USABILITY TESTING

A product or service needs just one thing to thrive: a community of users who love it.

Usability Testing provides the insight you need to ensure that your product or service is successfully used and widely acclaimed by your target customers.

OUR SERVICE
Akendi’s usability experts apply a range of testing techniques to identify and correct usability issues for websites, online services, software and hardware products.

We tailor our Usability Testing process to the specific type of product or service and the stage of development. We will work closely with your development team to ensure that the product or service you introduce to market will be appreciated by users.

Testing Facilities
Akendi’s usability testing labs in Toronto and Ottawa provide for in-person usability research, on desktop, tablet and mobile. We are also equipped to video record test sessions for later analysis and to conduct remote Usability Testing to capture hard-to-reach users.

Duration
On average, Usability Testing projects range from three to six weeks in duration.

ABOUT AKENDI
Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer and user behaviour, combine this knowledge with inspired creative design, and architect the user’s experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

OUR USABILITY TESTING PROCESS

Establish Goals
- Determine appropriate testing technique
- Develop a suitable test plan

Define User Segments
- Recruit User Segments

Conduct Test Sessions
- Test drive the prototype
- Implement the prototype

Analyze Results
- Present and discuss findings
- Make recommendations

CALL FOR A 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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OUR APPROACH

Usability Walkthrough
The earlier in a product’s design that Usability Testing is incorporated, the greater the value it will yield. During product design, Akendi will employ wireframes and other early interface prototypes to gather insight into the way users expect and want the product or service to look, feel and function.

Usability Testing
Once a fully functional product or service interface is available, Akendi will develop a test plan and conduct Usability Testing with sample users. Usability Testing will diagnose gaps between users’ expectations, capabilities and behaviours and the product’s interface and function.

Out-of-Box Experience Testing
For products that are in full production, Akendi will conduct tests to identify whether the out-of-box experience – from purchase to first use – meets users’ needs and expectations. This service takes into consideration product packaging, user guides, online help, installation/set-up, and more.

Camera and screen recording testing on a website