

Mobile applications are in greater demand than ever before, as long as they offer good usability. Zühlke has the required expertise to ensure high levels of user acceptance for your apps.



## Successful apps thanks to usability testing

### New opportunities offered by mobile apps

Ever-increasing numbers of mobile applications are available for smartphones and tablets. The development of proprietary apps offers companies great opportunities to reach customers and other users via new channels and to increase customer loyalty. There are also opportunities and ways to strengthen brands.

### Greater success due to good reviews

However, users are becoming ever more demanding. They want good and intuitively usable mobile applications. And the consequences of poor usability can be wide reaching – including dissatisfied users, poor reviews and damage to a company's image. Zühlke provides usability testing for mobile applications to ensure the success of your app right from the very start.

### Usability testing for mobile applications

In usability tests, users carry out realistic tasks with an app on a smartphone or tablet. A high-resolution document camera records all interactions with the device and the application. At the same time, a separate camera captures the facial expressions, gestures and comments of the user. In this way, usability specialists can record and subsequently evaluate actions together with the feelings and reactions of the user. The client can follow the tests live and is provided with well-structured documentation about any usability issues that arise during the tests – including severity ratings as well as specific suggestions for improvement.

### The benefits for you

Usability tests identify user interface deficits and issues regarding the usability of your apps. The earlier such things are detected during the development process, the easier and more cost-effective it is to address them. Zühlke can help you to integrate the crucial aspect of usability into your apps with little effort and with low levels of investment. Specific proposals regarding the rectification of observed usability problems can help you to develop a successful app that users will love.

Benefit from our usability and mobile expertise. Get in touch with us to ensure a high level of user friendliness for your app. Zühlke will help you to discover the opportunities offered by mobile applications and to minimise the risks faced when entering new customer channels.

We would also be happy to assist you with the development of apps for iPhones, as well as Android and Windows phones.

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