



Solution Brief

Moravia Usability (UX) Testing Services



Can you afford to have users exit 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.

UX testing reveals how a potential user interacts 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

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 real-world 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 voices are recorded, as when the tester is asked to talk through their actions while performing tasks.
- > **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.

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.



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Lastly, the UX researcher concludes the test by:

- > **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? 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, the Czech Republic, or the US, 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.

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. (Moravia also performed localization of this product.)

- > First, Moravia screened in-country users for mobile savviness and testing qualifications. To facilitate the program, we provided as 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. Moravia supplied the phones for testing.
- > Once the 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 of 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 Moravia. We help the world's most visible brands give their users products that work the way they expect them to.

To learn more about our usability testing services, please contact us at: <http://www.moravia.com/en/contact-us/>.

About Moravia

We are a leading provider of translation, localization, and testing services. We collaborate and innovate; we are flexible and reliable. Because of our comprehensive services, our clients enter global markets with high-quality localized products and digital content that meet their customers' language and functionality requirements in any locale. Leveraging our global operational model, flexible technology approach, and deep cultural expertise, Moravia enables brands to deliver local relevance on a global scale.

Moravia IT has nine offices: Brno, Czech Republic (headquarters); Rosario, Argentina; Nanjing, China; Budapest, Hungary; Dublin, Ireland; Tokyo, Japan; Monterey, CA, U.S.; Seattle, WA, U.S.; Thousand Oaks, CA, U.S.