

Mobile & Tablet Usability Testing

Mobile & Tablet Usability Testing includes interactive, in-person sessions conducted between an eVOC moderator and a respondent using a mobile device (smartphone, tablet, etc.). The goal of a usability lab is to watch a user interact with a mobile website or application and learn how easy it is to use, how appealing it is, and how helpful the content is to the end user.







Methodology

eVOC Insights performs mobile usability testing, using state-of-the-art usability labs across the United States. Labs are recorded with picture-in-picture technology (always with the permission of the respondent) and are equipped with two-way viewing capabilities so clients can view the usability sessions live while prioritizing areas for improvement.

Mobile usability testing combines open-ended observation with task-based testing to understand natural behavior and allow in-depth questioning on key tasks. Participants are recruited to match the desired demographics of your target population.



Benefits

-  **Observe** how users interact with your mobile site or application while watching them perform live tasks
-  **Identify** key barriers to usage based on direct observation
-  **Test** prototype mobile sites or apps to ensure they are intuitive and meet expectations
-  **Learn** key profile information about your mobile user base
-  **Discover** areas for improvement based on user driven recommendations
-  **Refine** your mobile site or application designs to deliver a seamless online experience

Questions

- How do users naturally explore your mobile site or application?
- Are users successful in completing their tasks?
- What barriers exist on the mobile site or application that impede task completion?
- What are users' overall impressions of the mobile site or application?
- How satisfied are they with their experience?
- Specifically what aspects of the design, content, and functionality can be improved?

Insights

eVOC recommends in-person mobile usability testing during the site development process or after a mobile site/app has been launched to understand how it is performing for its users. Mobile & Tablet Usability Testing is best when used to uncover low-hanging-fruit problems with user-interface design and to identify clear solutions for resolving those problems. It is also helpful when you want to understand the consumer's emotions, or physical interaction with the site, such as finger movement or facial expressions. Through iterative usability testing, clients are able to clearly identify what designs work best and what short-term and long-term improvements are necessary to ensure a successful launch and an optimal user experience for customers.