPORT ACROSS THE ENTIRE PRODUCT LIFECYCLE

Our Ph.D.- and masters-level staff have extensive quantitative and qualitative research experience across a wide range of consumer, industrial, and transportation products and services. All are informed by 50 years of Exponent failure analysis experience.

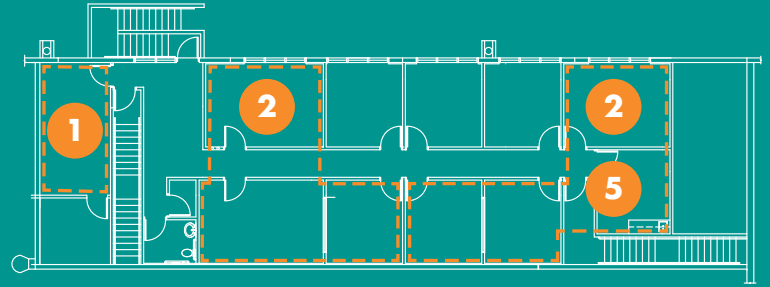




## PURC First Floor

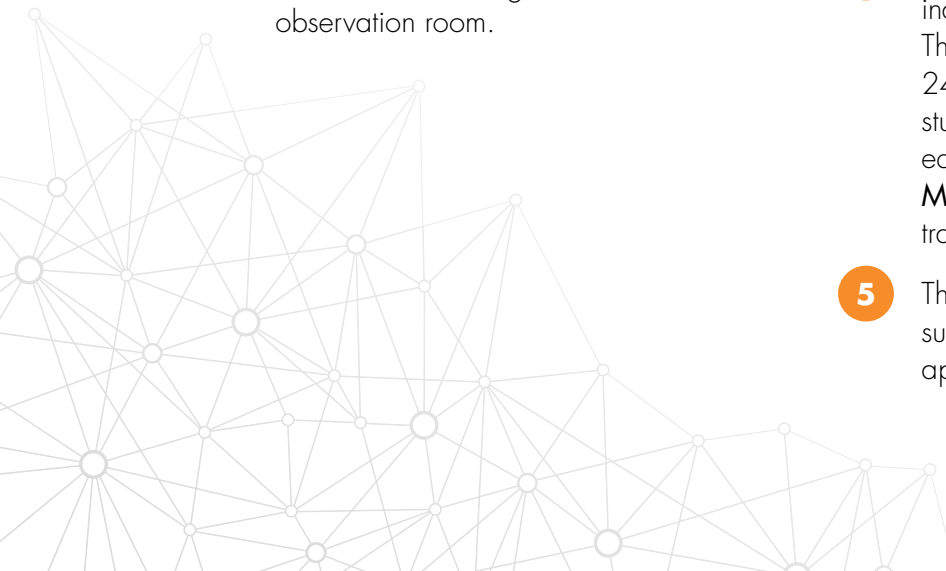


## PURC Second Floor



# PHOENIX USER RESEARCH CENTER (PURC)

- 1** Experience the latest in automotive UX testing with our **Two-Mile Vehicle Track**.  
Observers can monitor realtime user data (e.g., driver and passenger behaviors; user inputs into in-vehicle UIs; vehicle location, speed, yaw, pitch, and roll; pedal and steering wheel forces; pursuit drone realtime video footage; etc.) and video streaming from the PURC observation room.
- 2** **Client Rooms** permit your design and engineering teams to brainstorm study results confidentially, in physical proximity to the corresponding labs.
- 3** The **Focus Group Lab** supports discretely monitored group research, group activities, and large movement tasks.
- 4** Conduct full-scale vehicle UX work in an indoor lab space with our **High Bay Lab**. This 1,300-ft<sup>2</sup> research space offers a 24-ft-wide x 12-ft-high roll-up door for studies involving larger vehicles or equipment. It is also home to PURC's **Motion Capture Lab** for human motion tracking.
- 5** The **Wet Lab** supports testing of products such as medical devices and home appliances.





## FLEXIBLE AND SECURE OBSERVATION

Our Command and Track Observation Facility offers a broad range of observation options, including camera and data feeds from anywhere in PURC, from the outside grounds, or from the vehicle track.

All of PURC's lab spaces are equipped with highly flexible multimedia research systems that allow you to work locally or securely stream study views to an offsite location.

Study views can be aggregated from different labs into a single feed and can mirror the output from mobile devices and/or desktops within any and all of our labs. They can also be reconfigured dynamically to match the evolving needs of your study.



## CURRENT LAB SPACE

### **Wet Lab** – 10 ft x 12 ft



Provides running water in a flexibly mutable setting (kitchenette/laundry room/medical examination room).

### **Optometry Lab**



Conduct optometric measurement, biometric data recording, and eye tracking.

### **A/B Testing Lab** – 11 ft x 12 ft



Observe concurrently tested participants from a single observation room.

### **Focus Group Lab** – 19 ft x 18 ft



Ideal for group research, ideation, and user tasks that require more space.

### **Design Labs** – 18 ft x 12 ft and 11 ft x 12 ft



Built to support designers, project managers, and other product team members participating in UX design research, the Design Labs are within close physical proximity of, and receive realtime A/V streams from, the associated usability labs.

Participant room

Observation room

Client room



## EXPERIENCE THE PURC DIFFERENCE

The Phoenix User Research Center (PURC) provides research capabilities unlike any other. With over 6,000 square feet of fully versatile labs and a highly experienced research team, PURC leverages the latest technologies to answer usability, safety, and business questions across the entire product lifecycle.

### Designed for Versatility

Whether you are testing consumer electronics, medical devices, or automotive products, PURC offers configurable space to meet all your research needs. From traditional A/B Testing and Focus Group Labs, to more specialized features, such as a Vehicle Track, a Motion Capture Lab, and a Wet Lab, PURC's facilities allow you to collect and analyze data across every user experience.

### Fully Integrated

Integrate study data into our secure A/V system from computers, tablets, smartphones, multiple camera types, and more. Watch your study in person or connect to our secure system remotely to view the study in realtime from your location of choice.

### Strategically Located

Take advantage of our fully integrated, co-located automotive Test and Engineering Center and of the demographically and geographically diverse participant population. Our high-security environment supports the most stringent of confidentiality requirements.

## CONTACT INFORMATION

### Exponent PURC

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### Exponent Office Locations

Alexandria, Atlanta, Austin, Bowie, Chicago, Denver, Detroit, Houston, Irvine, Los Angeles, Maynard, Menlo Park, Miami, Natick, New York, Oakland, Pasadena, Philadelphia, Phoenix, Sacramento, Seattle, Warrenton, Washington D.C., United Kingdom, Switzerland, China, Singapore

[www.exponent.com/purc](http://www.exponent.com/purc)

## PURC LEADERSHIP TEAM



### **Robert Rauschenberger, Ph.D.** *Principal Scientist*

20+ years researching human attention and perception and human-product interactions. Previously Principal in UX department at Siemens (healthcare, consumer, industrial, automotive, and web). Currently UX research lead at Exponent.



### **Brandon Barakat, Ph.D.** *Managing Scientist*

10+ years of research experience in behavioral sciences, with specialization in user research, human factors, and human perception and cognition. Conducts UX studies, usability testing, and health-and-safety research using a broad range of methodologies.



### **Michael DeVries, M.S.** *Managing Scientist*

30 years of user experience research across product platforms such as telecom, distance learning, consumer electronics, and vehicle. Designed PURC and other UX labs from the ground up and has specialized in competitive usability and product ideation research.



### **Benjamin Lester, Ph.D.** *Managing Scientist*

10+ years of research experience in experimental psychology and driver behavior, including simulated driving environments, closed-course test tracks, and naturalistic on-road data collection. Applies novel multi-dimensional methodologies to quantify driver attention and behavior and vehicle control.



### **Zdravko Salipur, Ph.D.** *Manager*

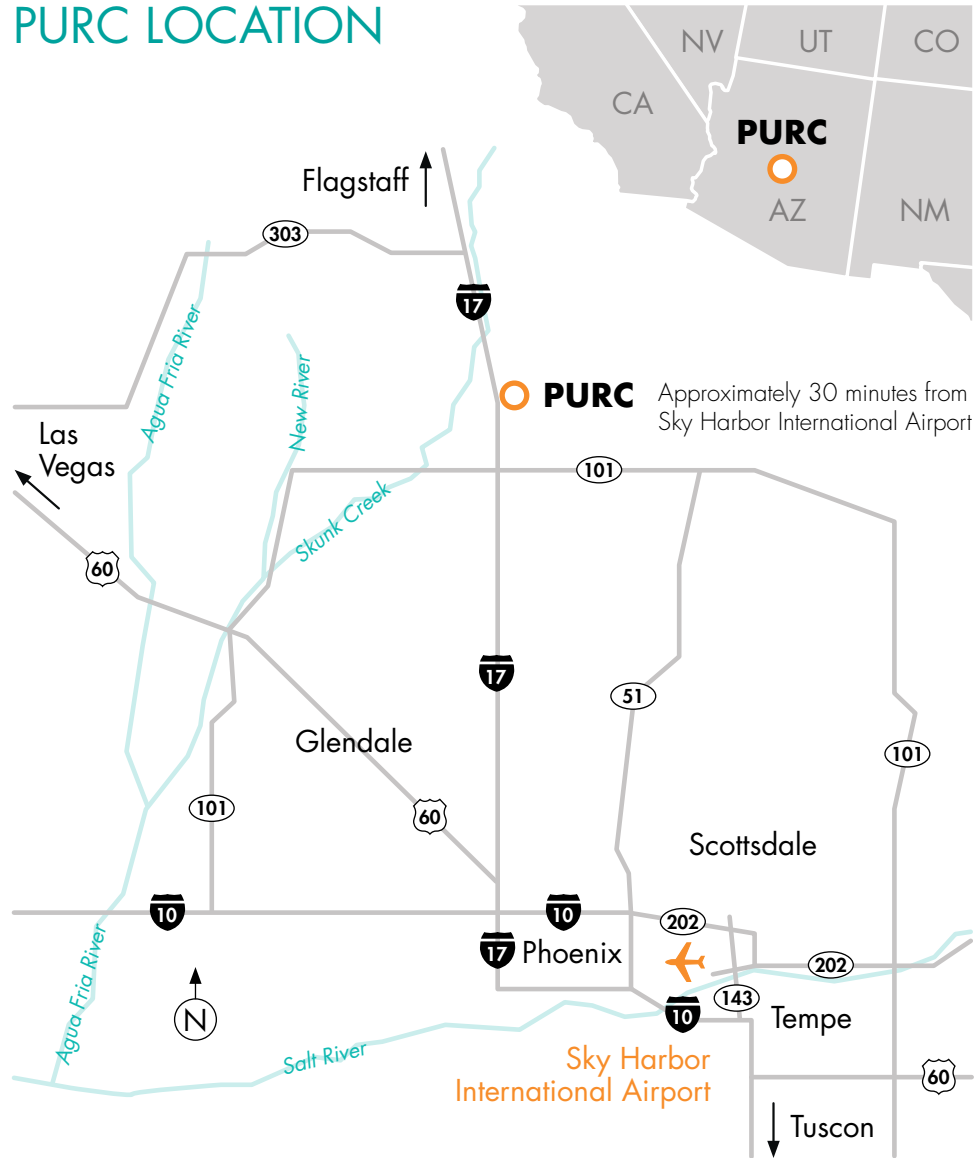
14+ years of research experience with a focus in biomechanics and niche expertise in rehabilitation engineering, assistive technology, and ergonomics. Technical expertise related to motion capture, product safety, product effectiveness, and product-to-human interactions.



### **Abtine Tavassoli, Ph.D.** *Managing Scientist (Los Angeles)*

15+ years research experience in human attention and perception, eye movements, visual search, and image and signal processing. He has a background in both computational/experimental psychology and electrical engineering.

## PURC LOCATION



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