



SERVICES RENDERED



STRATEGY

Personas, Scenarios & Tasks



RESEARCH

Stakeholder Research



TESTING

Usability Testing

# USABILITY TESTING DRIVES SUCCESSFUL PRODUCT LAUNCH AND POSITIVE USER EXPERIENCE.

Akendi helped N-able listen to their users and discover unexpected usability issues before an important product launch.

CLIENT N-able LOCATION Ottawa, ON WEBSITE www.n-able.com INDUSTRY Software

## CHALLENGE

N-able was planning a free 30-day trial offer of its network and systems management solution for small and medium sized businesses. The sign-up and roll-out process would need to be simple and easy, and it was critical that potential future customers would have an exceptional experience within the first 30 minutes of trying the product.

## APPROACH

Akendi was commissioned to analyze the 30-day trial product from a usability perspective and recommend strategies and tactics for end-user success. This included developing user personas for novice, intermediate and advanced users, as well as various usage scenarios.

Akendi recruited test participants, developed a recruitment screener and created a test protocol. The sign-up and trial run process were usability tested and the results were analyzed, leading to specific findings and recommendations.

## IMPACT

N-able gained insight into the challenges users of the trial product faced, as well as challenges users encountered with the corporate website. The results highlighted several key areas where small improvements could result in significant gains in user experience and trial success – thus increasing the success of the launch and providing a positive return on investment.

**“THE USABILITY TESTING EXPERIENCE IS UNIQUE. THE ABILITY TO WATCH UNTRAINED AND UNBIASED USERS WORK WITH YOUR PRODUCT WILL OPEN YOUR EYES TO ISSUES YOU DON’T KNOW EXIST. WHAT AN EXPERIENCE!”**

**Rob Bissett** DIRECTOR OF PRODUCT MANAGEMENT, N-ABLE