

PROTOTYPE TESTING

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What is Prototype Testing?

Prototype Testing is conducted with the intent of finding defects before the website goes live. Online Prototype Testing allows seamlessly to collect quantitative, qualitative, and behavioural data while evaluating the user experience.

Characteristics of Prototype Testing:

- To evaluate new designs prior to the actual go live to ensure that the designs are clear, easy to use and meet users requirements.
- Is best when iterative testing is built into the development process, so that changes can be easily made often to ensure that major issues do not arise well before going live.
- Provides confirmation about the new design direction, branding and messaging are going in the right direction.