Applause empowers companies to deliver great digital experiences – from web and mobile to wearables, IoT and beyond.

By combining in-the-wild testing services, test automation and quality tools, Applause helps the world's most recognized brands achieve the digital quality they need across every device, operating system, carrier, location and other criteria that their customers value. Thousands of companies – including Google, Fox, Amazon, Concur and Runkeeper – rely on Applause to ensure great digital experiences for their users.

26% of all apps
are only opened once after being downloaded
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Usability Testing

The best technology is intuitive. If your mobile app, website, or connected device delivers a poor experience for your users, it will drive them away and harm your brand reputation. With a plethora of apps in the market, user expectations are high. Are your layouts and workflows easy to learn and simple to use?

Usability experts from the Applause community will help you answer those questions by performing a usability study aimed at understanding how users perceive and use your app. At the end of the study, you'll be armed with the information you need to deliver an experience users will naturally grasp, leading to increased app usage, more repeat customers, and better conversion rates.

- **Match Your Target Audience:** Tap into the power and diversity of the Applause community. A usability expert will work with you to design and run a study including 10-50 targeted (by demographics and psychographics) participants who evaluate your app's real-world usability.

- **Fully-Managed Service:** Our usability experts will design a survey, execute the study and then provide an actionable report evaluating the usability of your app. Our experts can work with you at all stages of the SDLC to assess your app's usability potential.

- **Narrated Experience Captures:** Follow along with the participants as they walk through your app and narrate their experience. With narrated experience captures, you can see how users interact with your app and hear why they are performing the actions they choose.

"What we really needed to know was how humans would use this app. People use smartphones in many different ways, so we needed to make sure the user experience lived up to expectations - and that's where Applause provided such value."

CHARLIE YOUNG
Lead Consultant, NHS Direct

CUSTOMERS THAT RELY ON APPLAUSE FOR USABILITY TESTING