



Usability Testing

Efficiently optimise your UX
with confidence

When a digital product is usable, it can increase sales, improve brand value, reduce customer attrition, and minimise support calls. We work with your digital UX team to conduct usability testing that provides confidence and direction throughout strategy, design and development.

We can test a wide variety of experiences including: websites, intranets, mobile apps, software, legacy systems and (medical) hardware devices.

THIS SERVICE HELPS TO...

Assess if your product experience is on the right track

Learn if it is easy for users to find information and complete tasks

Pinpoint priority areas for optimization and innovation



WHAT YOU GET

You receive a thorough yet engaging usability testing report. It will validate your digital product's performance in the hands of users, and includes:

- ✓ A full analysis of the quantitative and qualitative usability test data
- ✓ The root causes of each usability issue found
- ✓ Practical, prioritized UX design recommendations for improvements
- ✓ Identification of opportunities for innovation



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HOW WE DO IT

- 1 We consult with your stakeholders and software UX team to understand who your users are and what they need to be to do with your product/service.
- 2 We develop the testing protocol and metrics, recruit participants, and conduct the test sessions periodically throughout the design and development process.
- 3 We conduct a root cause analysis of the results using the user tasks and industry standard heuristics as guidance.

- 4 We report on the test results during an interactive workshop and define the best short and long term improvement actions.
- 5 We make design recommendations that are clear, actionable, and easy to communicate to others.

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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