

# 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.

## BENEFITS

- Provides you with insight into why a website, service, software or product is not successful with users
- Identifies user-experience and usability "bugs" in the product or service
- Highlights underlying design problems that are causing difficulties for users
- De-risks product or service development by incorporating the end-user perspective into the design
- Reduces after-market costs by avoiding costly changes after launch or returns post-sale

## 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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**contact@akendi.com**

## 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

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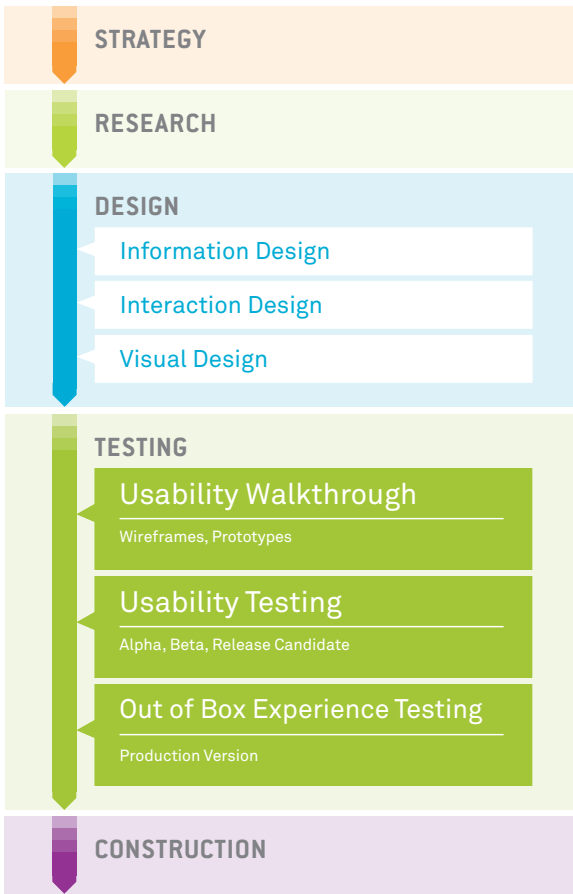


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Akendi





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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.

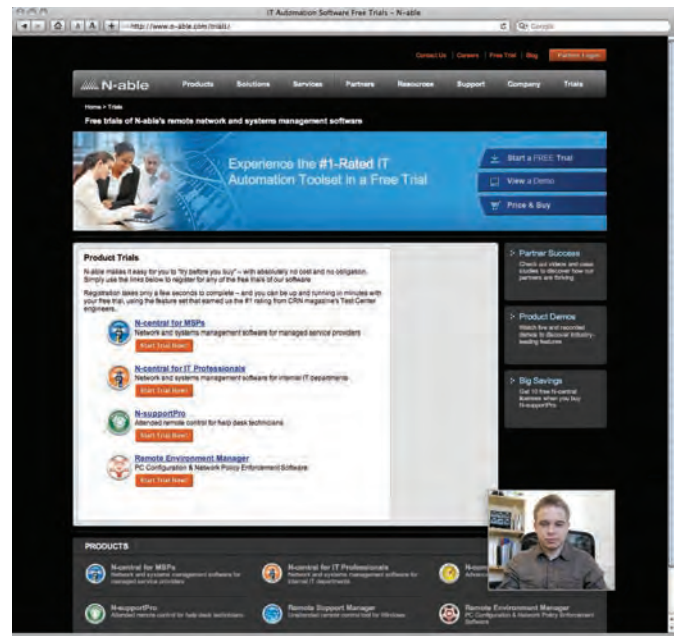
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Camera and screen recording testing on a website

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