

# WE RECRUIT TEST USERS



#COMMUTER #NON-SMOKER #GRADUATE #ONLINE-  
SHOPPING #FASHION #SAVINGS ACCOUNT #IPHONE

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# WE RECRUIT TEST USERS

Test with people from our pool of nearly **1 million individuals**.

Choose a date and time. We can deliver within **48 hours**.

Never a charge for no-shows.

**Free replacement.** We pay all test-user incentives. No extra charges for your company.

## OUR SERVICES

### **TEST USERS**

TestingTime AG has been recruiting and supplying selected test users for user tests, interviews, focus groups, diary studies and online surveys since 2015.

There are no professional testers or “study junkies” in our pool. Our members know that they can only take part in tests at a maximum rate of one per month and one per customer. We also validate candidates over the phone and let customers rate test users to guarantee a high quality panel. That’s why our online portal [www.testingtime.com](http://www.testingtime.com) frequently gets business from the likes of Zalando, Swisscom, Deloitte, UBS, AXA, Trivago, Secret Escapes and Heineken.

### **RECRUITING**

When recruiting our test users, we take great care to ensure our pool offers not just quality, but also a representative sample of the population.

Our test users are recruited in different ways – around 50% online,

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### **RECRUITING APPROACHES**

**50 %**  
ONLINE

**20 %**  
SCOUTS

**20 %**  
OFFLINE

**10 %**  
PHONE

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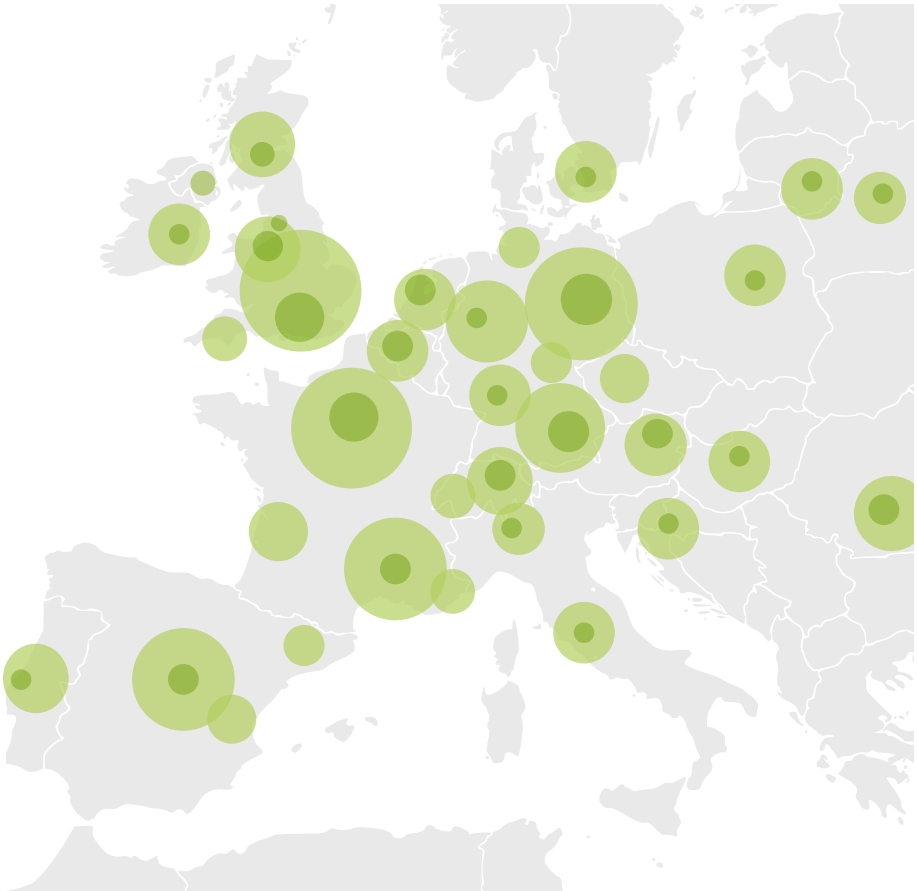
10% by phone and 20% offline. The other 20% are recruited using our scouting mechanism. This guarantees a good demographic distribution.

# GEOGRAPHIC DISTRIBUTION

## **INTERNATIONAL**

We have a growing pool of participants across Europe. We have a diverse range of profiles to help match our clients profile requirements.

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#HOUSE OWNER #CREDIT CARD #E-BILLING  
#IPHONE #PENSION #NEW CAR #LOYALTY CARD

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**"MY RESPONSES  
FOR UBS MADE  
A CONTRIBUTION  
TO MAKING  
E-BANKING  
MORE  
INNOVATIVE."**

Helen (73),  
focus group participant,  
retiree, Kingston

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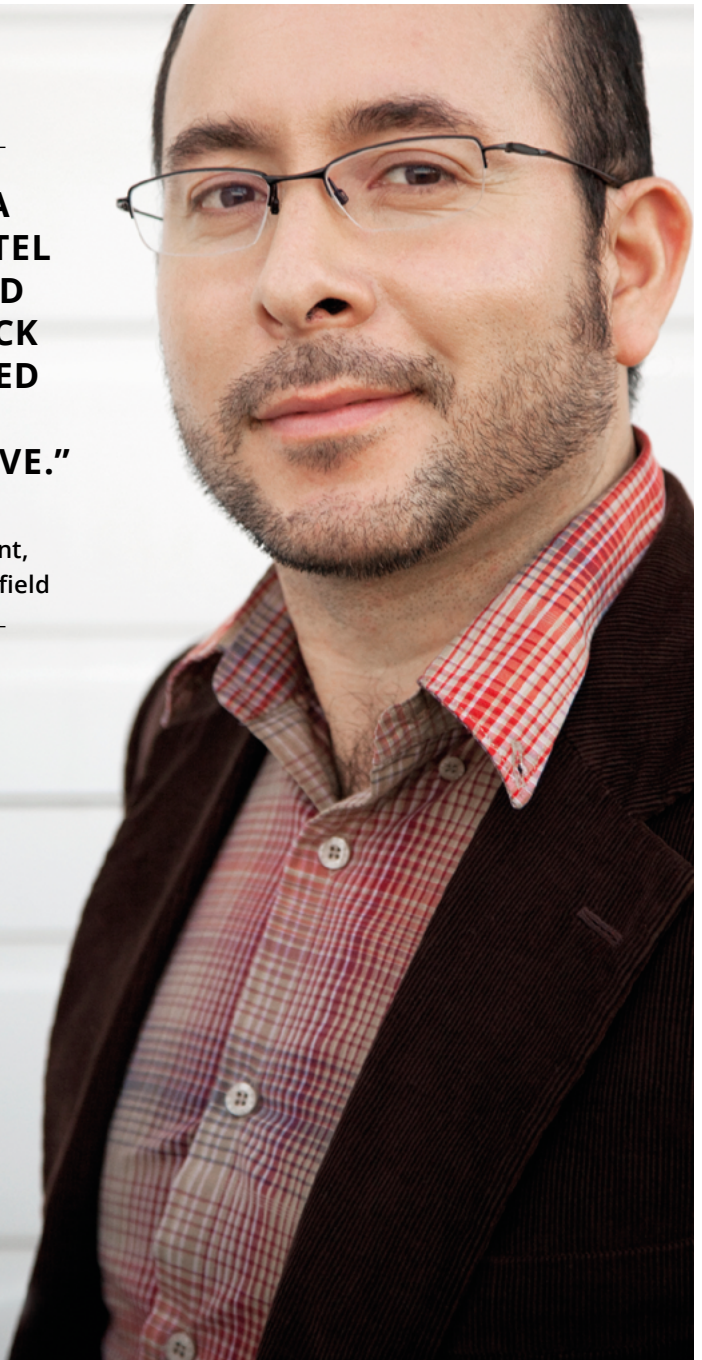


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**"I TESTED A  
TRIVAGO HOTEL  
PORTAL, AND  
THE FEEDBACK  
I GAVE HELPED  
MAKE IT  
MORE INTUITIVE."**

Simon (41),  
user test participant,  
Project Manager, Enfield

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**#FATHER #GRADUATE #CITY TRIPS #FOOTBALL FAN  
#MAESTRO CARD #INSURANCE #SONY TV**

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## FACTS AND FIGURES

### **DYNAMIC CRITERIA**

In order to create specific profiles for detailed user tests and surveys, we question our panel members according to the criteria that the customer is interested in. This allows us to expand our knowledge of the test users without having to gather data in an earlier phase.

### **PERSONAL DATA**

For each customer inquiry, the relevant participants answer new questions about themselves. This means that we are constantly learning more about our panel members, enabling us to create targeted profiles. We don't just ask about the place of residence, gender, age, profession and education of each member. We also ask about technical devices they use and the information we use to verify their profile, including email address, mobile number and Skype ID.

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#ANDROID #FINANCIAL ASSETS  
#HOUSEHOLD INSURANCE  
#SOLAR POWER UNIT #SPA BREAK  
#PREGNANT #MOBILITY CUSTOMERS  
#HOME-OWNERS #RETIRED  
#LUXURY VEHICLE #FAMILY #LEFT-  
HANDED #MILLIONAIRE #LINUX #IPAD  
#START UP #HEALTH INSURANCE

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35 %

ARE BETWEEN  
30 AND 50 YEARS OLD



41 %

HAVE A COLLEGE  
DEGREE



50

LANGUAGES  
SPOKEN



48

COUNTRIES ARE  
REPRESENTED



55 %

USE AN  
ANDROID DEVICE

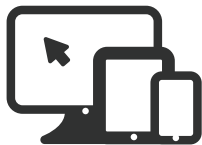


27 %

HOLD A MANAGERIAL  
POSITIONS

## TYPICAL STUDIES

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USER TEST



FOCUS GROUP/  
WORKSHOP



INTERVIEW



DIARY STUDY

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### **QUALITATIVE STUDIES**

Our test users can be booked for in-house, at-home or remote studies. The studies themselves are conducted and moderated by the customer. TestingTime is responsible for paying the participants.



A/B TESTING



ONLINE SURVEY



DESIGN SURVEY



YOUR CUSTOMISED TEST

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### **QUANTITATIVE STUDIES**

The members of our panel also take part in online surveys.  
All standard survey tools are supported. TestingTime is responsible  
for paying the participants.

# SUCCESSFUL USER TESTING

## **1. PREPARATION**

First, prepare a test script defining the testing objectives. Make sure you have enough introductory, main and concluding questions. Consider which target group is relevant to your test and keep the right mix of age and gender in mind when recruiting participants. For a qualitative user test, you do not need more than five to seven test users.

Make sure you factor enough breaks into the test day. Create a pleasant atmosphere for the test participants. Choose a person to be the moderator who will guide the test users through the test in a neutral way, and plan on having a second person there as an observer.

## **2. EXECUTION**

Give the test users a brief introduction and remind them that they are not being tested, but rather the particular prototype in question.

If necessary, have the test users sign a confidentiality agreement prior to starting. Encourage the participants to think aloud and – very importantly – never make fun of what they have to say. Only interrupt the test if it proves impossible to continue. Do not ask leading questions and never ask for solutions or preferences. During the test, only the participants and the moderator should speak; the observer should save any questions until the end.

At the end of the test, you should also offer the test users the opportunity to pose their own questions. Make sure you keep to the agreed time frame and factor in enough time for the conclusion. Avoid drawing premature conclusions based on individual statements.

### 3. ANALYSIS AND NEXT STEPS

Do not wait too long after the test day to evaluate the findings.

Ensure that the knowledge gathered is incorporated into ongoing development as a matter of priority. Remember to conduct additional tests at regular intervals.

The following companies have already made use of our services.

#### REFERENCES

**Deloitte.**

**Google**

 **HEINEKEN**

 **swisscom**

DEBENHAMS

**MIGROS**

 **SBB**

 **zalando**

**secret Escapes**

 **Microsoft**

**trivago®**

 **ricardo.ch**



 **UBS**



# CONTACT

## **YOUR CONTACT**

Would you like to find out how to conduct successful user tests? TestingTime supports you with a „How To“ guide about moderated user testing. For further information, get in touch with us at [contact@testingtime.com](mailto:contact@testingtime.com).

**We look forward to hearing from you.**

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**«A USER INTERFACE  
IS LIKE A JOKE.**

**IF YOU HAVE TO  
EXPLAIN IT, IT'S NOT  
THAT GOOD.»**

Martin LeBlanc

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