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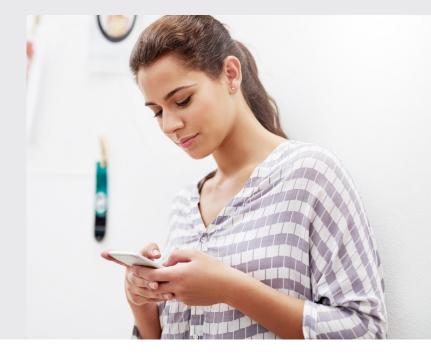
User Experience (UX) Testing

Can you afford to have users abandon your website or mobile app if they can't complete a critical task, such as loading content, purchasing a product or filling out a form? It's a hit to your brand, your customer satisfaction and your budget.

User Experience (UX) testing reveals how potential users interact with your product and uncovers any troubles they might have. Conducted before global release and after updates, real users in your target markets try to complete tasks through a series of test cases, and provide their reactions to the experience. The development team then modifies the product for a flawless release or quickly issued updates.

A comprehensive UX testing solution

RWS Moravia's UX Testing service includes:

› **Recruiting** and picking the right resources from multiple demographics and with varying levels of product expertise including testers, UX researchers and test developers.

› **Developing the test plan** and defining the tasks to be tested. Tasks include realworld interactions like paying for a product, booking or canceling a service or submitting a review.

› **Securing devices** or software for testing and other tools such as recording equipment. Often, testers' on-screen actions are recorded, or their voices are recorded as they walk through the requested tasks and actions.

› **Completing the testing** and documenting the experience. Sometimes tasks can't always be completed or are not working as they should—it's important to capture whatever happens.

› **Translating or transcribing** results since tests are conducted in different markets by testers who are working in their native language.

› **Reviewing** the errors and comments and correlating test results.

› **Compiling** a final report, sharing findings and recommendations for each market.

Security and confidentiality are covered

But what if your product is not released yet? RWS Moravia can provide several testing models depending on security requirements and the availability of the testing devices or software. Testers can work remotely all over the world, from one of our secure testing locations in China or the Czech Republic or in a blended model.

The result? Your product provides a flawless customer experience because tasks can be completed intuitively and quickly. Brand loyalty improves, customer support calls drop, negative press on social media decreases and people are more likely to recommend your product.

> Before product release, your enterprise has to understand how a user would interact with your application, whether it runs on a smartphone or a website.
>
> How do you know without testing? Finding and fixing usability and design issues before release ensures customer satisfaction, lowers support costs and maintains a positive brand reputation.

Case Study: UX Testing of a Mobile OS

This mega-brand needed to test whether their mobile OS worked like users needed it to in dozens of languages. (RWS Moravia also performed localization of this product.)

› First, we screened in-country users for mobile savviness and testing qualifications. To facilitate the program, we provided a User Experience Researcher to manage the testing.

› Then we developed the test plan, which defined the tasks to be tested and gave specific instructions on how to run those tests. The plan included basic usability testing tasks, but also asked testers to provide feedback on the accuracy of the language. RWS Moravia supplied the phones for testing.

› Once testing was complete, we translated the results to English.

› The User Experience Researcher then reviewed the problems and comments logged by the testers. He correlated test results and provided a detailed analysis and recommendations.

The results showed that there were style, tone and voice inconsistencies, and functional and behavioral problems as well. The client made changes to the functionality and style in the next OS version, and the product release saw an improved adoption rate and fewer complaints than past releases.

If you want your product to be fully functional in all markets, we're RWS Moravia. We help the world's most visible brands ensure a flawless customer experience with their websites, apps and products.

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