

User Testing

description

Optimizing the user experience (UX) of your digital product is essential to its success. And to optimize anything, you need to understand it first. Likewise, to understand it, you have to test and rehearse repeatedly. However, understanding your users and their experience can be a challenge, especially if you don't have a user-centered mindset to listen to your users and are too focused on the business-technical aspect of your product. With adesso's User Testing consultancy service, we help you overcome these issues and benefit from the insights of professional UX researchers. Whether you have a live product available or require assistance with the click dummy creation for a future product, we can create user tests that identify successful processes and address the pain points related to the product.

To create a roadmap for the project, we begin user testing with a flow analysis. This helps us understand the business of the product and discover the possible audiences using the services offered by the product. Next, we create test scenarios to simulate a unique user experience of the product. These test scenarios become online and offline usability sessions involving participants sourced by the client or facilitated by a third-party provider. Our experienced team ensures that the testing

is objective and efficient, allowing us to capture real user experiences and feedback. The final reports highlight the major and minor findings, accompanied by written notes for recommended solutions.

adesso does not see user testing as a one-shot operation. We believe in a test-and-learn approach and suggest periodic user tests, thus reducing development costs and making solutions less effortful. We also recommend doing an end-to-end user test of all processes at regular intervals to check if the new features are properly integrated with the existing flows.

Service Metrics

Effort : 3-5 Person/Day

Duration : 5-8 Days

Team structure : 1 UX Researcher | 1 UX Designer

Tooling



Miro



Figma

motivations

- ▶ Difficulty understanding user priorities
- ▶ Having a biased understanding of what the user needs after working on a product for a long time
- ▶ Having data available, without the insights and the whys
- ▶ Ideal solutions may not work for your user base from time to time

prerequisites

- ▶ Obtaining the right audience (participants must be recruited by the company or a third-party)
- ▶ Planning setting (where, when, device type)

deliverables

- ▶ A detailed report with in-depth analysis and prioritized design recommendations
- ▶ Presentation and discussion of the findings with your team
- ▶ Test notes with actionable recommendations

references

- ▶ PepsiCo
- ▶ Defacto

contacts



Pelin Mounier

Head of UX & UI

+90 543 735 46 64

pelin.mounier@adesso.com.tr