

Your Free Guide from **Tessolve Semiconductors Private Limited**

How to accelerate your UX Testing

Practical guidance to conducting mobile user experience (MUX) testing to achieve maximum customer satisfaction, brand loyalty and online revenues.

Best Practice Guide to Conducting Mobile User Experience Testing

Companies that focus on user experience see better financial performance and more satisfied customers than competitors. The following guide explores approaches / techniques & methods to conducting Mobile User Experience testing, which in turn will increase customer satisfaction, enhance brand loyalty and improve online revenues.

Tessolve Guide to Conducting Mobile User Experience Testing

It is essential to understand how your customers interact with your digital products since the chances of a potential customer returning to your site or application after a negative experience are zero. Your website or mobile application must enable customers to easily find information, purchase products or perform any number of business-critical tasks. There must be no barriers to customers purchasing products on your digital platforms.

User experience (UX) testing is engaging with your users and understanding ways to improve your product. There are many different approaches to user experience testing from a formal lab environment to approaching people on the street. Each can be a valuable tool if you have planned your approach properly and understand what you are trying to measure. The following gives a guide to some of the key areas to consider when approaching Mobile User experience testing.

Step 1 – Define Goals

As with any plan the first step is essential to define your goals. What are you looking to improve or understand as an outcome of the user experience testing? Some examples:

- Define a baseline for user performance
- Improve understanding of potential design issues
- Increase end-user satisfaction
- Understand how your app performs compared to a rival
- How to increase revenue
- Understand key user performance measures

Step 2 – Define Methodology

Once you have defined a clear goal then the next step is to decide which methodology are you going to use to achieve that goal. There are many different methods for user experience testing, including:

- **A/B Testing** – The process of randomly assigning visitors one of two design options
- **Moderated in person usability testing** - Obtaining feedback from live users interacting with everything from paper prototypes to fully implemented applications
- **Click Testing** - Understanding what parts of a design users are attracted to and where they click first provides an insight into what is of interest and what is less important.

- **Moderated Remote Usability Testing** - Remotely interacting with participants behaviours provides rich insights into users' motivations
- **Unmoderated usability testing** – Allows potential to use a large group utilising software to administer tasks and questions without the need of a facilitator

At this point you may also want to consider the following factors:

- **The number of participants** – How big sample do you wish to consider?
- **Location** – Where is the usability testing going to be performed.
- **Software / Tools** – Any tools required or software to perform or administer the test.
- **Measures** – What measures of the UX are to be recorded.

Step 3 – Profiling

This is an essential step of understanding your users. Factors to consider when profiling your users:

- Demographics
- Any expected skills or knowledge
- Any particular background requirements
- Will they be a previous user of the app or software?
- Any experience of performing similar tasks on rival sites.

You will also need to consider how you recruit the participants, plus how will you then select the participants to meet stated requirements.

Step 4 – Training

Again, this will depend of the methodology selected but you need to decide if you want to provide any relevant training for the users. Note: this may include training of the application or the actual test procedure.

Step 5 – Test Execution Phase

During the actual phase of test execution, it is essential to plan key tasks. A detailed test procedure should be produced that will give a step-by-step guide to all participants how to execute the testing. It is essential to define roles within the team so it is clear who is the overall facilitator, and you may assign test leads to triage any issues.

Also, define metrics to be recorded as part of the user experience testing.

Step 6 – Results

Finally, at the end of the user experience testing a test report should be produced. The report should include the following information:

- Distribution and signoff process – identifying which stakeholders Responsible / Accountable / Consulted or Informed
- Executive summary of the UX testing performed
- Detailed overview of the testing and results
- Review against the original defined UX testing goals (step1).
- Any deviations from original plan
- Highlighted key trends or recommendations
- Information of any high priority issues

Summary

UX testing is an essential process to understanding how your customers behave and interact with your products. Many organisations leave UX testing to very late in the development lifecycle, where it becomes costly to implement changes. It is essential to plan in UX testing from the inception of a product so you can ensure your user experience is best in class.

TESSOLVE UX Testing

[Tessolve Innovative User Experience Testing](#) is the quickest and simplest way for a brand to increase their digital products customer satisfaction, brand loyalty and ultimately online revenues.

Tessolve 55,000 Real Users

- A large pool of demographically selected users that can match your target persona
- Access to a global community of 55,000 certified real-world testers
- 250+ combinations of platforms / devices / browsers
- Usability testing can be performed on a live site or a pre-production environment
- Videos and questionnaires are used to get feedback from the user

Benefits

- Real target users mean you get genuine and relevant feedback.
- Gain insight on yours and your competitors' brand image.
- Videos of the issues will speed up the time it takes for your team to understand and therefore implement a solution.
- Multiplatform testing – access to a large number of devices in 145 countries across the world.

- Changing your application as per your target user's recommendations, is likely to increase conversions and brand loyalty

User Experience Testing with Tessolve

- On demand flexible testing service, with quick ramp up.
- Management of the remote workforce, with detailed reporting.
- Combine with Tessolve Software Testing team for all your onsite testing requirements.
- Reports extracting key feedback points delivered in a clear and actionable plan
- Tessolve create services to meet your business and project needs, delivering exceptional quality.

Discover How Tessolve Can Help with your MUX Testing

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