User Insights & Testing Services

Motivation

Behind every great digital product is a deep understanding of its users. Our User Insights & Testing offering turns assumptions into evidence, giving your team the clarity to make smarter, faster, and more user-focused decisions.

Whether you're validating early ideas, refining prototypes, or optimizing live applications, research ensures that every design decision is grounded in real user needs. Even small usability issues can cause frustration or abandonment — while the right insights at the right time can increase satisfaction, retention, and long-term product success.

Great research doesn't just support good design — it helps you build products people actually want to use.

What we bring

With over 20 years of experience delivering enterprise-grade digital products, PRODYNA brings a powerful mix of User Testing expertise, industry best practices, and certified NN/g methods to your product challenges.

Our full-stack research approach spans qualitative and quantitative methods, including:

- User interviews & surveys for deep exploratory insights
- Usability testing, A/B testing & task analysis for validation and optimization
- User analytics & behavioral data to uncover friction and opportunity
- Accessibility testing to ensure inclusive, barrier-free experiences

We combine proven methods with AI-powered tools to streamline recruiting, accelerate synthesis, and surface patterns in real-time, ensuring you get relevant answers, fast. And we don't just identify usability issues, we partner with you to solve them. Strategically, efficiently, and with real business impact.

What you need

To get started, all you need is:

- A product concept, prototype, or feature idea you want to test or explore (also see our Product Vision, User Experience (UX) Design, User Interface (UI) Design and Accessibility offerings)
- A clear research goal – are you exploring, validating, or optimizing?
- An idea of your target user group (we're happy to support with recruiting if needed)

We'll take care of the rest!

Benefits

- Detect usability issues early before they become expensive
- Make design decisions based on real behaviour, not assumptions
- Reduce risk and uncertainty in product development
- Improve accessibility and reach a wider audience
- Align product vision and user needs for longterm success

Quick facts

- **Duration:** 3–30 days*, depending on scope
- **Outcome:** Supports all product stages — from concept to live product. With remote or on-site research sessions.
- **Next steps:** Actionable insights, prioritized recommendations, confident product decisions

What you get

Our User Insights & Testing offering adapts to where you are in your product journey. Whether you're just starting out with an idea, fine-tuning a prototype, or looking to improve something already live. We help you uncover what your users really need. Every activity is designed to give your team practical insights that lead to smarter, more confident design decisions.

DELIVERABLE	ACTIONS
Foundational Research (3-5 days*)	We plan and run user interviews or surveys. Extract insights, define personas, and build the foundation for design decisions.
Testing & Validation (3-7 days*)	We design and run test scenarios using methods like usability testing, A/B testing, task analysis, and moderated sessions with real users. We support user recruitment, facilitate the sessions, analyze the results, and deliver clear, actionable improvement recommendations.
Design Alignment & Development Support (5-10 days*)	We test wireframes, click-flows, and UX writing within your sprints to deliver fast insights and ensure design decisions stay aligned with user needs.
Accessibility Testing (optional)	We conduct compliance tests, include users with disabilities, and provide concrete suggestions for more inclusive UX.
User Behaviour Analytics (optional)	We configure tools like heatmaps, session recordings, and funnels (e.g. Hotjar, Google Analytics), analyze user behaviour, and uncover friction points or drop-offs.

*Estimates vary with complexity. Final durations depend on scope, product maturity, and number of user sessions. We'll align on the exact plan together.

Note: This is our standard methodology. We are happy to modify and adapt to the specific needs of your organization.

Get started

Ready to learn what your users really need? Please contact info@prodyna.com

About PRODYNA

PRODYNA is an innovative IT consultancy specializing in creating custom software solutions and serving the needs of corporates and enterprises across the European continent. Please visit www.prodyna.com for more information.

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