

Unlayering the UI / UX JOURNEY

WHAT YOU CAN MEASURE

- User session (navigation) recordings
- Aggregated scores of visual attention & emotional involvement.
- Aggregated statistics of user experience

VISUAL ATTENTION & USER EXPERIENCE

Visual attention is a key factor responsible for users' behavior - to know exactly where users are looking using the app, your OTT platform interface, the website – and learn in a candid manner, how they behave, navigate and consume content

WHY CHOOSE US?

- We believe UX testing needs to be approached in the most natural context, in order to capture real and most authentic consumer behaviour.
- We deploy abridged tools, drawing forth technology solutions and complement traditional research methodologies, to yield actionable results.
- We even use AI-enabled online solution for conducting remote unmoderated and moderated user testing with behavioral insights



Test PROTOTYPES

Run tests with prototypes made in Figma, InVision, or Sketch. Ensure your design works well and engages



Test MOBILE APPS

Test any live mobile app - from e-commerce to content to social network and understand usability & user experience



Test LIVE WEBSITES / PLATFORM

Test how audience engages with your platforms/ websites to explore navigational truths and experience