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Reichweitenanalysen und das "Zählen und Hochrechnen von Usern" reichen als Marktforschung im Bereich Internet bei weitem nicht mehr aus. Der Bedarf an Usability-Tests wird im Rahmen von zeitgemäß kundenorientierten Projekten und CRM immer größer. (1) , (2) Gekürzte Online-Budgets und die Unübersichtlichkeit in der Branche lassen noch viele Unternehmen zögern, diese Art der Marktforschung zu nutzen. (1) , (2) , (3)

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