

Psyma UX-Testing



Partner up with Psyma's digital experts and use our UX Testing solutions to your brand's benefit.

- ✓ 1st hand experience
- ✓ Qualitative insights
- ✓ Actionable results
- ✓ Tailor-made consulting



Independent expertise

Unbiased results with a fresh look at challenges at hand



User perspective

In-depth understanding of digital customer journey, user requirements, motives & drivers of satisfaction

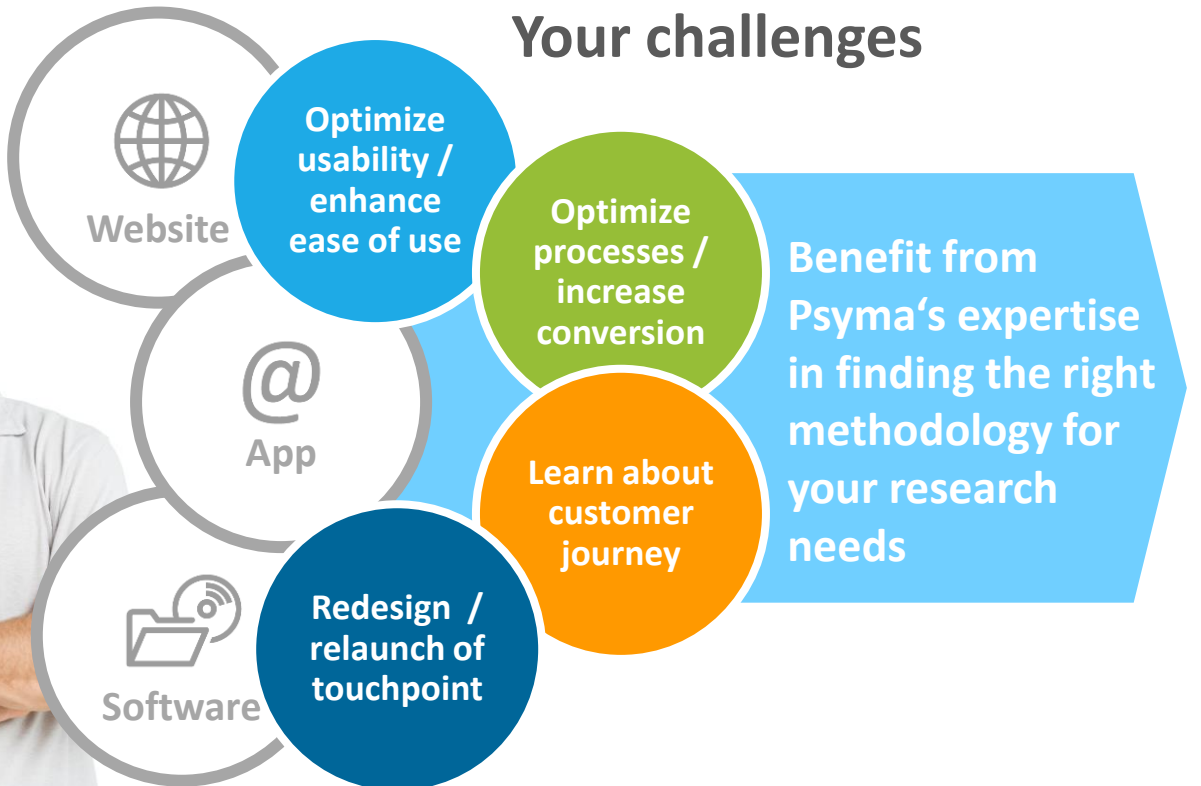


Extensive experience





Industries, markets, use cases, commercial approaches, innovations.....



Your challenges



Our solutions – choose the one which best fits your needs

 AGILE UX TESTING	 REMOTE UX TESTING	 CUSTOMER EXPERIENCE DAY	 COMPREHENSIVE UX TESTING
<ul style="list-style-type: none">● Actionable insights● Embedded in sprints / prototype development	<ul style="list-style-type: none">● Respondents take part in test from the comfort of their homes / offices● Ideally for regionally diverse target groups / B2B	<ul style="list-style-type: none">● Interactive exploration & development● Workshop based stakeholder exchange● Several testing stations & moderated discussion	<ul style="list-style-type: none">● Explorative, in-depth interview, extensive insights● Use case based f2f interviews in test studio● Implicit add-ons possible (e.g. eye tracking, implicit methods, emotions)
<p>❖ Quick, iterative insights</p>	<p>❖ Ideal for target groups not available at a central location</p>	<p>❖ Learn more about user behavior & customer journey</p>	<p>❖ Deep dive into user motives, understand reason why</p>



Dieter Gabsteiger

Managing Director



Phone: +49 911 / 9957480

E-Mail: dieter.gabsteiger@psyma.com