⭐ *ferpection*

What can you test?

"When we started to talk to our users and understand how they used our platform, this was the turning point of our company success" Joe Gebbia, Airbnb co-founder

It is essential to continuously collect feedback from your users to improve the value of your products and services. Here a list of what you can test with ferpection.com.

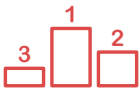| **Website** | **Prototype** | **Mobile application before or after launch** | **A/B variations** | **Landing page** |

| **Competition** | **Video** | **Social Networks** | **App search** | **Connected objects** |

Before going live

Prototype

Test animated mock-ups of a website or a mobile app to validate the choices made and know the optimisations to set up before moving on to construction.

App or website in development

Check with real-life users that the experience developed via your application is functional and in line with the user expectations.

Video

Have users react to your video content to see if they understand your message and appreciate the image that it sends back.

Landing page

Optimise your landing page thanks to the user feedback in order to ensure that it will obtain the expected conversion rate.

Once it's live

Live app or website

Test all or part of your mobile app or website to evaluate and prioritise improvement.

Competition

Analyse and compare the strengths and weaknesses of your competitors through user tests of their service.

App search

Test how users search for your app to improve your visibility and increase your downloads.

A/B variations

Sometimes you have trouble explaining the result of an A / B test? Perform a user test to better understand users' behaviours.

Social Networks

Ask users to react on your communication to find out if the tone and the content used convinces your audience.

Connected objects

Get user feedback in real-life conditions on your connected object to identify improvements to be made.