



INFORMATION SERIES

Usability Testing

The Value of a Seamless, Intuitive User Experience

A poor user experience can ruin a product launch - and the reputation of the company behind it. Unlike in-house usability testing or large-scale lab-based testing, uTest leverages a profiled community of software professionals who are committed to delivering unbiased, high-quality feedback.

Testing Services

uTest currently offers two usability testing options for companies with web, mobile or desktop applications:

- **Survey-Based Usability Testing:** With this service, a company can create its own use cases and surveys, submit them to a hand-picked focus group from our global community, and then analyze the results through our secure online platform. [Read more...](#)
- **Full-Service Usability Testing:** uTest has recruited a number of user experience (UX) experts that create, administer and analyze detailed usability surveys for customers who don't have the necessary in-house expertise or resources. [Read more...](#)

Why Choose uTest For Usability Testing?

Unlike high-priced boutique firms, uTest provides usability testing that is practical, quick and cost-effective. Companies from around the world leverage uTest to:

1. **Get Qualified User Feedback:** Tailor your virtual focus group by age, gender, education, location, language, industry, hobbies and other criteria.
2. **Increase App Usability:** With 25,000+ testers from around the world, uTest can help you identify key usability issues and bottlenecks before you launch.
3. **Get To Market Faster:** Complete an entire usability test cycle in as little as two days
4. **Lower Usability Testing Costs:** With uTest, there are no long-term commitments or contracts. Our on-demand model enables you to lower the costs of testing.
5. **Complement In-House Efforts:** uTest offers solutions designed to meet a wide variety of objectives, and we can work closely with your in-house departments.

Next Steps

Want to know more about how uTest works? Check out our [intro video](#). Want to know how much it costs? Ask us for a customized [price quote](#).

On crowdsourced usability testing:

"In less than a week we had picked almost 400 testers and ran complete usability cycles with users all over the world. I can't imagine an easier way to get that type of testing coverage." - **Peter Clegg, Director of Product Management, [Move Networks](#)**