

Usability Testing

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

[Find out more](#)

Why Usability Testing?

No matter how carefully you design, some problems remain undetected internally. With usability tests, we gather **structured feedback** and show how users really interact with your website or product.

It is relevant for you if ...

- you are about to (re)launch
- your landing pages or shop are not generating enough conversions
- you want to ensure that users can use your product without any problems
- you need to reconcile many internal interests in the project and want to test the result

Test subjects from the target group

We provide neutral test subjects or draw on your pool. The decisive factor is the process: **Can users find their way around? Do they achieve the set goal?**

Design & Experience

This is how the testing process works

- Joint definition of the test objective
- Preparation of the test object (website, app, prototype)
- Definition of tasks & trial run
- Tests with 4–5 people, approx. 15 minutes each
- Analysis including video & audio recordings
- Joint report with recommendations for action

Requirements

Your product must be usable – even a beta version or click dummy can provide valuable insights.

This is what you get

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

Your contact person



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