User Experience Testing Methods:

* One-on-one usability testing where users are tested in a controlled ‘laboratory’ environment, to find out why the app is not performing and how it can be improved. Testing typically involves a minimum of five one-on-one interviews with a prototype of the app.
* Paper prototyping where users are observed interacting with a paper mockup of the app to ensure you get the design right before you invest in app design. Testing typically involves a minimum of five one on one interviews with a paper prototype of your website.
* Contextual observation and analysis (shadowing) where a user is observed using the app within a 'natural' environment to identify factors which will adversely affect the success of your online investment. Testing typically takes place in the customer's or user's own environment - in the home or work environment.
* Conduct online usablity groups with a sample of your tagert audience and gain valuable insight in to how consumers use and think about your app, marketing and overall marketing mix. Using the [Group Quality](http://www.groupquality.com.au/) online software tool Additional View able to conduct hybrid research groups combining both focus groups and usability group testing in the one session.