



# UX Testing Sprint

Improve each agile product design cycle with confidence

Before you finalize your product designs you want solid evidence that it will be engaging and successfully used by the target audience. Through our product UX testing sprints, we rapidly validate your experience in the hands of actual users.

## THIS SERVICE HELPS TO...

Uncover the true product experience and its usability

Learn quickly through 1 and 2-week testing sprints for rapid feedback cycles

Know if your target audience will engage with the product experience



## WHAT YOU GET

You receive an insightful UX testing report. These insights validate the product experience in the hands of end users, including:

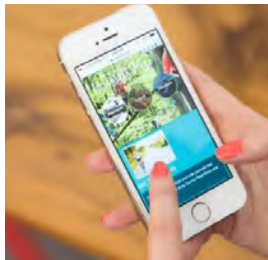
- ✓ An analysis of the quantitative and qualitative UX test data based on best practices
- ✓ The root causes of each product experience issue uncovered
- ✓ Practical, prioritized design recommendations for product design improvements
- ✓ Opportunities for business and design innovations that you may not have considered



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## HOW WE DO IT

- 1** We collaborate with your team to understand the testing objectives resulting in a UX test sprint plan and protocol.
- 2** We manage the recruiting of end users, arranging the test set-up, and other logistics. We work in-lab, in the field, and remotely.
- 3** Through structured one-on-one sessions with users, we observe them as they complete tasks using the mobile product on relevant devices.
- 4** We capture and visualize test results so they are clear, easily translated into design solutions, and communicated to the team.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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