



SERVICE DESCRIPTION



User Experience Assessment

Understand the end-to-end experience through the eyes of customers

BENEFITS

The UXA applies a magnifying glass to your product's user experience, turning speculation into actionable knowledge that delivers:

- ☒ Objective data about the quality of the product
- ☒ Knowledge of the mental model and emotional reactions of real users
- ☒ Identification of weaknesses in user experience and value in hands-on usage
- ☒ A clear list of specific ways to fix any problems found
- ☒ The confidence that comes from having a realistic picture of where the product is and how to improve it

CONTACTUS

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OVERVIEW

A user experience assessment, or UXA, is a research study with target users that broadens the focus from your product itself to the larger user experience, as opposed to the narrower UI-only focus of a typical usability study. The scope of a UXA encompasses the critical early stage that we call the "anticipated experience." This potentially goes beyond the out-of-box experience (installation and first-time use) to include daily tasks.

For example, test participants review materials like the product landing page, which sets initial user expectations and creates a mental model for what your product is and how it works. The resulting report assesses, diagnoses, and prescribes, answering critical questions like how good is the product? What caused the problems (if any)? And how can you fix those problems?

APPROACH

A typical UXA includes product walkthrough, individual participant sessions, in-depth analysis, and reporting with specific, actionable recommendations.

In each UXA, we:

- 1 Determine screening criteria for recruiting UXA test participants
- 2 Perform a researcher walkthrough of the exact tasks the participants will follow, from first exposure to successful use
- 3 Write a test protocol that covers task introductions, follow-up questions, and so on
- 4 Recruit participants and pay incentives for user sessions
- 5 Moderate the test sessions with participants and record them for later review
- 6 Analyze data, discover underlying insights, and develop concrete recommendations
- 7 Prepare and present the final report