Usability Testing

Direct user feedback for your products: this is how we identify strengths, weaknesses and optimizations.

🔗 **netz.ly/usability-test**

Why usability tests?

No matter how carefully you design or how often you test something yourself - some problems simply go undetected by your own eyes. That's why we like to carry out usability tests for our customers, where we **gather feedback in a carefully planned and prepared environment.**

It is relevant for you if ...

- You have revised your website and are about to (re-)launch it
- You need arguments for a relaunch or audit of your website
- There are too few conversions on landing pages or in your store
- You want to make sure that users can use your product without any problems
- You have to unite a lot of interests of your colleagues in the project and want to test the compromise that comes out of it

Test persons from the target group

We take care of neutral test subjects for the test. If a pool of people is already available in your company, we will be happy to draw on this. The more testers notice a bug, the more urgent it is classified in the test report. **Most important are the general processes: can the user find their way around the website? Is the original goal achieved?**

This is how the process works

1. We define the goal of your test together.
2. Preparation of the test object, e.g. website, app or prototype.
3. We define the test tasks and carry out a trial run.
4. The actual test with 4-5 test persons lasts approx. 15 minutes.
5. In the analysis, the results are also recorded and classified with the help of video and audio recordings.
6. We go through the results together in the test report and discuss specific recommendations for action.

Requirements

Your product must already be usable. Don't worry, in the beta stage or with a click dummy, a test also provides valuable insights.

What you will get

Presentation of the detailed test report with all results and specific recommendations for action.

Your contact person

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