



# Web Usability Testing

## Uncover what users experience

A truly effective website for users can increase uptake, reduce abandonment, improve brand recognition, and minimize support calls. We work with you on web usability testing to give you confidence and direction as you launch or re-launch your website.

### THIS SERVICE HELPS TO...

Learn if your website is easy to use and navigate

Uncover how users find information and complete their journeys

Determine how visitors feel about your brand's web experience



## WHAT YOU GET

You receive a comprehensive website usability testing report. It will assess the quality of your site's experience in the hands of users, and includes:

- ✓ A full analysis of the quantitative and qualitative test data
- ✓ The root causes of each usability issue found and the usability best practices to follow
- ✓ Practical, prioritized design recommendations for website usability improvements



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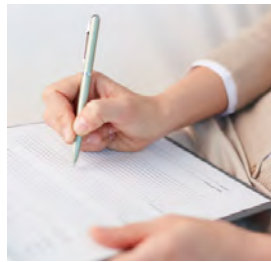
## HOW WE DO IT

- 1** We consult with your stakeholders to understand needs, goals, and challenges for the website usability testing study.
- 2** We create the test protocol, determine the research metrics, recruit participants, and conduct the test session with each participant.

- 3** We provide a clear, actionable analysis of the test results for designers that is easy to communicate with other organizational stakeholders.

**Testing facilities:** Fully equipped for in-person and remote usability research.

**Duration:** On average from three to six weeks.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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