

Looking for a tool to gain solid feedback with a qual touch?

Learn about our approaches combining structured yet qualitative insights



Structured assessment following proven KPIs



Mixture of quantitative & qualitative elements



Valid results with benchmarks you can compete with

Our solutions

Structured user feedback on prototypes / concepts / demo material



Quantitative UX Testing



Pre-defined audience: Controlled sampling e.g. by panel



KPI-based assessment paired with qualitative evaluation



Interactive tools for visual test material, e.g. Screenshot commentator, Card-sort



Qualitative & quantitative user perspective

Our solutions

Spread & convergence of expert opinions



Psyma Expert Elicitation



Involve your stakeholders (internal / external) **and/or Psyma experts**



Mix of Quan (KPIs / scores) **and Qual** (explanation for scores)



Short & standardized questionnaire



Consolidated picture / validated perspectives

Our approach

How does it work?



Expert Elicitation

Selection of stakeholders

- Standardized questionnaire

- Presentation of test object
- Assessment of KPIs / User Experience
- Qualitative feedback / Reason why

Emotional Impact / Attractiveness

Ease of Use

Content / Relevanz

Conversion / Engagement

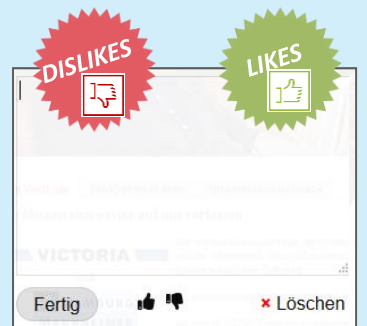


Quantitative UX Testing

Screening of target group

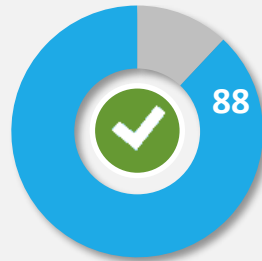
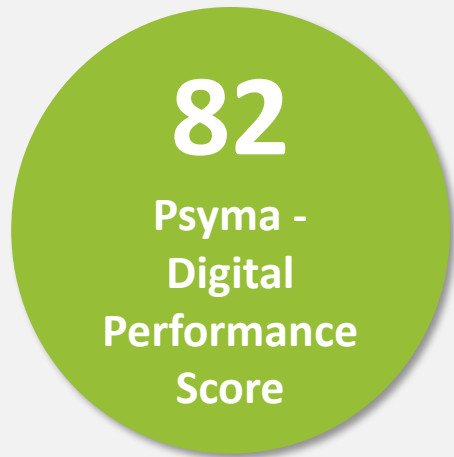
- KPI assessment + extended questionnaire
- Tailored questions possible

- Interactive Tools
- Additional insights / deeper understanding



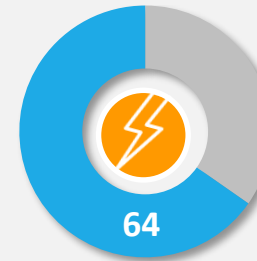
Sample output

Clear assessment of relevant KPIs. Benchmarks you can compare with



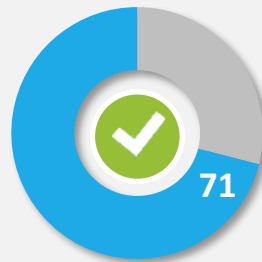
Ease of Use

Clear page layout & user guidance



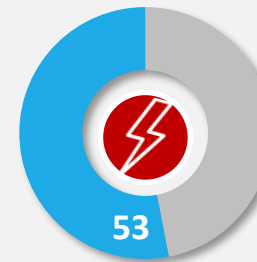
Content / Relevance

E.g. persuasiveness, clear product communication, support of the purchase decision



Emotional Impact / Attractiveness

E.g. professional, visually attractive & entertaining presentation of content



Conversion / Engagement

E.g. clear communication of next steps incl. CTAs / promotion of next step within the user journey

Sample Output "Quan UX Testing"

In-depth analysis & visualization of (qualitative) insights

Screenshot Commentator

Psyma Smart-Excel-Analyzing Tool

PAOI 1: n=251; 51% Likes; 49% Dislikes

AOI 2: n=205; 65% Likes; 35% Dislikes

Als internationales Marktforschungsinstitut forschen wir in über 40 Ländern mit Leidenschaft und Begeisterung.

Areas of Interest
(Number of clicks in defined areas)
in der Marktforschung

AOI 3: n=155; 60% Likes; 40% Dislikes

Dislikes

Lösungen, die wir anbieten

psyma Research People Creative Solutions

UX Testing

Investitionen sichern durch die Berücksichtigung von Nutzeranforderungen

UX Testing Ihre Herausforderung

Wirkliche App / Software

Realität / Mensch mit Funktionen

Interaktion / Feedback

Professionelle Sie von Psyma Expertise Finden Sie die richtige Methode für Ihre Herausforderungen

Likes & Dislikes

Ihre Zielgruppe(n)

- Aus erster Hand
 - Interaktion mit einem Produkt
 - Deskriptive Informationen für die Analyse
 - Empirische Prozess zur Customer Journey
- Umsetzbare Ergebnisse
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
- Qualitative Erkenntnisse
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
- Fit for purpose
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt
 - Interaktion mit einem Produkt

UX Testing Die Lösung

UX Testing ist mehr als nur User Experience

Brand / Product Category

Conversion

Relationship

Identify

Fertig

Löschen

DISLIKE

LIKES

psyma Research People Creative Solutions

30% F

70% F

As an international market research institute, we conduct research in over 40 countries with passion and enthusiasm.

We deliver customer centric, user centric insights. The focus is on people and not metrics with rapid turn around times. Our research is conducted in a professional, practical, open, consistent, and transparent manner. We are committed to providing you with the best solutions.

Take us at our word

Passionate People. Creative Solutions.







Heatmap
(Highest concentration of clicks = highest awareness)

Qual feedback
(List of likes & dislikes per concept, separately from clicks)

Brand	Quick Concept	Likes	Dislikes
Concept A - Likes	Was gefällt Ihnen besonders gut? Was spricht Sie an?		
Concept A - Dislikes	Was gefällt Ihnen nicht bzw. weniger gut? Was irritieren Sie?		
Concept B - Likes	Was gefällt Ihnen besonders gut? Was spricht Sie an?		
Concept B - Dislikes	Was gefällt Ihnen nicht bzw. weniger gut? Was irritieren Sie?		

Sample Output “Expert Elicitation”

“Score card” and key positioning of test objects

Brand & Post	Ø- Score (n=6)	Comments <div style="float: right; border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white;"> <i>5 point scale agreement :</i> “The post makes a professional, high-quality impression.” </div>
 	<h1>2.7</h1>	<ul style="list-style-type: none"> • Resolution low but prof. image. • few other links, suggestions, only 1 slogan. • looks artificial and the car is too clean • glossy visual, but text needs improvement • yes, well done. headline + visual
 	<h1>3.7</h1>	<ul style="list-style-type: none"> • Image quality above average, but could be edited / presented a tad more professional / visually appealing. • Standard post • nice photo • visual high quality • it is already professional, only little directional • is quite nice
 	<h1>4.0</h1>	<ul style="list-style-type: none"> • Very well staged image with special effects, matching the product. • Standard post • good photo • Instagram-like • yes, from the design. but because of the unclear message rather not.

When should I use it?



Quantitative UX Testing



If **structured user feedback & qualitative insights** is required to understand & improve



Quan validation & quick turnaround & cost-efficient



Psyma Expert Elicitation



Evaluation of “hot” (digital) topics

Collect feedback from internal & external experts



Structuring internal discussions

e.g. moderating perspectives of all internal stakeholders on a specific (development / optimization) topic

You want to learn more or need advice? Please contact us.



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