

Usability Testing and User Research

Testronic Labs® – Leader in Quality Assurance

- *Does your website make it easy for users to do business with you?*
- *How easy is it to navigate the site and achieve goals?*
- *Are transactions easy to complete?*
- *What issues do users encounter?*
- *What can be done to improve the site?*

We can show you how your users use your site and suggest improvements where necessary.

Testronic Labs assesses how easily users complete tasks whether registering, placing an order or finding information. The objective is to propose improvements based on user feedback. We test four areas: efficiency, accuracy, recall and emotional response.

- Efficiency: How much time and how many steps are required for users to complete tasks?
- Accuracy: How many mistakes did users make? Were they critical or recoverable?
- Recall: How much information do users need to remember when using the site?
- Emotional response: How does the user feel about their involvement with the site? Is the user confident or stressed? Would the user recommend this site to a friend?

Testronic Labs records users' responses, by video or transcript. Having analysed the feedback we present you with a written and verbal report with suggestions for improvement.

If your budget does not stretch to a full usability analysis, we can provide a Usability Expert Evaluation where one of our experts will review your site and produce a report which includes suggested improvements.



Testronic Labs provides clients with tailored usability testing and user/customer research appropriate to the phase of the website life cycle.

Design & Development Phase

- Usability testing at this phase will save on development costs

Testing & Validation Phase

- Usability testing can be carried out in this phase but we recommend that it is completed in the Design & Development phase

Monitoring & Management Phase

- Customer satisfaction surveys ensure that users' perceptions of the site are consistent with your business objectives

Analyse & Optimise Phase

- User group testing can be carried out to ensure the site is achieving its objectives

Testronic Labs provides usability testing from our global network of laboratories or provides consultants to work with your team at your location. Customer satisfaction surveys are provided in conjunction with partners.

Contact

We would be delighted to provide you with further information or a proposal.
To contact us please visit our website www.testroniclabs.com



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