Usability Testing

Watch your users stress – test your design

Definition:

An industry standard approach to assessing usability (ease of use and ease of learning). Consists of 1:1 interviews with users. Observe users as they use your product to determine errors, issues and opportunities.

Benefits:

- Get feedback directly from your users.
- Get validation on your design.
- Understand user behavior.
- Measure your User Experience and task success- the #1 metric.
- Pinpoint confusions, frustrations, and errors.
- Optimize conversion and user adoption.

Deliverables:

Usability test report. Includes design recommendations.

Methods we use:

Lab based usability testing; Portable usability testing; online user testing

Client Testimonial

"Experience Dynamics usability testing revealed areas of opportunity that helped us avoid disaster at launch. Our team was well equipped to pin-point usability issues and areas we were blind to prior to seeing our product put to the test".

-Ryan Janzen, Program Manager, Microsoft

When to do usability testing:

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- Measure task success.
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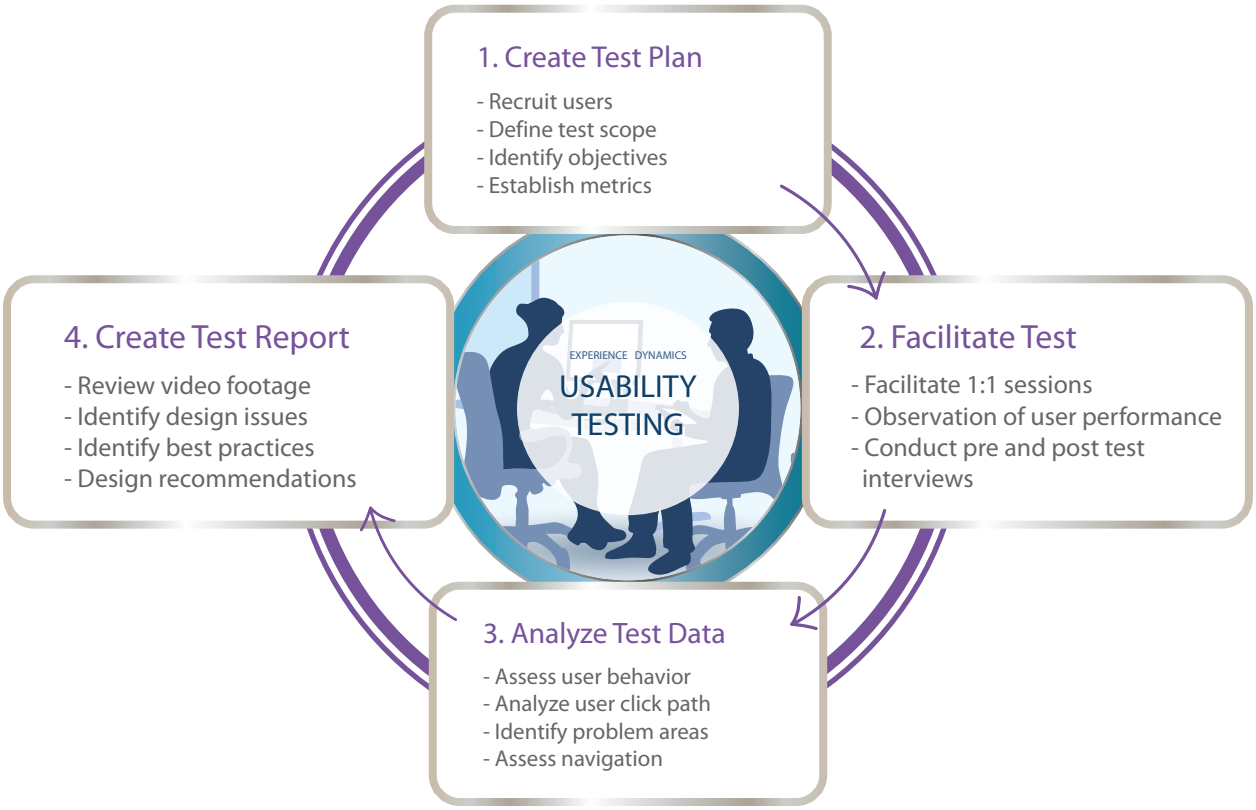
How Agile Teams use Usability Testing

- Gain fast assessment of how well a UI works for users.
- Get regular and just-in-time feedback.
- Validate UI/UX direction.
- Leverage our remote or rapid Agile Usability testing.
- Marry Agile + UX for maximum product quality.
- Feed your development team real-world user feedback.

Experience Dynamics Usability Testing includes the following steps:



Experience Dynamics Usability Testing Process - proven for uncovering errors and opportunities.

"Two distinct advantages to formal testing: it provides feedback for site development, and it is an educational opportunity for designers and engineers, allowing them to see firsthand the decision-making process of an average site visitor"
–Jupiter Research.

Gain these benefits from Experience Dynamics User Testing

Watch your users stress test your design! Usability testing is the most powerful tool to discover if your design works. Does your design meet your users expectations? Do they navigate? Are they confused? Do they make mistakes?

Most of all usability testing can help you avoid features that confuse or complicate. Usability testing can give you an insight into how your users think using "Think Aloud". Give your users tasks and watch them sweat! User testing is the best way to improve the quality or mitigate the risk of delivering a poor user experience. Our usability testing is Agile-friendly so you can quickly use insights.

Client Testimonial

"Although we had a general idea of what our customers wanted, the usability study that Experience Dynamics conducted revealed things that most certainly would have gone unnoticed. Having the chance to go out to customer sites and watch them use our software was invaluable. We saw exactly what problems users had with features and functionality and what needed to be changed to make a better software product. We consider the Experience Dynamics' usability studies as an essential component of our product development process. We fully intend to use them again on upcoming projects".

Ramy Farid, Ph.D. Vice President, Scientific Development and Program Management Schrödinger, LLC

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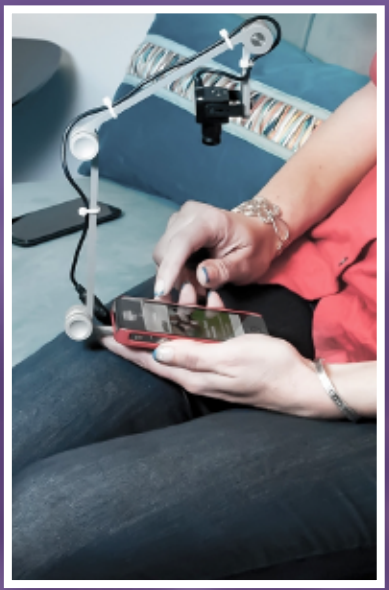
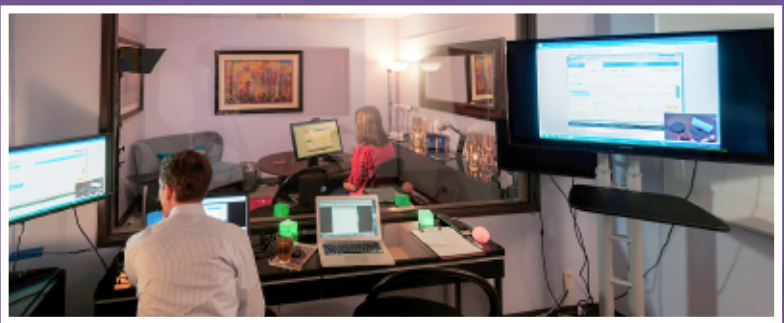
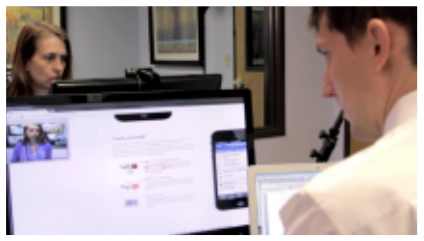
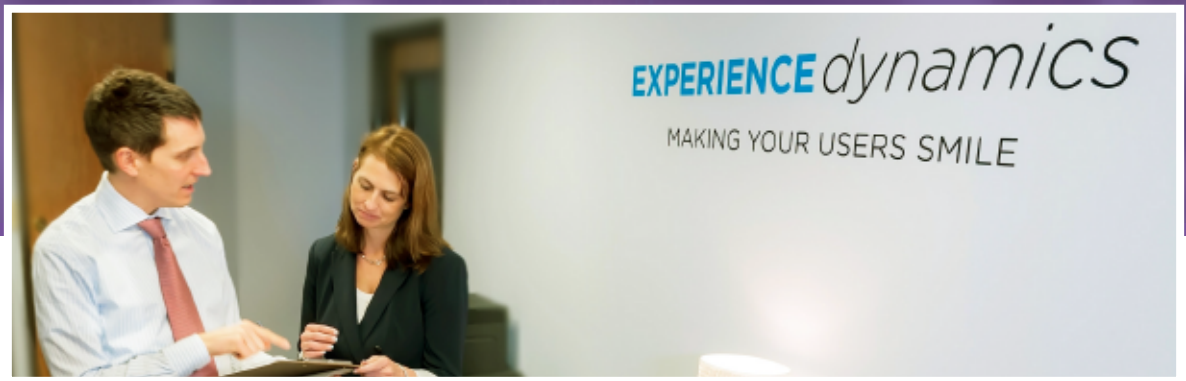
MAKING YOUR USERS SMILE









ABOUT

Experience Dynamics takes your User Experience (UX) to a new level with our results oriented User Centered Design methodology.
The end result is actionable design recommendations that merge your business objectives with higher conversion rates (2% - 88% average increase), better user engagement and user onboarding, improved customer satisfaction and conversion, and long-term value realized for your enterprise.

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