Rapid Usability Testing

Get swift and focused user feedback to enhance your products' user experience. With targeted studies that quickly identify usability issues and opportunities for improvement, your team can make informed design decisions rapidly, ensuring your product meets and exceeds user needs.

UXreactor

How It Works

1 Define Testing Objectives

Specify the key areas of your product or prototype you want to test for usability concerns

2 Conduct rapid usability sessions

We will perform rapid, focused testing sessions with real users to gather critical usability data

3 Receive results and recommendations

Quickly get detailed insights along with actionable recommendations to enhance your product's user experience

This Is for You If...

You're concerned about the overall effectiveness of your product's user experience

You're wondering if your products or features align with user expectations and preferences

You want to mitigate the risk of having to redesign your product or features after launch

Rapid Usability Testing can be purchased as a "pack" of 1, 3, or 5 studies!

A Fast, Targeted Study

Efficiently conducted studies that focus on your critical usability concerns, delivering results without delay

Direct User Feedback

Gain unfiltered insights directly from end-users, offering clear perspectives on how your product is experienced
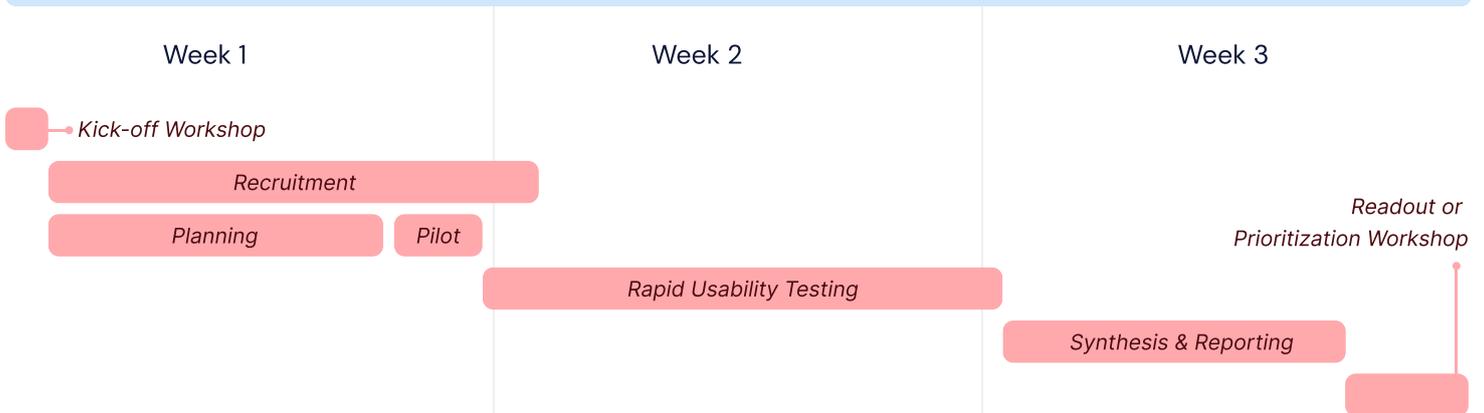
Immediate, Actionable Insights

Receive concise, practical recommendations that can be swiftly implemented to enhance user experience instantly

What You Will Get

What It Can Look Like

3 Weeks

Week 1	Week 2	Week 3

- *Kick-off Workshop*
- Recruitment
- Planning
- Pilot
- Rapid Usability Testing
- Synthesis & Reporting
- *Readout or Prioritization Workshop*

We Can Support You in Any Phase of Product Development

Discovery
Identify user needs and opportunities or validate demand with fast, targeted exploratory studies

Define
Set the direction of your product by getting feedback on concepts to establish clear requirements and functional specifications

Design
Iteratively test design prototypes to quickly catch usability issues and validate user flows and interactions before moving to code

Development
Test functional prototypes to identify issues before full-scale development and ensure efforts are aligned with user expecations

Deploy
Launch and learn. Perform usability checks to ensure intended functionality, and gather initial user feedback to iterate and improve the product quickly

What Success Looks Like

RallyUp
A baseline rapid usability test before a major redesign revealed key user confusions and underserved needs, strategically guiding the prioritization of the redesign roadmap

CDW
Employing rapid usability testing on 50+ potential redesign concepts, efficiently determined user-preferred designs, streamlining the decision-making process for concept advancement

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"During our early product and design innovation cycles, Tekion teams had extremely tight development timelines in order hit key milestones. As a key partner, UXReactor's ability to conduct research and deliver key insights quickly helped us avoid additional development costs and improved our product-market fit."

Justin Hou
VP Product Innovation, Design, Product Marketing, and Learning | GM of AI

TEKION