



2020 User Testing Industry Report

User Fountain is a user experience and user research agency that offers a managed service for usability testing and user research for customer focussed enterprises. In this study we asked 55 digital professionals to answer 18 questions on their user testing experiences. This report details the findings.

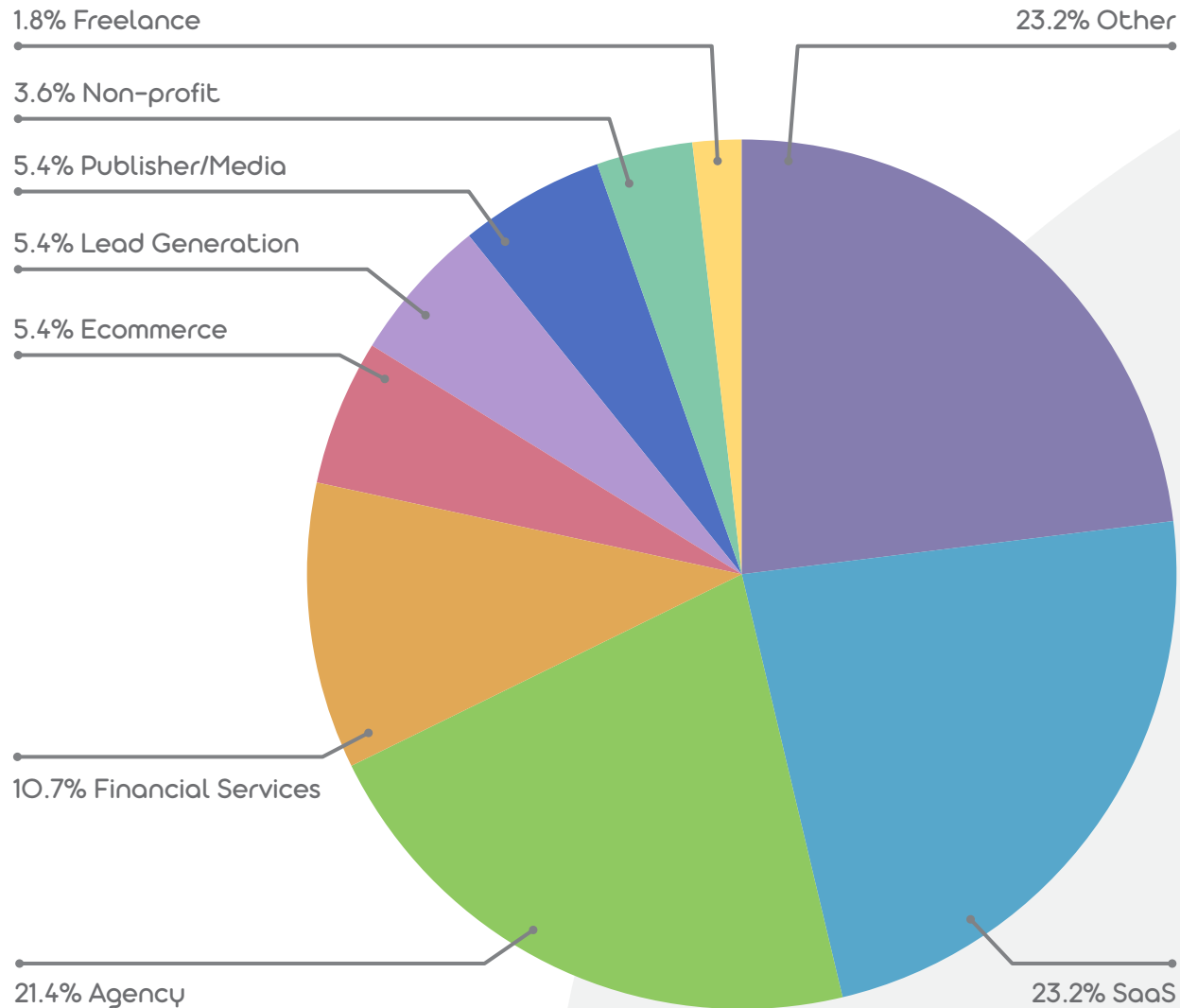


01

Survey Respondents



What kind of company do you work for?

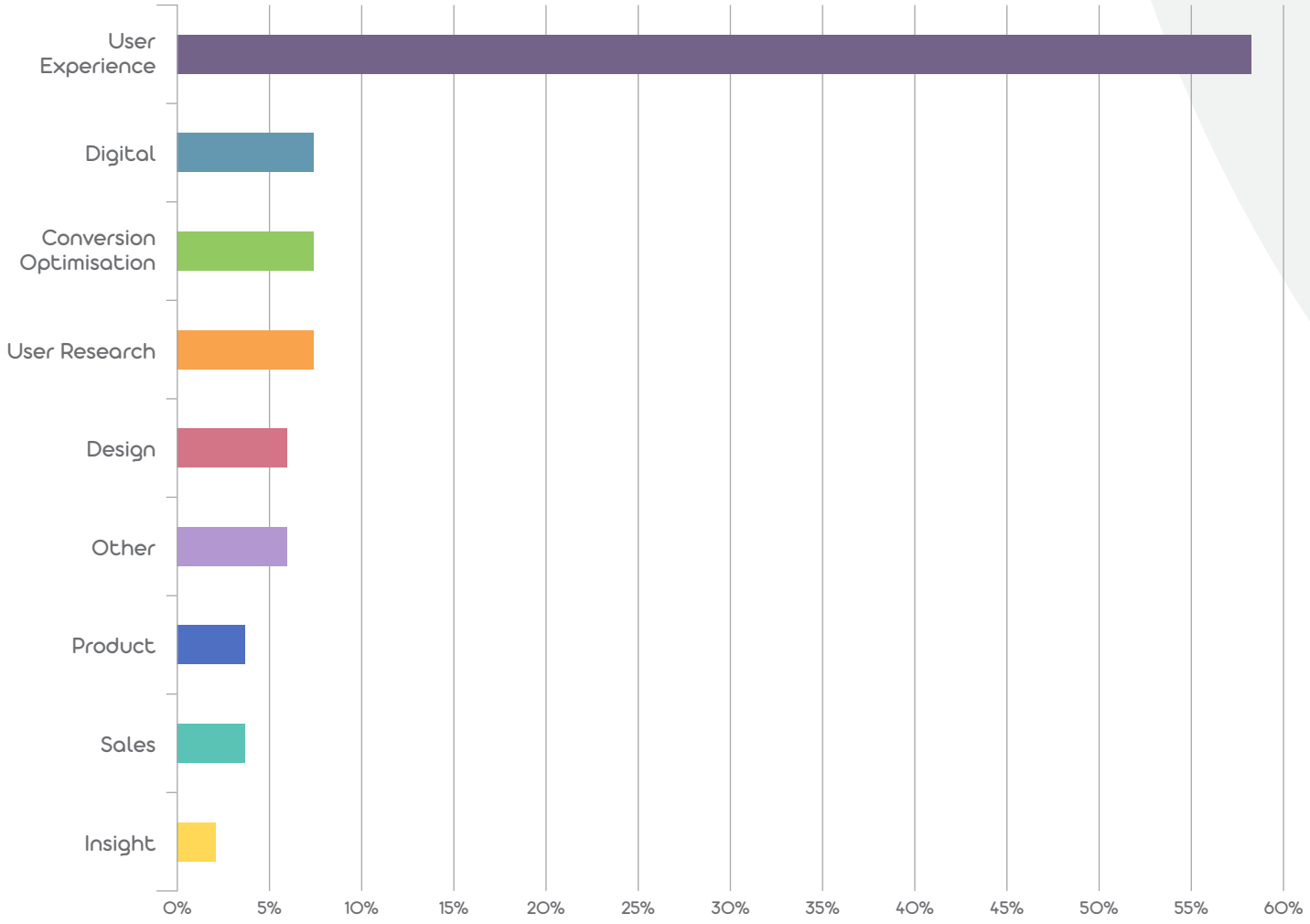


23% of respondents were from SaaS companies

23% of respondents were from other companies including automotive, IT, education and health tech.

21% of respondents were from agencies

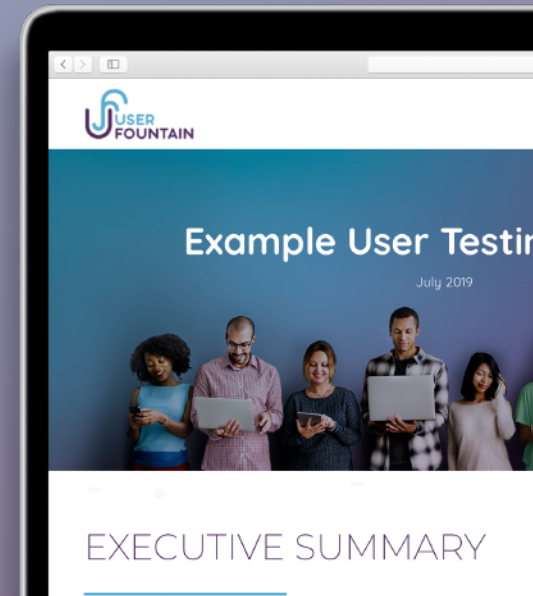
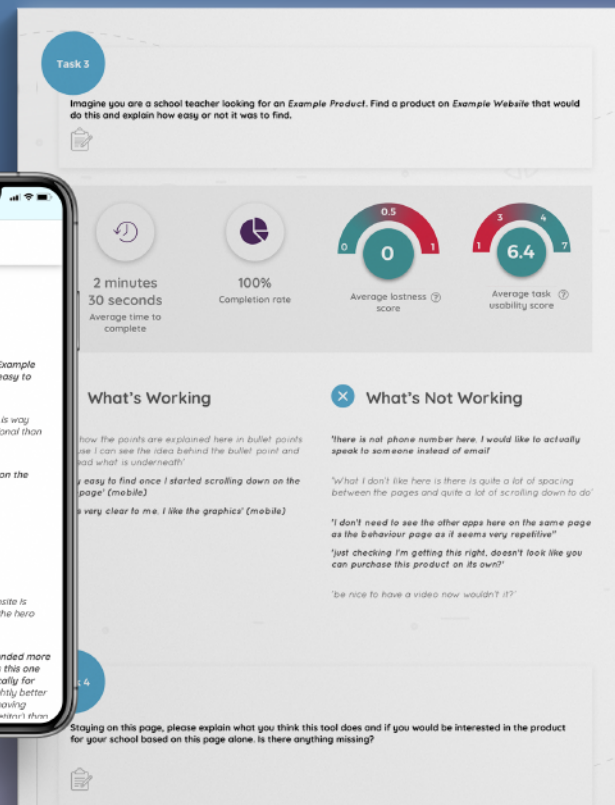
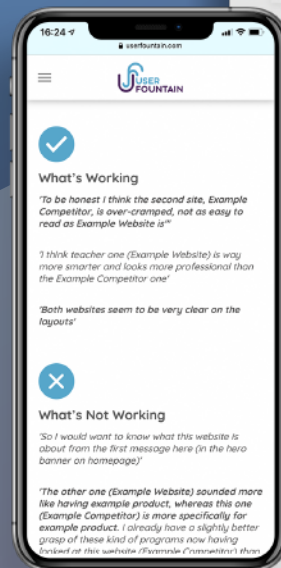
What is the primary function of your job role?



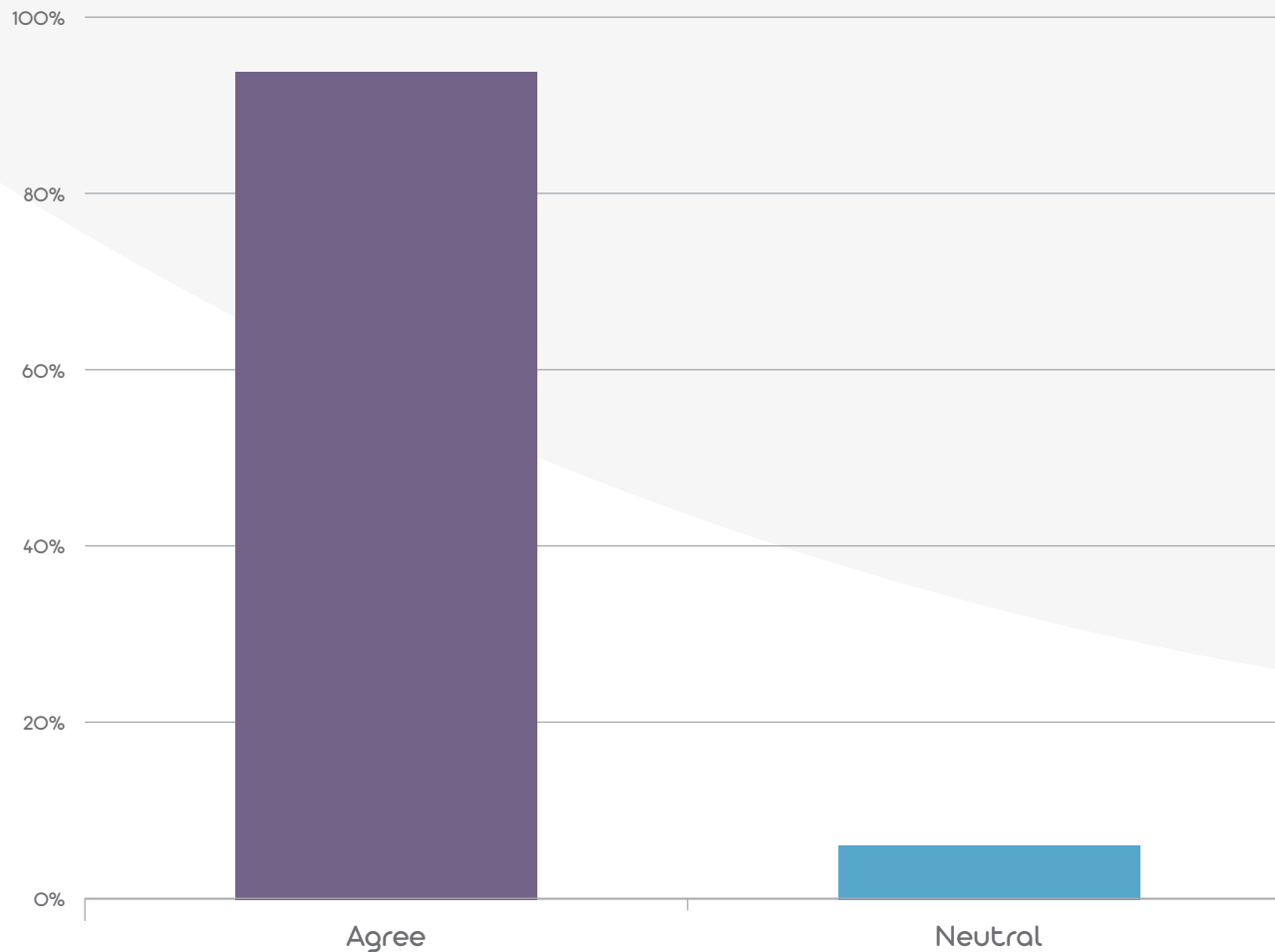
58% of respondents were in a User Experience (UX) role.

02

Attitudes towards User Testing

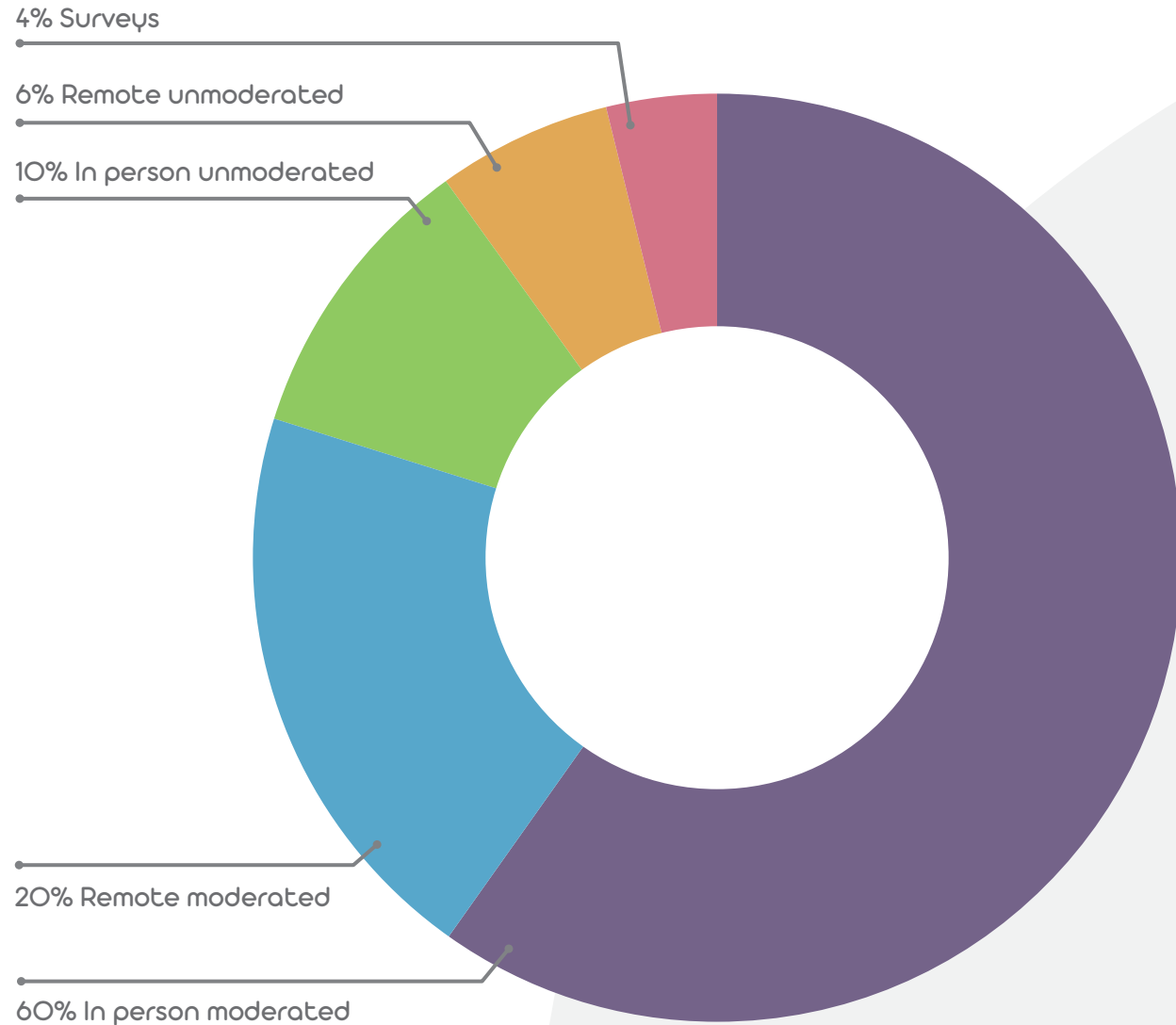


I believe it is important to get real user feedback on online content, designs and experiences



96% of respondents agreed that it is important to get real user feedback on online content, designs and experiences.

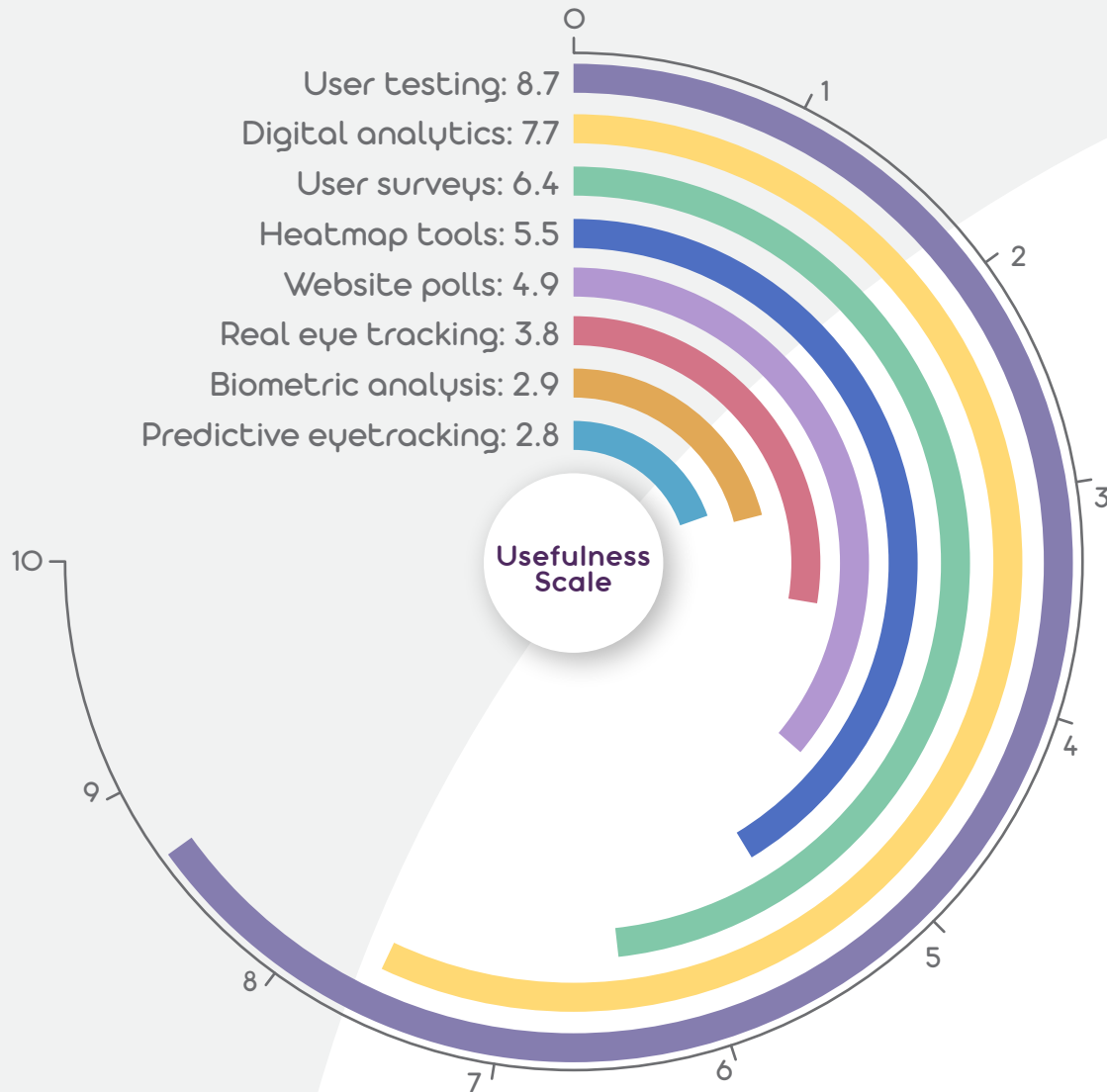
What is your preferred user testing methodology?



Moderated studies are the preferred methodology

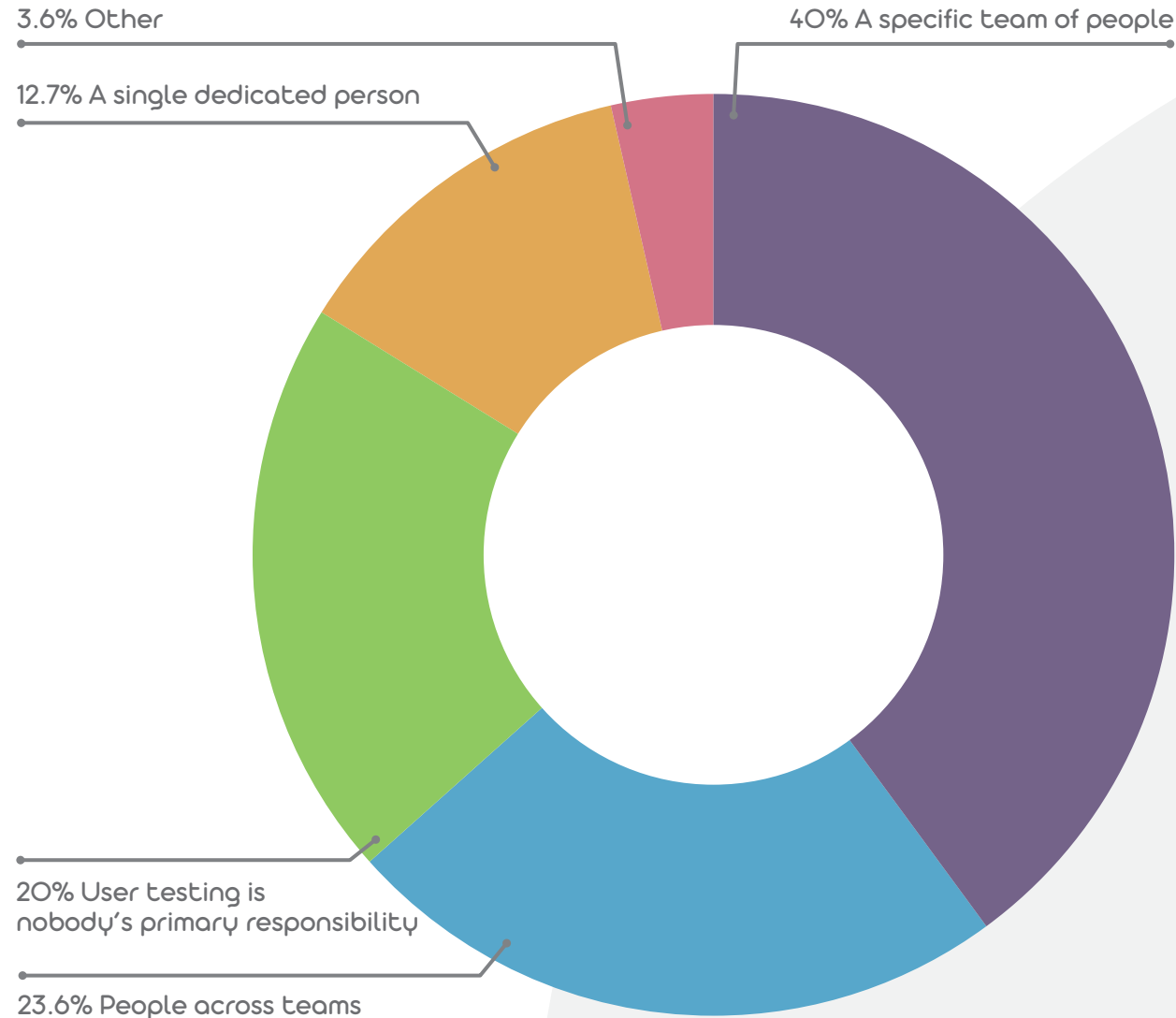
In person studies are the preferred user testing methodology (60%) followed by remote moderated (20%)

Rate the usefulness of the following methodologies in discovering user insights Scale 1-10



User testing was rated the most useful methodology for discovering insights (9/10), followed by digital analytics (8/10)

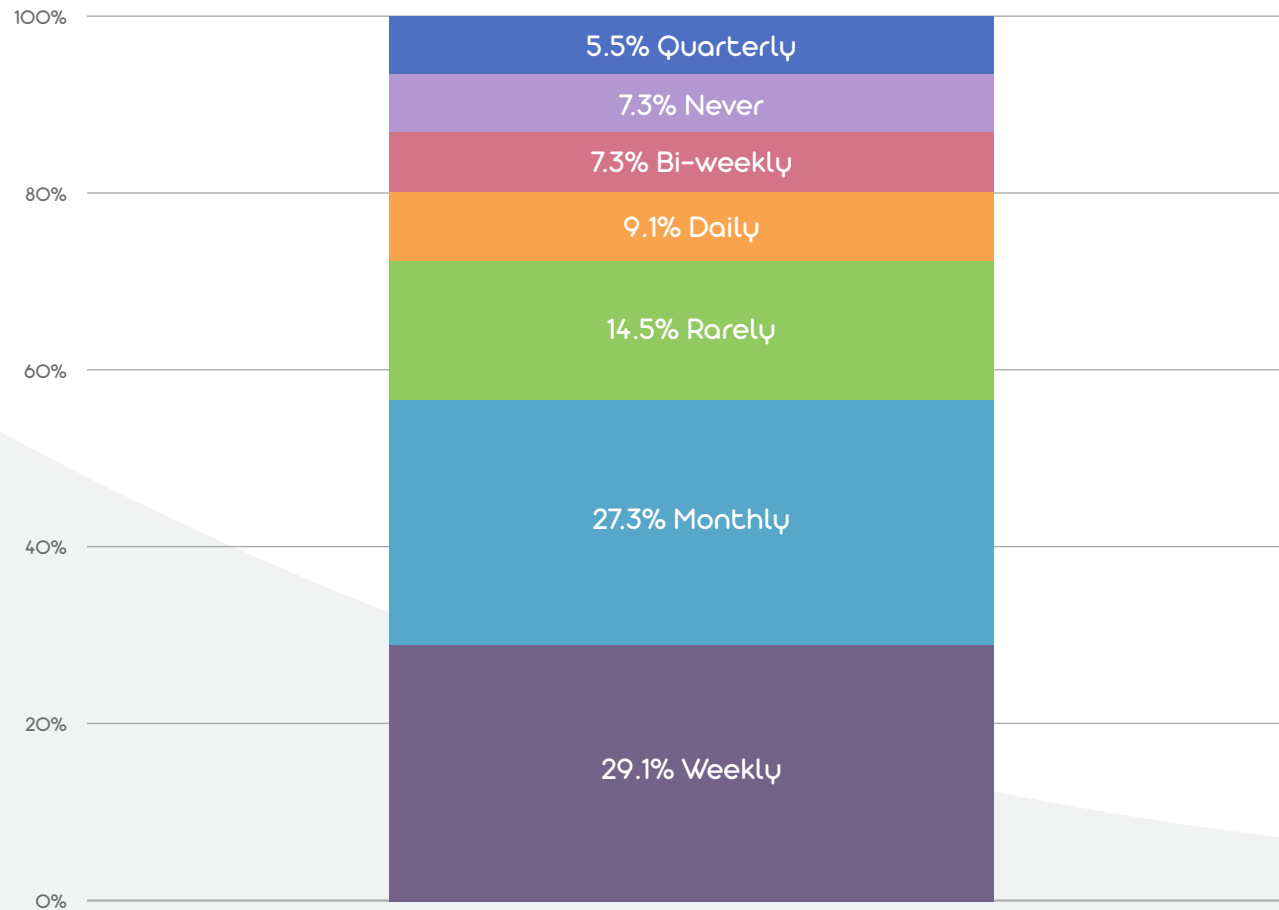
Who is responsible for user testing in your organisation?



40% of organisations have a specific team of people who are responsible for user testing.

Whilst in 20% of organisations user testing is nobody's primary responsibility.

How often do you meet with others in your organisation to discuss user research or user testing?

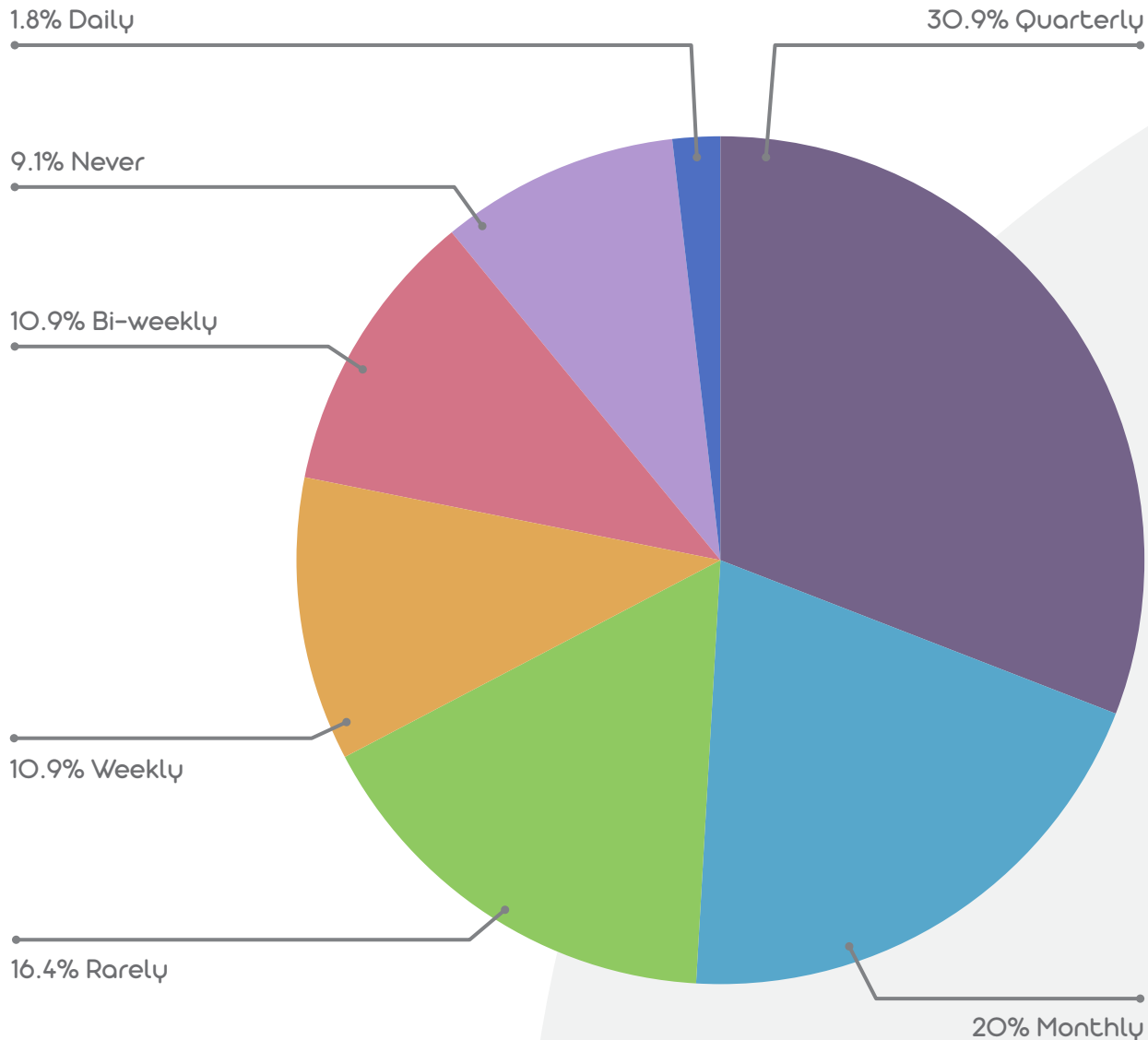


29% of organisations meet weekly to discuss user research or user testing.

27% of organisations meet monthly

7% of organisations never meet to discuss user research or user testing

How often do you run user testing studies?



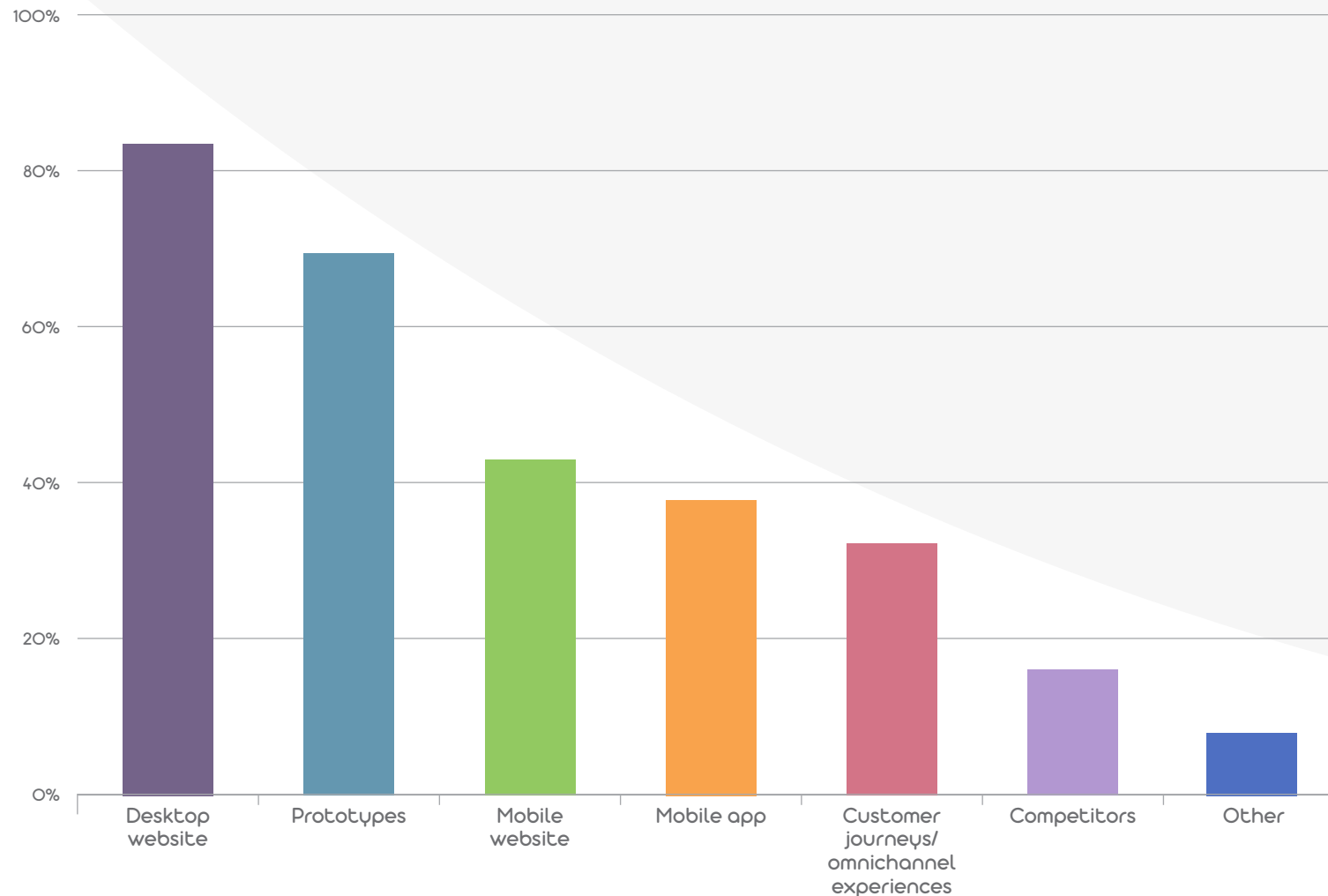
31% of organisations run user testing studies quarterly

22% of organisations run user testing studies weekly or bi-weekly

20% run user testing studies monthly

16% rarely run user testing studies

Which of the following experiences does your company currently run user testing on?



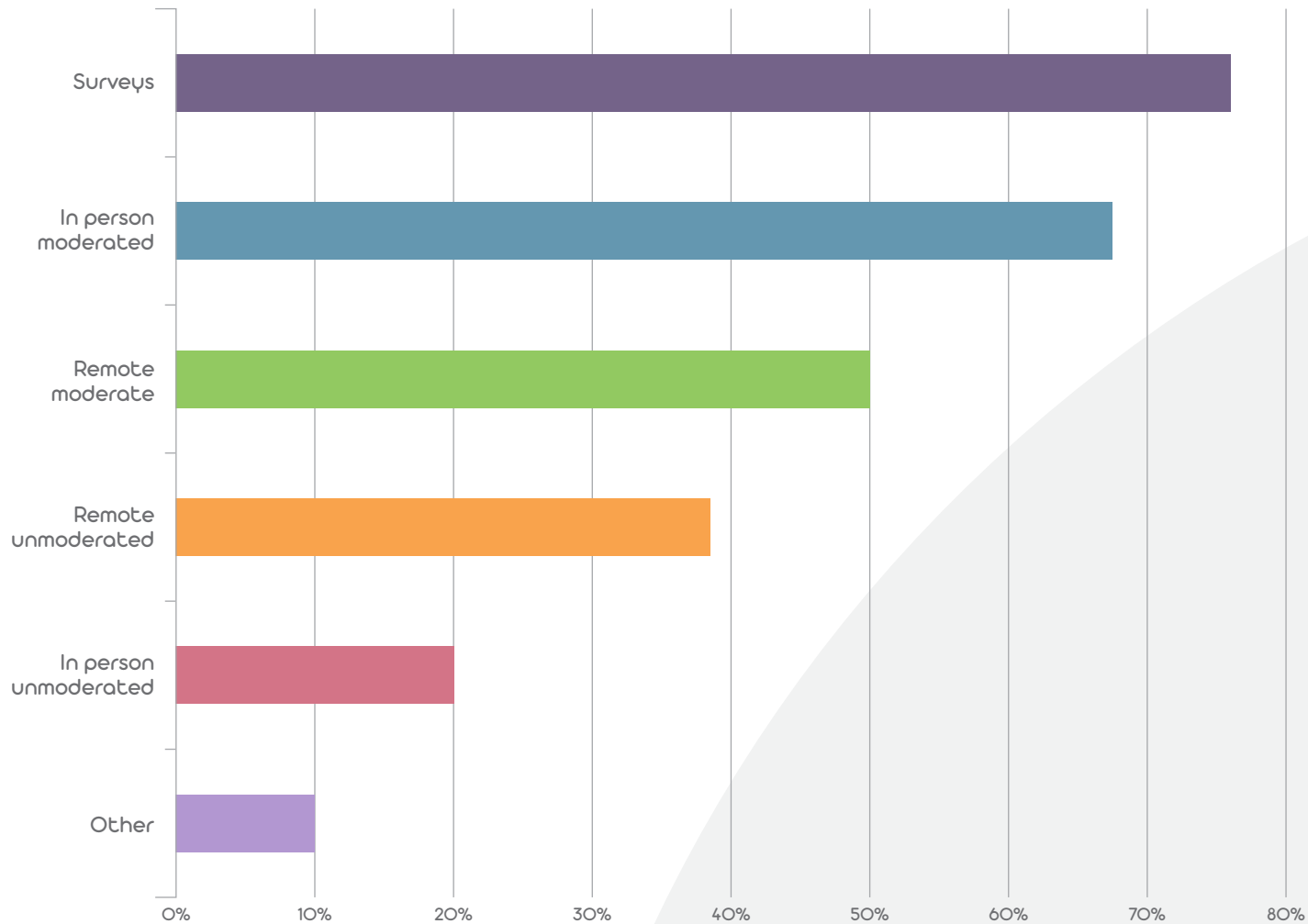
Most user testing is done on desktop websites (82%)

Followed by prototypes (70%)

And mobile websites (42%)

16% of respondents conduct user testing on competitor sites

What user testing methodologies have you used in your current role?

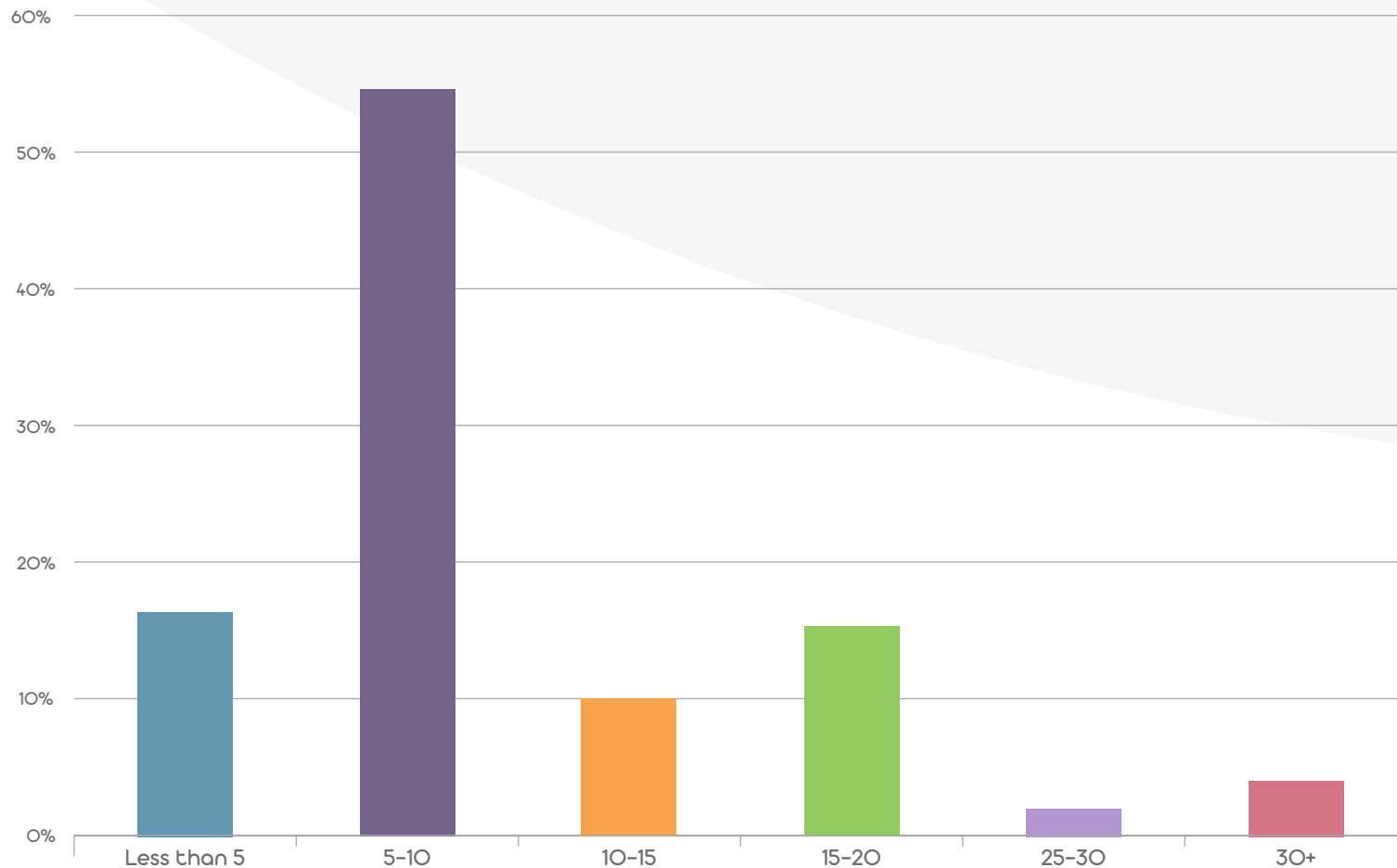


Surveys were the most common user testing methodology (76%)

Followed by in person moderated (68%)

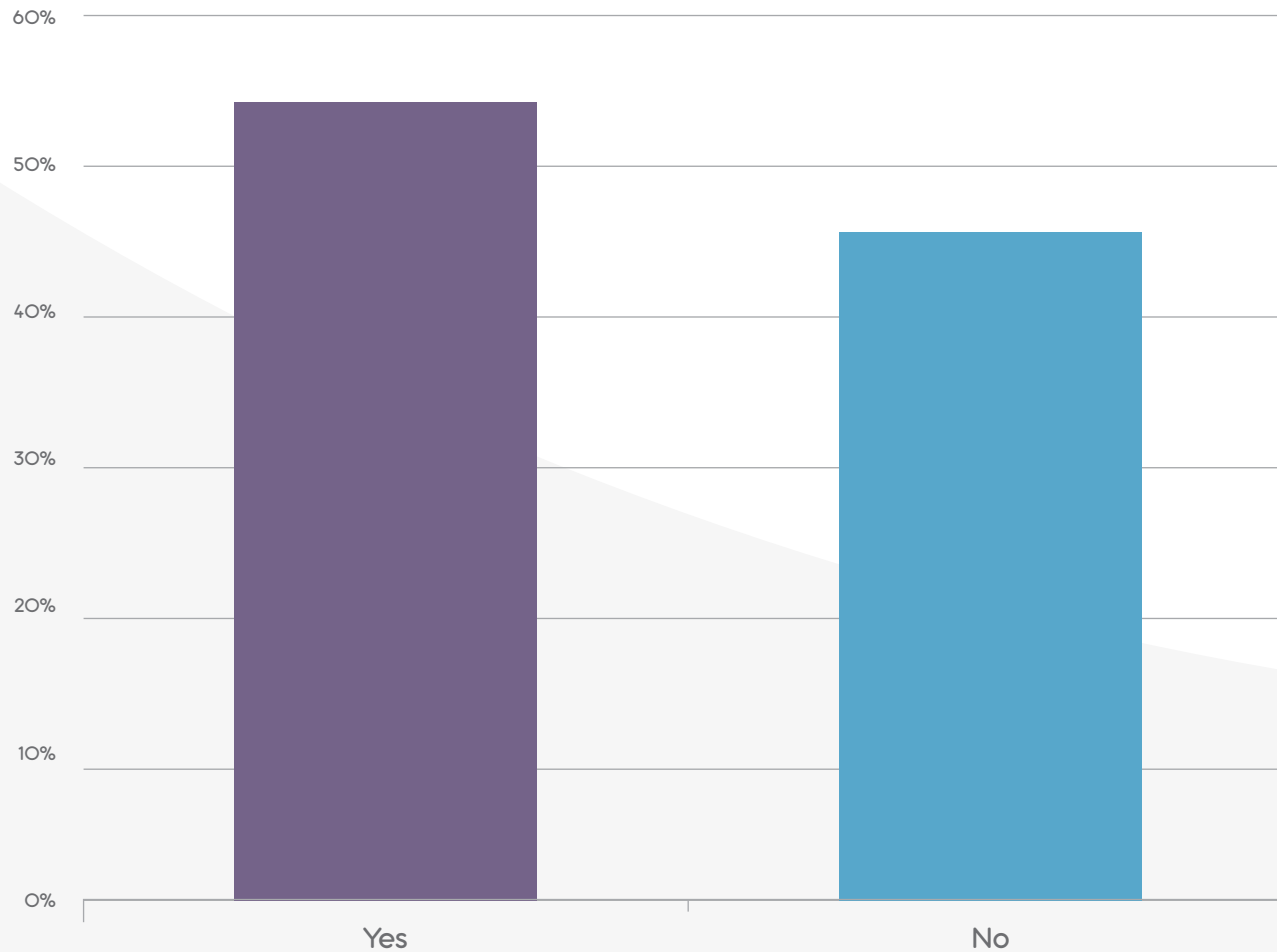
And remote moderate (50%)

How many participants do you typically recruit into user testing studies?



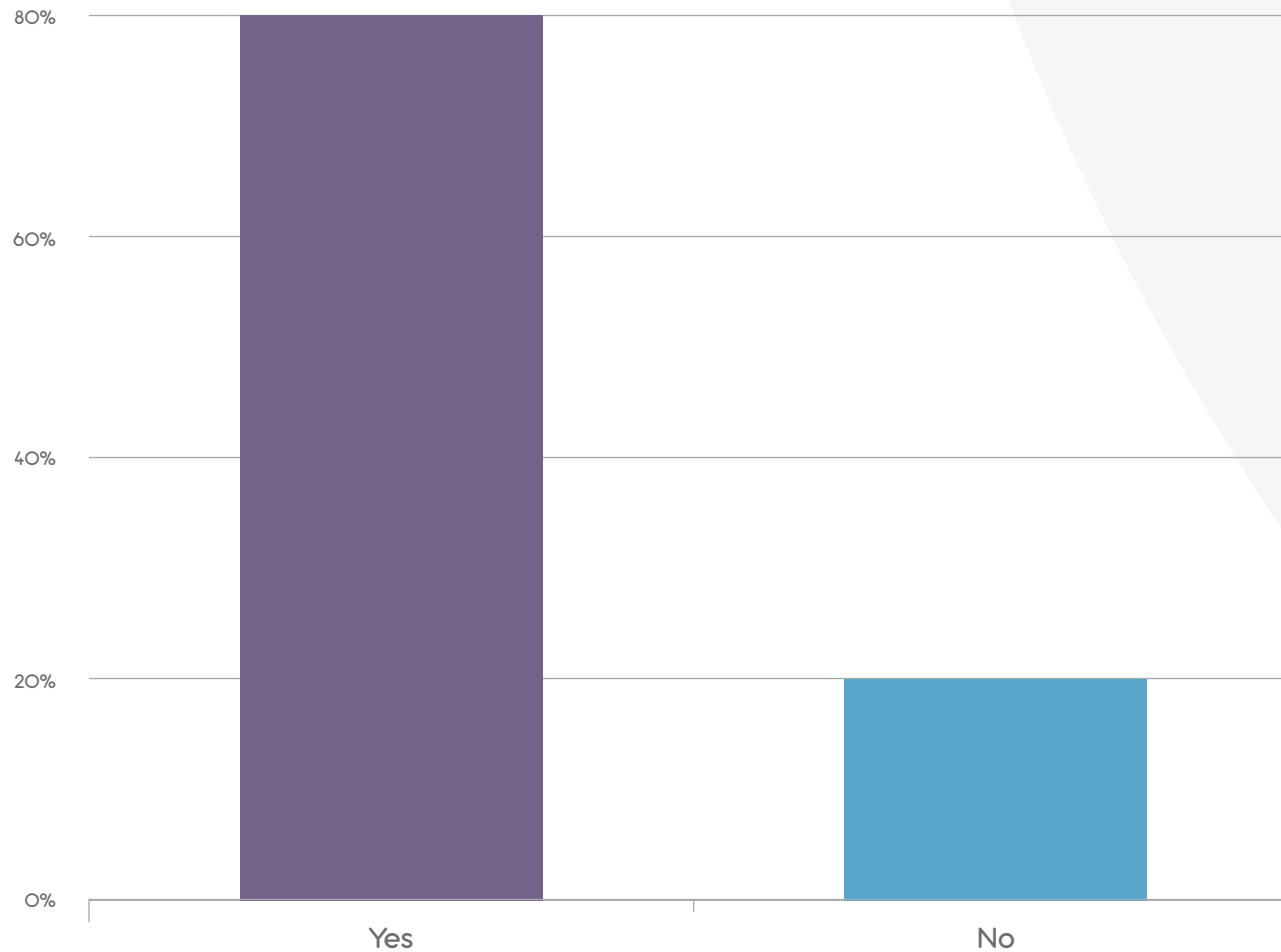
Organisations typically recruit 5-10 participants into user testing studies (54%)

Does your organisation have a formal process for user testing?



54% of organisations have a formal process for user testing whilst 46% do not.

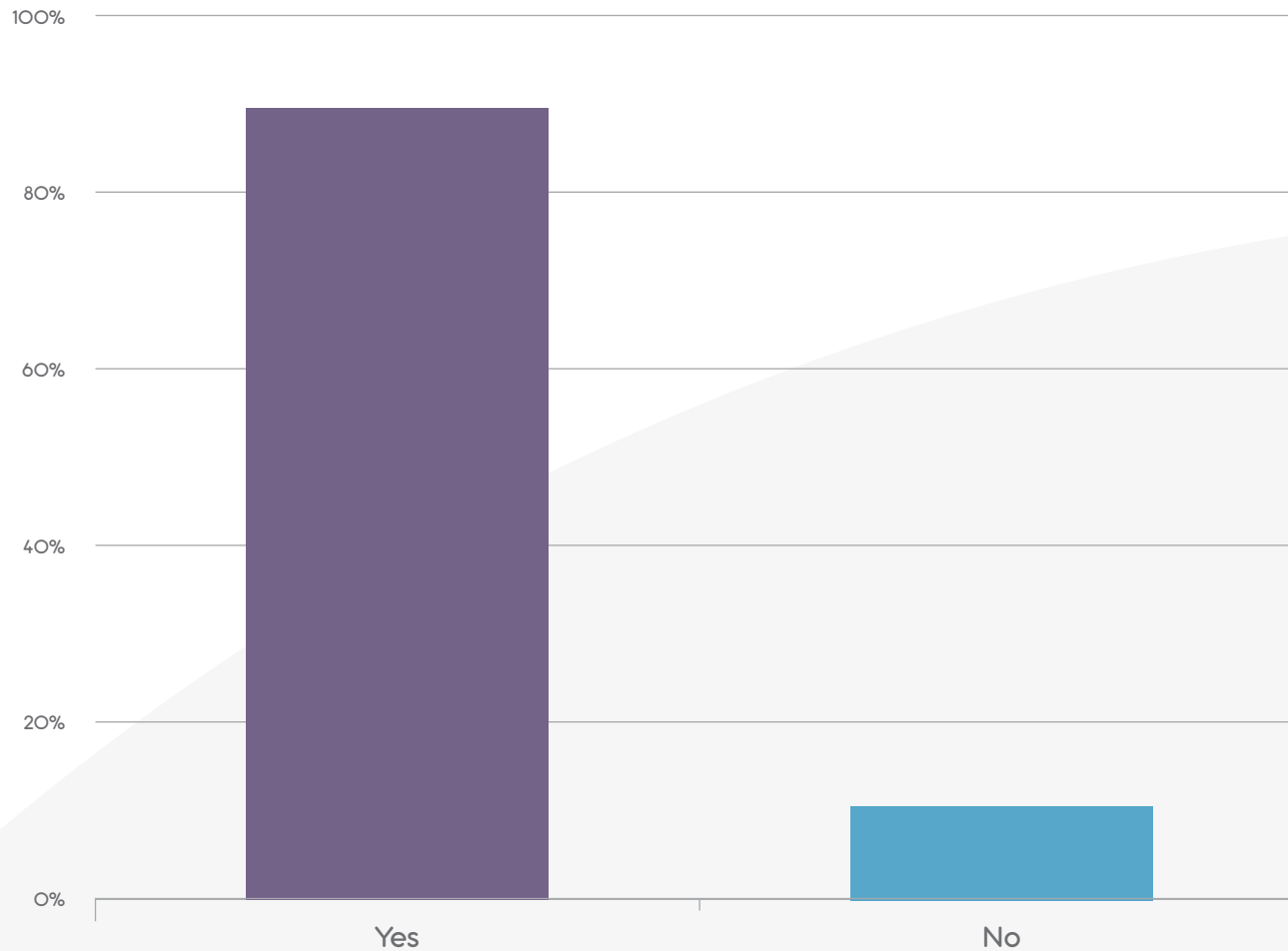
Are user testing results documented in your organisation?



User testing results are documented in 80% of organisations.

20% of organisations do not document user testing results.

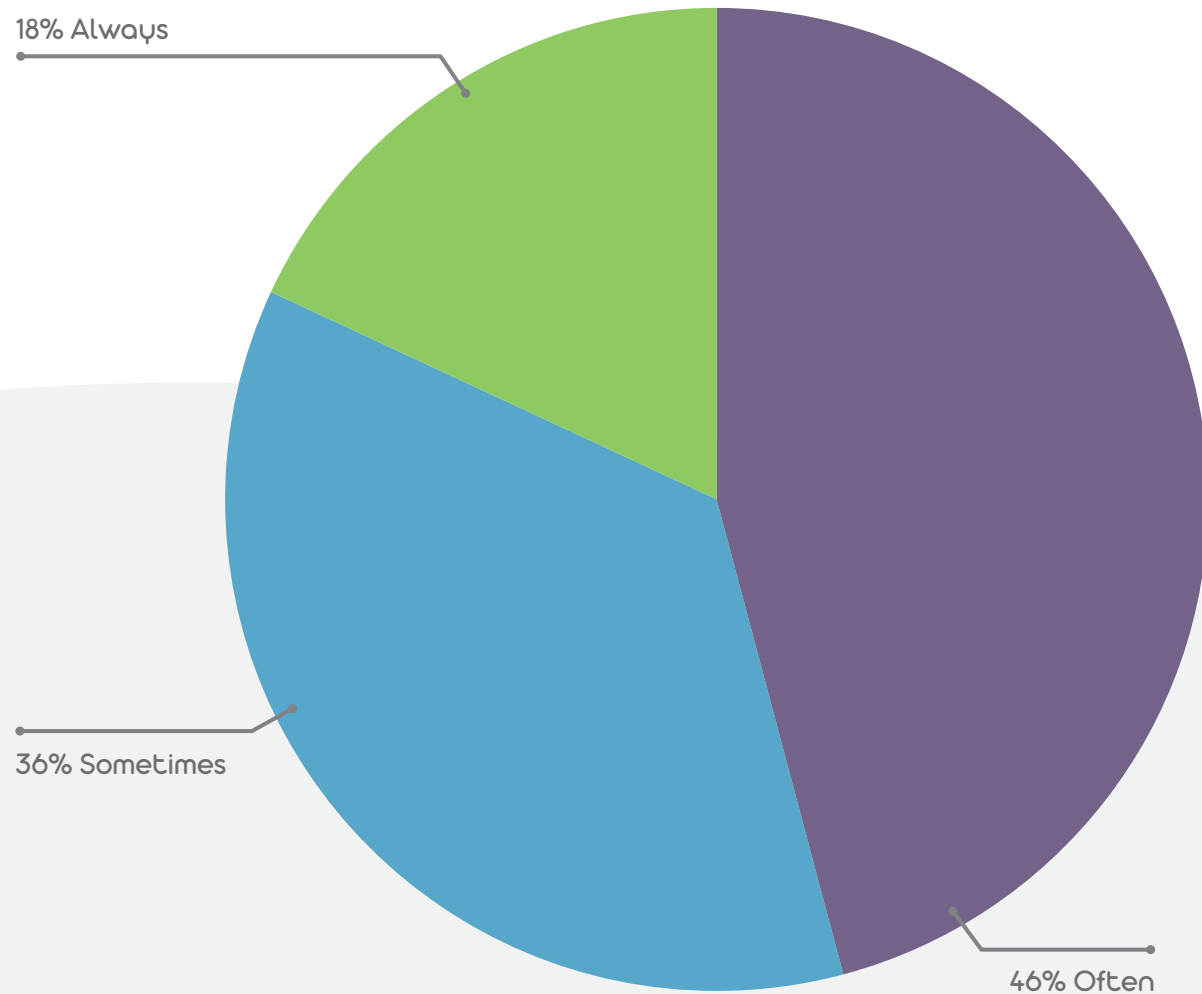
Are user testing results shared across different teams in your organisation?



User testing results are shared across different teams in 90% of organisations.

10% of organisations do not share user testing results across the business.

Are learnings from user testing actioned?



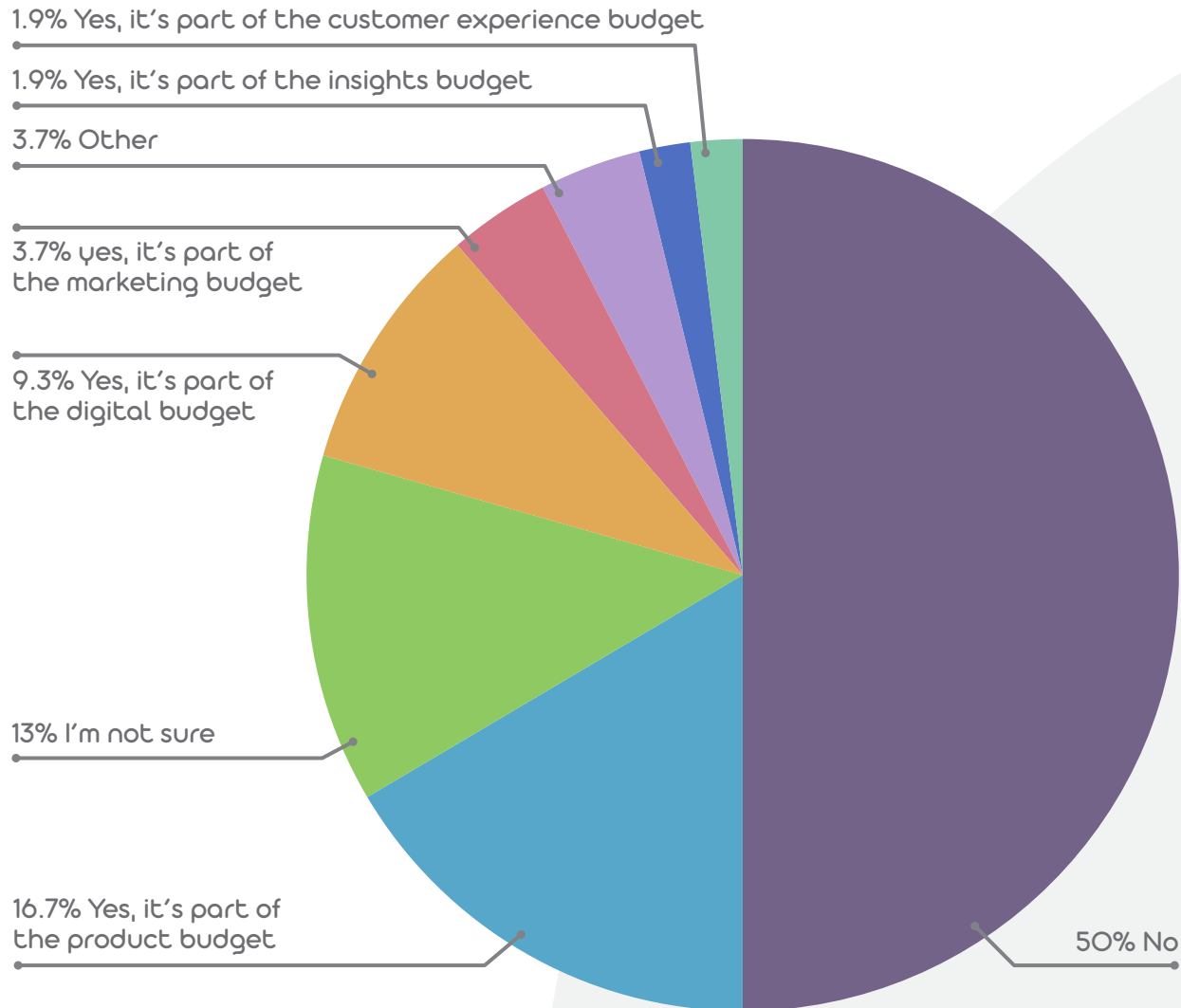
User testing results are being actioned in organisations:

Often [46%]

Sometimes [36%]

Always [18%]

In your organisation does user testing have its own budget?



In half of all organisations, user testing does not have its own budget.

In 17% of organisations user testing is part of the product budget.

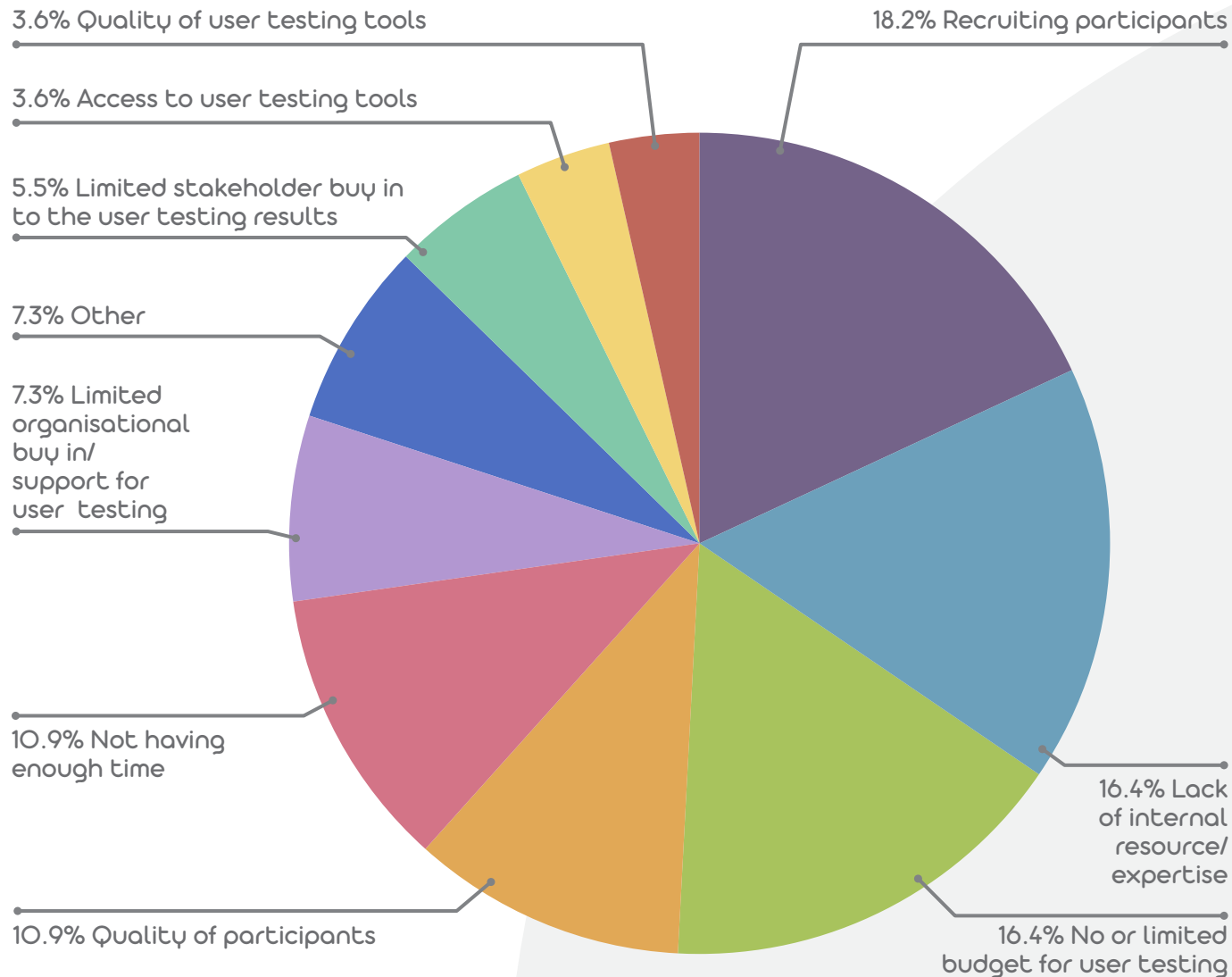
13% of respondents didn't know where the budget for user testing sits.

04

User Testing Challenges



What is the biggest challenge you face when running user testing studies?



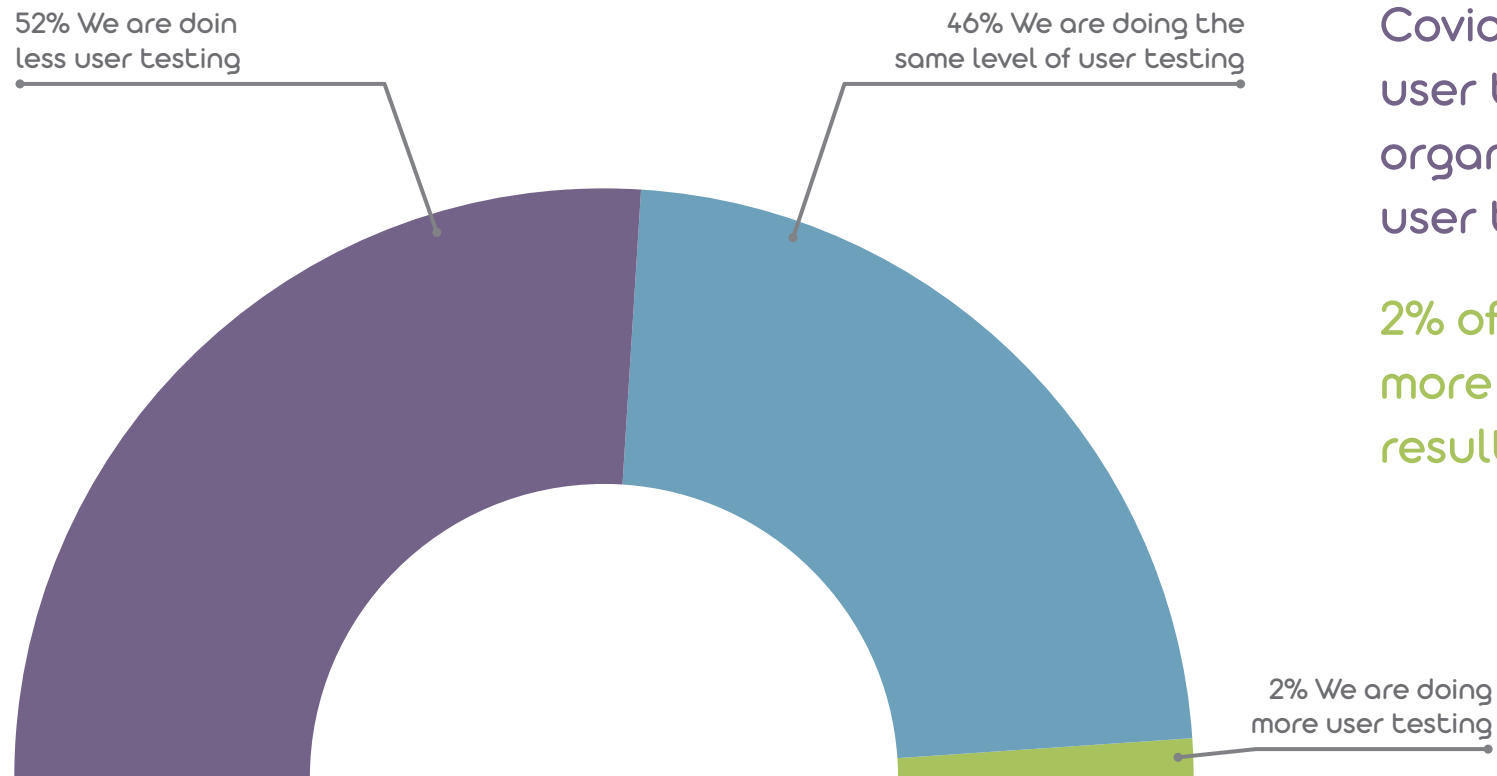
The biggest challenges organisations face with user testing are:

Recruiting participants [18%]

Lack of internal resource or expertise [16%]

No or limited budget for user testing [16%]

How has COVID-19 impacted user testing in your organisation?



Covid-19 has impacted user testing with 52% of organisations doing less user testing.

2% of respondents are doing more user testing as a result of the pandemic.



CONTACT US

to discuss your next user testing study



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