NEOLORE NETWORKS INC.

TECHLORE

"Insider Tips to Make Your Business Run Faster, Easier and More Profitable"

INSIDE THIS ISSUE:

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"
-Jim Stackhouse
NeoLore Networks

All You Need to Know About UX Research

UX Research is a common technique in web development that you may know as design research. Web designing teams can use it for numerous purposes while coming up with a project. It enables the team to identify flaws in the web or mobile application. While conducting UX research, you can find commonalities between your targeted audiences and determine their mental models, goals, and needs. Furthermore, you can test your product's validation before and after the launch. If you are new to this concept, don't fret. By the end of this article, you will have enough information to conduct your first UX Research and enhance product quality:

What is UX Research?

UX Research includes different methods to test product design and add insight and context to the designing process. UX practitioners came up with these techniques after collaborating with experts from different fields, including scientists, academics, and market researchers. The main purpose of conducting UR Research is to understand the end-user perspective. As a result, UX designers can create a user-centred design considering every user persona.

Tools for UX Research

UX Research helps in different stages of the designing process. Because it includes various tools, you can easily gather end-user data and drive your website's design towards perfection. The UX Research tools include surveys, usability testing, and interviews. Tree testing and card sorting are also some of the testing methods to gather data from actual users. Below you will find some top tools to evaluate the competency of your website's designs:

1. Userlytics

Userlytics is a platform with complete tools to conduct research. With this tool, UX researchers can evaluate mobile apps, applications, websites, and prototypes. It enables you to gather quantitative and qualitative data. Furthermore, you can generate graphical reports and set up advanced metrics. By integrating these tools with your UX Research process, you can conduct moderated and unmoderated usability tests, user experience studies, tree testing, and card sorting. The best part about this tool is it includes diverse features.

2. Userzoom

This is another UX Research platform that allows UX teams to conduct remote usability testing. What makes this tool special is the wide array of relevant features, including heatmap, participant recruiting, and analytics recording. Create A/B tests and gather qualitative or quantitative feedback before product development. Because this tool offers remote options, you can run unmoderated tests and grab information from the entire world for wireframe, prototype, mock-up, and website.

3. User Interviews

User Interviews provide seamless access to the participants and help UX team conduct one on one session. With this tool, you can create a community of participants and connect with more than 350,000 vetted research participants. Besides, it includes advanced filters so you can search participants with their profession and other factors. Scheduling interviews, screener surveys, and participation tracking are some of the features offered by this tool.

4. UsabilityHub

UsabilityHub is another remote platform that offers a wide range of testing tools. Some of the popular tools include design surveys, first-click testing, five-second tests, and preference tests. Using these tests, you can validate design decisions by collecting accurate data. UsabilityHub's Panel is something every UX Research team needs for recruiting test participants. It enables teams to choose participants based on different criteria such as gender, age, and education. That way, your result would be according to the target audience.

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Create Effective Campaigns through Marketing Automation

Marketing automation is gaining interest among the marketing team because of numerous benefits. This marketing strategy saves the time and efforts of the team and offers successful and effective campaigns. The term marketing automation is exactly what it sounds like. You can seek help from numerous tools that enables you to automate your marketing efforts and yield maximum benefits. In this article, you will learn the process of creating an effective marketing campaign using marketing automation tools. So let's begin:

Select Marketing Automation Tool

The first thing would be to choose the best marketing automation tools. While picking the tool, make sure that the software enables a third-party plug-in. Furthermore, you have to check if it includes all the effective features such as automated email builder, web banner manager, and builder, intelligent pop-up builders for different websites and social media platforms. When you choose a single platform that offers numerous features, all your data will be on a single platform.

Convert Your Visitors into Leads

After choosing the marketing automation tool, you need to capture the lead generation information. In this step, you will use different elements to grab the audience's attention. Here are some popular lead generation tools that your software should include:

- Pop-Ups
- Landing Page
- Banners

Convert Your Leads into Customers

Once you collect information such as email address, interest, and name of your potential audience, you can share your content. For instance, with an email campaign, you can announce a product launch or share information about your products. So, once you identify the potential customers and drive them into the conversion funnel, you can easily make them your customers. The content that you can share with the audience includes:

- Automated Emails
- Newsletter

Optimize and Analyze Your Progress

As your marketing campaign is working in place, you can use numerous tools to evaluate the progress. Check if the campaign is diverting the audience to your website or not. Numerous tools and techniques can help you assess the marketing automation campaign. For instance, you compare two different campaigns using the A/B testing. If one campaign works better than the other, you can shift to that once. Furthermore, you can hire participants can ask them questions to see if they know about the product or not. You can also evaluate the progress by conducting research, surveys and generating feedback from the audience. Here are some testing methods that you can for evaluation.

- A/B Testing
- Usability Testing

How Virtual Private Network Services can Strengthen Online Security of Your Business

If your business heavily relies on the internet for operations, then you probably know about the effectiveness of VPN or Virtual Private Network services. These services offer a protected and secure way to connect with a public network. Furthermore, it acts as a tunnel between your connections and disguises your online identity. As a result, third parties won't intervene with your connection and track your activities and data.

Security Benefits of Virtual Private Network Services

A reliable VPN network disguises your business's online identity through encryption and blocks external access from cybercriminals and hackers. Let's understand how VPNs secure your business from threats and vulnerabilities:

1. VPN creates an encryption key for your data and connection. Without the key, deciphering the code isn't possible, which protects you from cyberattacks.

2. It works as a proxy and hides your location. Because these services don't log your activities, external forces can't track your activities and data.

3. VPN creates a tunnel between two networks, data transferring process is secure. It reduces data leakage risks and blocks any unidentified interruptions.

A VPN connection builds a secure connection for your business, so you can transfer the data. So, if you want to disguise your IP address while conducting business activities on the internet, VPN services are your best bet.


What is Edge Computing and Data Management

Edge computing works based on a simple yet effective concept, simply add the data near the data collection source. With this technology, you can store and manage data within a network without finding the need to send it to a centralized data storage center or the open internet. Here are some benefits:

- It offers higher speed and reduced latency. As a result, it gives a faster response rate, which makes data relevant, actionable, and useful.

- Edge computing eliminates the need for cloud storage, allowing you to save on costs. Furthermore, it helps reduce data redundancy.

- When you store data in microdata centers, you enhance the process's reliability.

How to Password Protect your Files

An easy way to password-protect certain files is to encrypt them by adding them to an archive. Most people already have WinRAR, 7-Zip or equivalent software already installed on their computer. For this example, if you have WinRAR installed simply right-click the file(s) you want to password protect and click on "add to archive." In the dialogue box that opens you can set a password by clicking the "Set Password" button.
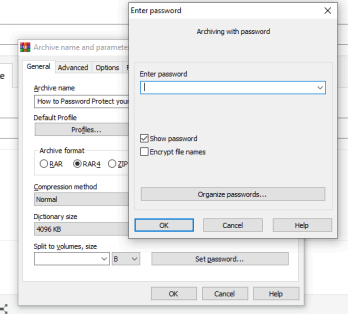
How IoT Helps Understand Consumer Behavior

Since IoT is gaining momentum, it is deeply infiltrating every industry with new components. Therefore, accurate and rapid data collection is crucial. IoT enables businesses to generate real-time data and evaluate shifting consumer behavior. Here is how IoT helps businesses to understand consumer behavioral change:

Customer Behavior Evaluation.
IoT gives data access to businesses so they can gain insights on consumer behavior. Understanding rapid behavioral change enables companies to make suitable measures and engage more potential customers.

Quality Data and Insights. Companies that know how to effectively gather and utilize data can dominate the market. They would know what their potential customers would want.

MicroData Centers. IoT devices work as micro data centers. The data isn't sent to the cloud system but stored in the devices. Companies can access the data without wasting time and money.

Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an IT security policy in place? Do you know if you've been hacked or are leaking data?

If your answer was "no" or "I'm not sure" to any of those questions, your company may be at risk for a devastating cyberattack.

Get the NeoLore Networks Cyber Security eBook for Free!

It Features

- Information on the various threats to your business
- NIST Security Framework
- CIS Controls
- Basic Controls

And More!

https://neolore.com/cybersecurity

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