

# UI/UX TESTING FOR A LEADING INTELLECTUAL PROPERTY COMPANY

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CASE STUDY





# TESTING TO SCALE USER EXPERIENCE

UI/UX TESTING FOR A LEADING EUROPE  
BASED INTELLECTUAL PROPERTY  
COMPANY RESULTED IN INCREASED  
CUSTOMER CONVERSION AND CALL  
CENTER VOLUME REDUCTION

## PROBLEM STATEMENT

The client is the leading provider of enterprise-wide case management software that adapts to companies' unique internal processes. They have grown to about 700+ customers with its pan Europe presence over two decades.

With a large-scale server to web migration looming, the client's team was worried about testing all the code they were shifting. Their main goal was to make sure things continued both look and function correctly.

The test team at Zuci inferred the design inconsistencies and usability problems within their user interface and content areas. Test engineers further called attention to the potential areas for focus that'd affect the usability experience of the customers.

To successfully ensure their web application looked visually flawless and functioned properly, they needed an effective UX and System testing in place.



## BUSINESS GOALS



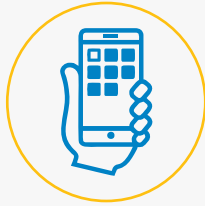
Provide seamless user experiences throughout the transitioning from legacy to web application



Navigate users around the website without much difficulty by providing an intuitive design



Adhere to the standard web usability norms



Reduce customer call volumes against calls received on the usability of the application



Ensure responsive application design is in place across different browsers and device



## HOW ZUCI HELPED

1

After having done a thorough examination of their application and its users, the test team at Zuci proposed a use case based UX testing approach

2

Devised Usability checklist to find the usability issues in the areas of application pertaining to,

- a. Accessibility
- b. Identity
- c. Navigation
- d. Content
- e. Portability and classify them based on its severity

3

Set up a cloud-based test environment to verify usability across different browsers and devices

# SOLUTIONS



Detailed screenshot explanation of all the issues that popped while performing UI/UX testing and provided solutions for the same

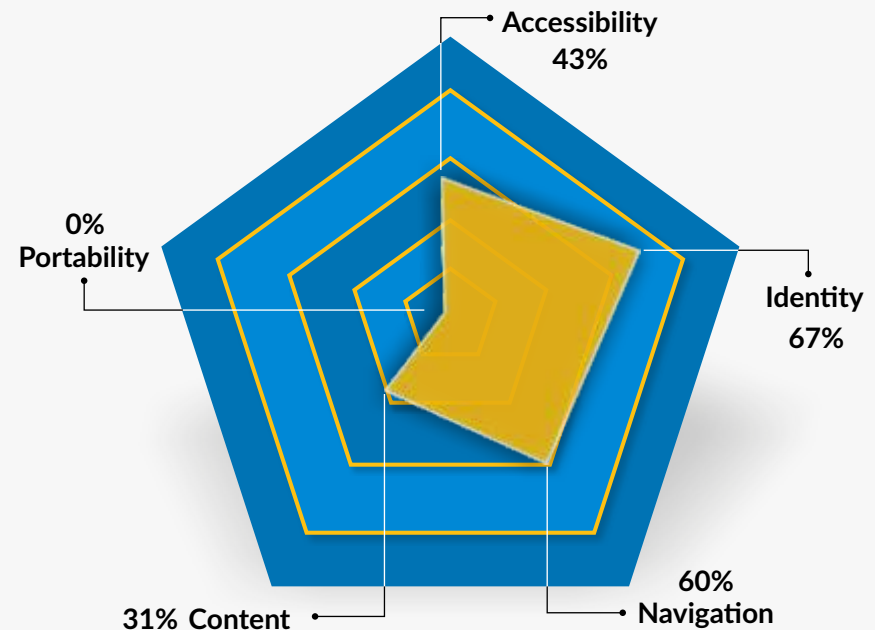


Proposed a usability scorecard that helped improve application's usability



Identified usability issues before it reaches the hands of the users

## USABILITY SCORE CARD



A hand holding a tablet with a futuristic data visualization overlay. The overlay features a bar chart with blue bars and a line graph with blue and yellow lines, set against a dark blue background with glowing particles.

## IN NUMBERS

Defect detection in  
UI/UX testing increased by

90%


Improved overall usability of  
the application by

5X


by the end of UX test cycle


With UI/UX testing, you can now improve customer conversion and customer center call volume reduction

Learn How

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