

⇒ Mobile device testing

Why and when

With the rapid growth of the mobile channel, users increasingly expect a user experience on their smart phone or tablet that is comparable to the desktop or laptop experience, whether they are using mobile sites or apps. The only way to find out if a mobile site or app is usable and delivers what the target audience wants is to test it with real users.

WUP undertakes usability testing on smart phones and tablets to inform the development of effective apps and mobile sites. Usability testing will help:

- **Integrate email marketing campaigns with your mobile site** – ensure that there is a smooth transition between receiving a marketing email and accessing the product/promotion on the mobile site
- **Develop appropriate content and functionality** - research will identify the goals users want to achieve on a mobile device (and the ones they don't) and help develop user focused apps and mobile sites
- **Improve the app or mobile site's usability** – ensure that users can easily use the app or mobile site and achieve their goals
- **Enhance brand value** - Bad apps and mobile sites destroy brand value. User testing can assess the effect of the app or mobile site on the brand
- **Make your app stand out from the crowd** – getting an app noticed is a problem: having an app name and description that fits with what users are looking for is very important in improving rankings
- **Improve user satisfaction** – an app or mobile site that is easy to find, useful, relevant and easy to use will be one that stays on the mobile device and gets good ratings

Achieving these things will allow the organisation to fulfil their aims for the app or mobile site, whether it is just getting people to use it or as a mechanism to drive sales - user testing is key to achieving these outcomes.

We can usability test at all stages in app or mobile site development from paper prototypes, through developer's license stage to final designs.

Usability testing, applied well, can also help organisations become more user focused by communicating the insights gained from the research.

Our approach

We have two approaches to usability testing apps or mobile sites:

- **Simple** - If you have a clear understanding of user goals and an app or mobile site with limited functionality
- **Observed** – If understanding of users goals is less clear and/or an app or mobile site with more complex functionality

Both approaches bring together rigorous user-focused usability research, combined with a process to quickly and cost-effectively produce actionable results.

Simple

This approach allows developers to cost effectively factor in user testing to the development of their apps or mobile site. We'll user test it with six target audience testers and feed back to you a bulleted list of issues and actions. We can complete a project from briefing to testing and reporting in as little as one week.

Observed

For an app or mobile site to succeed it is critical to understand user goals. With this

approach, our facilitators will unearth what users want to do, and how well the app or mobile site helps them achieve those goals.

By observing some of this user testing and discussing the findings, your organisation can develop a shared understanding of user goals and how your app or mobile site can best meet these.

You will leave the session with a cohesive view of next steps, backed up with a bulleted list of issues and actions.

WUP consultants bring to these projects our many years experience of usability testing and strategic consulting across a range of industries, including finance, travel, telecoms and retail. We have conducted user research and usability testing on hundreds of transactional and information websites. As the situation demands, we draw on this experience to ensure the outputs are guided by this knowledge.

How we do it

How projects are undertaken depends on how far the app or mobile site is in the development process. We can test paper or pre-launch prototypes, apps at developer's license stage or already launched apps or mobile sites.

Conducting the Research

We test apps or mobile sites in our purpose built usability studios. We use a tablet or smartphone to test them, and can test on all platforms, including iOS, Android, Blackberry OS, Windows Phone, Symbian OS and Palm webOS.

Depending on the platform used and the client's requirements, we can capture an audio and video recording of the key issues, which can be used for subsequent viewing by the client. An overhead camera focused on the mobile device captures the tester's hand movements and gestures.

We can also offer eye tracking as part of the testing. Eye tracking in real time shows

precisely what the user is looking at. There is far less doubt about which screen elements are being looked at or have been noticed. This can add significantly to the understanding of the usability issues on a mobile site or app.

Clients choosing the observed product will view a real-time live feed of the tester using the app or mobile site, including the tester's hand movements and gestures. Prior to the session observed by the client, we will test with 3 users on the app or mobile device; the client will then observe another 3 users.

Outputs

The outputs of the **Simple** product are:

- Bullet-pointed report covering:
 - Key findings from the usability testing session
 - A list of recommendations and an action plan
- DVDs of the testing sessions showing the screen being viewed, tester hand movements and gestures and the audio of the session

The outputs of the **Observed** product are

- Bullet-pointed report covering:
 - Key findings from the usability testing session
 - Summary of facilitated discussion outcomes
 - A list of recommendations and a prioritized action plan as agreed at the facilitated discussion
- DVDs of the testing sessions showing the screen being viewed, tester hand movements and gestures and the audio of the session

Fees

Most of our work is tailored to individual client's requirements and we quote an inclusive price for each piece of work. However, the following gives an illustration of typical costs:

- Simple product – from £1,950
- Observed product - £3,950

Terms & Conditions

- VAT will be added to all charges at the currently prevailing rate. Payment will be within 30 days on the presentation of our invoice.
- Additional work not identified above would be charged at WUP's standard rates (£1000/day for directors, £800 for consultants, £350/day for support staff). Additional expenses not shown above would be charged at cost
- Cancellation of booked sessions will incur cancellation fees as follows: cancellation within 4 weeks of the session, 50% of the fee payable; cancellation within 2 weeks of the session, 100% of fee is payable
- The rates quoted assume tester remuneration of £40 plus travel expenses up to a maximum of £10. If tester remuneration needs to be greater than this for any reason (e.g. securing individuals with high time value or on short lead times) then any costs above the basic charge will be invoiced at cost.
- It is assumed that the client will invite the observers to research sessions