

USER TESTING & FEEDBACK ANALYSIS

Avalon watches real users attempt real tasks on your agency's digital services, mines the feedback data you already collect, and delivers a severity-rated inventory of what to fix, sequenced by impact.

THE PROBLEM WE ADDRESS

Users who can't complete a benefit application or a mission workflow abandon the digital channel — the mission outcome doesn't happen, or happens through expensive manual channels instead.

The Paperwork Reduction Act created a widespread, and largely mistaken, belief that talking to the public requires months of OMB clearance, which suppressed research for decades.

WHAT WE DO

- Research questions and task scenarios grounded in the service's top tasks
- A PRA pathway memo so the agency knows exactly what clearance, if any, applies
- Participant recruitment: 5-8 participants per user segment per round
- Moderated, task-based sessions on the agency's approved conferencing platform
- Task success, error, time-on-task, and path capture
- Assistive-technology-inclusive testing (JAWS, NVDA, VoiceOver, keyboard-only)
- Affinity mapping and severity rating of every finding
- Findings briefing and a backlog-ready issue log formatted for the agency's tracker

HOW WE DO IT

1 PLANNING & RECRUITMENT

Research planning, task design, recruitment kickoff, and consent/privacy review.

DELIVERABLE

Research plan + PRA pathway memo

3 SYNTHESIS

Affinity mapping, severity rating, and prioritization of every finding.

DELIVERABLE

Severity-rated findings

2 SESSIONS

Moderated sessions with 5-8 participants per user segment.

DELIVERABLE

Captured task-level evidence

4 READOUT & HANDOFF

Findings briefing and a backlog-ready issue log delivered to the program.

HANDOVER

Backlog-ready issue log

VALUE DELIVERED

- › **Evidence, not opinion.** Task success, errors, and time-on-task are captured directly, not inferred from a survey.
- › **Research that starts on schedule.** The applicable PRA pathway is documented in week one, not discovered after a design is blocked.
- › **Findings that become the next SOW.** A severity-rated defect inventory is a scoped redesign proposal waiting for a signature.
- › **Nobody left out.** Assistive-technology-inclusive sessions test with the users automated analytics miss entirely.

THE ONE THING TO REMEMBER

Evidence, not opinion — the same discipline Avalon applies in forensic work.

COMMONLY PROCURED AS

Usability testing & user research services

AT A GLANCE

Model	Fixed-price, scoped per test round
Typical	3–5 wks for a standalone test round
NAICS	541512, 541511, 541519, 541611, 541690
UEI	Y9MXMMHY3HA1
CAGE	242T0
Standards	21st Century IDEA, OMB A-11 Section 280, Paperwork Reduction Act, Section 508 (adjacent)

WHO WE WORK WITH

- Product owner needing usability evidence before committing modernization dollars
- Research lead navigating the PRA clearance question
- Program manager needing AT-inclusive testing alongside 508 conformance work

COMMITMENT TO QUALITY

Avalon is led directly by a PMP-certified founder with a decade of enterprise engineering experience where every engagement gets senior-level attention, never a subcontracted bench. Delivery follows NIST SP 800-53, RMF, and FISMA, evidence-backed and control-mapped by design. ISO 9001/27001 is on the roadmap as the pipeline scales.

Status: Small business federal contractor based in Los Angeles, CA

21ST CENTURY IDEA

OMB A-11 SECTION 280

PAPERWORK REDUCTION ACT

SECTION 508 (ADJACENT)

