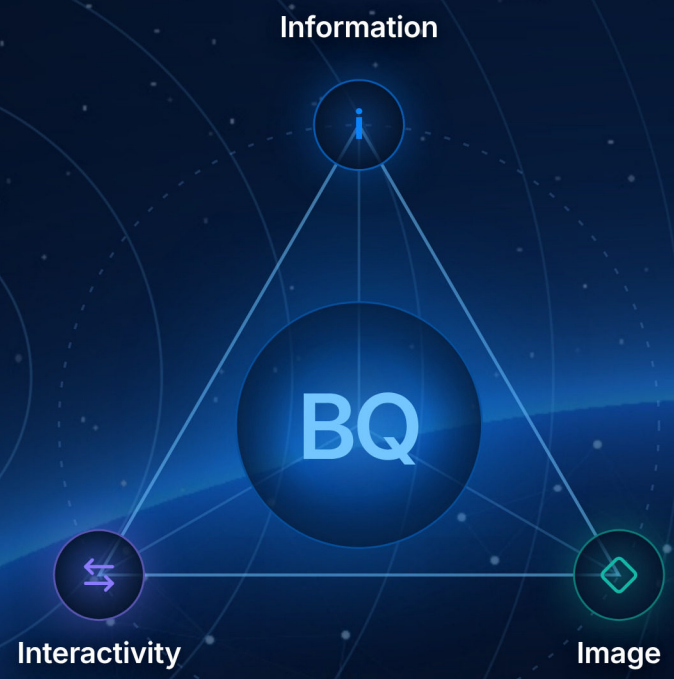
PROPRIETARY METHODOLOGY

> web_bq

WEB BRAND QUOTIENT

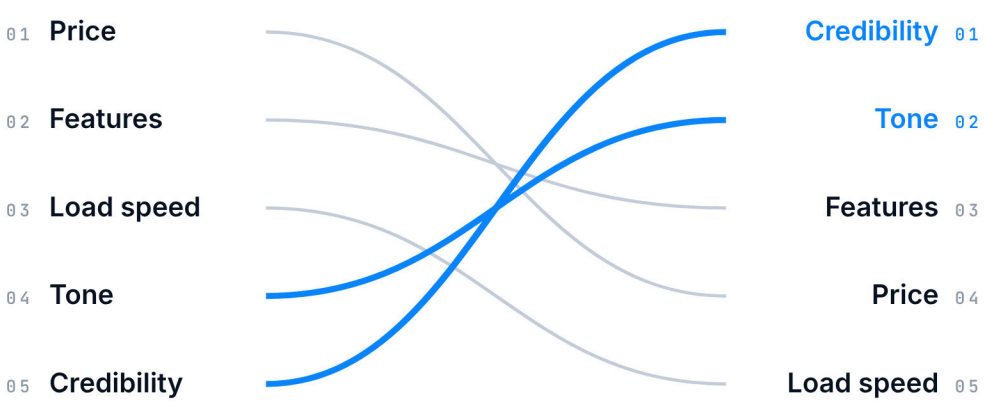
Beyond usability.

The web brand equity framework that measures what actually drives behavior.



THE FOUNDING INSIGHT

What people say and what they do online are never the same.



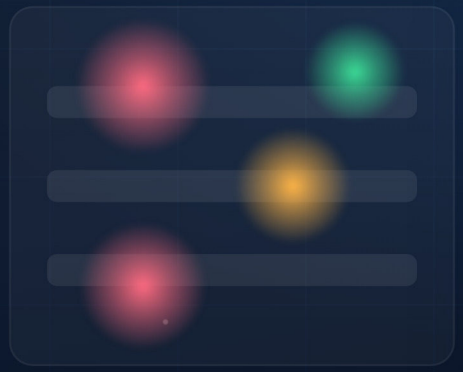
The gap between the columns is what Web BQ measures.

ILLUSTRATIVE

BEYOND USABILITY

Heatmaps show where users clicked. Not what it did to your brand.

UX AUDIT · HEATMAP



ANSWERS

Where did they click?

WEB BQ · BRAND EQUITY

Information 72

Interactivity 61

Image 48

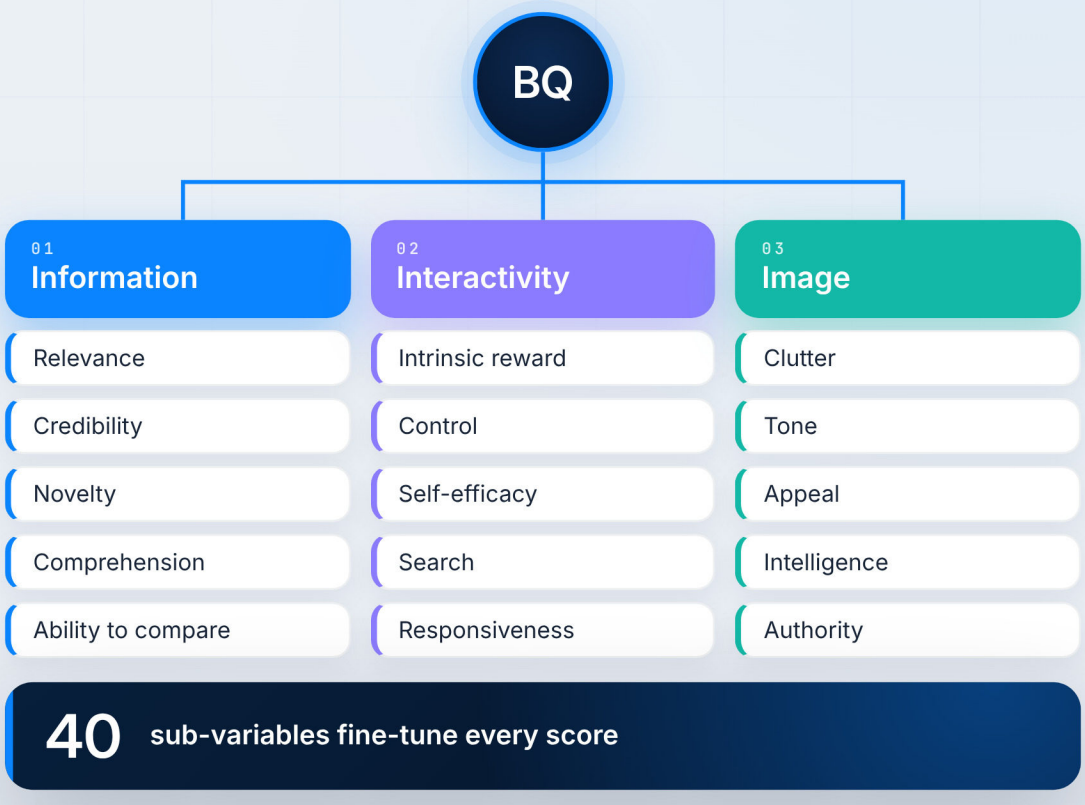
Image is eroding trust: tone and clutter lag the category.

ANSWERS

What is it doing to the brand?

THE WEB BQ FRAMEWORK

Three channels. Forty sub-variables.



CHANNEL 01 · INFORMATION

How well does your site communicate?



CHANNEL 02 · INTERACTIVITY

How well does your site engage?



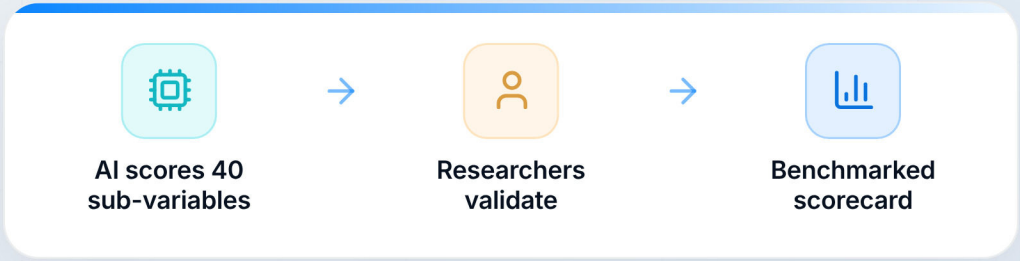
CHANNEL 03 · IMAGE

How does your site make people feel?



HOW AI ENHANCES WEB BQ

AI makes Web BQ faster, without lowering the bar.



01 **Faster assessment, same standards**
Assessment time drops. The standard of judgment stays put.

02 **Competitive context for every score**
See where you lead, where you lag, and what closing the gap is worth.

03 **Pattern detection**
Find which variables best predict engagement and brand equity.

WHAT YOU GET

More than a scorecard.

- Scored Web BQ profile, all three channels
- Competitive benchmarking
- Opportunity map, prioritized by impact
- Direction for design & leadership

With ASAP, findings feed straight into options, prototypes and consumer validation.

THE WEBLAB SUITE

Better digital decisions.
From strategy to experience.

Start with a focused question, or connect the full journey with ASAP.is. Every offering below runs standalone, or as part of a full ASAP engagement.

01 THE CONNECTED INTELLIGENCE SYSTEM

ASAP.is

Strategy, diagnosis, prototypes and consumer validation in one connected engagement.

02 MEASURE YOUR DIGITAL BRAND EQUITY

Site Equity Score

Score how well your site persuades, engages and builds relationships with its audiences.

03 FIND THE STRATEGIC OPPORTUNITY

5C Strategy

Map company, customers, competitors, collaborators and context before design.

04 DIAGNOSE THE EXPERIENCE

Web BQ

Evaluate Information, Interactivity and Image to understand what works and what to fix.

05 TURN INSIGHT INTO DESIGN

Design Foundry

Translate research into product briefs, design directions and testable prototypes.

06 UNDERSTAND CHOICE ACROSS CHANNELS

Omnivizn

Study how people choose across ecommerce, retail and the wider omnichannel journey.

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START WITH THE EVIDENCE

Make your next digital move count.

Bring a website, an app or a digital challenge. We'll help you understand the experience and decide what to do next.

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Years of research

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