Mobile Testing Capabilities

It's official: more than half of content is consumed on mobile devices. Research has shown that the average person checks their smartphone more than [150 times each day](link). And the smartphone has become the go-to device for a wide range of activities including shopping, news, banking, job search and many others.

Here are some tips and best practices for mobile testing, so that you can gather feedback to provide customers with amazing mobile experiences.

Getting started with mobile testing

When creating an [unmoderated study](link)—where the participant follows a series of tasks on their own, and where their answers (verbal and written) and what's shown on the screen are captured in a video recording— you can get feedback on prototypes, websites and apps.

Set up your test in minutes
You'll get feedback in about 1 hour.

Prototype
- InVision, Axure, and more
- Your own prototype URL

Test a Prototype

Website
- Computers
- Smartphones
- Tablets

Test a Website

App
- iOS
- Android
- Unreleased apps

Test an App

Mobile testing websites and prototypes

You can get feedback about web experiences and early stage prototypes of websites or apps using the on-demand UserTesting panel or from other audiences using My Recruit.

It's worth noting that our screen recorders operate slightly differently when it comes to Android (Google, Samsung and others) and iOS (Apple) devices:

- The Android recorder (much like the desktop recorder) records anything that happens on the screen.
- The iOS recorder captures only what happens within our browser or in a single app. If you need to record people on iOS going from browser to app, or using multiple apps, you should order a webcam test (more details about this provided below).

It is better if participants are connected to WiFi when completing your study. When they finish the study and it starts to upload to your dashboard, being connected to WiFi will prevent them from using up large amounts of their data. You may want to offer this suggestion in your instructions or your email.

1) Mobile testing with the UserTesting panel

When selecting criteria to target members of the UserTesting panel, you can [select the device](#) on which participants will complete your study. Select from tablets or smartphones to conduct mobile testing.

You also have the option to select the specific operating system on which you are seeking feedback. Selecting Any means you don't have a preference on the operating system and will likely return results more quickly.

If you want to ensure a consistent experience across devices and operating systems, you can create multiple groups of users that meet all your device and OS criteria.

Create your studies to target multiple audiences, segmenting by device and OS

You can also designate how you want the participant's behaviors recorded, either a recording of just the smartphone screen (the default) or of the whole smartphone using a webcam.

- **Mobile recorder:** Study participants use our app to capture themselves using a mobile device in any environment. You'll receive recordings with gestures animated on top. This method is broadly available within our panel, so you can select from more demographics and your studies should be completed more quickly.

- **Webcam:** Participants use a webcam to record themselves using a mobile device at home. You'll receive videos that may be obscured by hands or glare, though you'll be able to see people's fingers. This method is less common in our panel and you may wait longer to received completed studies. You should use it only in special cases where you need to see fingers, or you need to record an operation that can't be recorded using the mobile recorder (such as a search in the App Store).
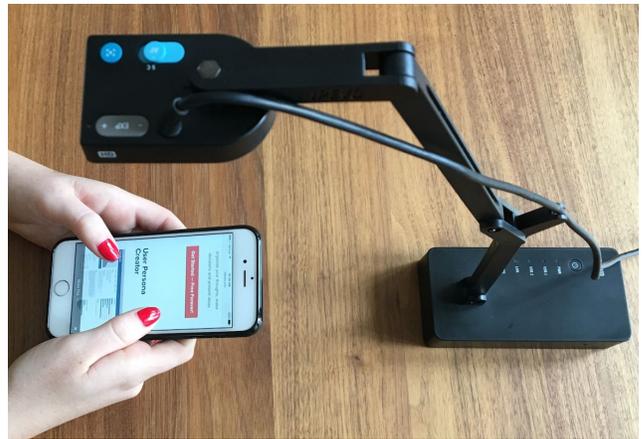
Example of webcam study

2) Mobile testing with non-panel participants

If you're using My Recruit to get feedback from your specific audiences, such as your customers, employees, or others in your network, you can similarly select the device type. If you want respondents using a specific operating system to provide feedback, you can insert this and other criteria in the email you send out.

3) Provide your website URL to study participants

After you have selected the audience that suits your needs, provide the URL when creating your study in order to get feedback on how your content displays on mobile devices.

For a website test, provide the site URL:

The process for prototypes is similar. Provide the URL for the location where the prototype is hosted:

Many prototyping tools, such as InVision, or file hosting solutions, such as Google Drive or Dropbox, allow you to download a link for sharing the prototype. Make sure to open sharing permissions to ensure that all study participants are able to view your content.

For more tips and information on sharing prototypes via URL using popular prototyping tools, such as InVision or Azure, please consult our prototyping resource document.

Mobile apps testing

At present, you can only test mobile apps using the UserTesting panel. You can get feedback on released as well as unreleased apps.

The easiest way to [test an app](#), released or unreleased, is to upload the .IPA or .APK file during test setup. We'll take care of all provisioning and certification, and we'll automatically upload the app to the participant's mobile device at the start of the test. If you don't know what an .IPA or .APK file is, your product development team can provide it to you.

Alternatively, you can have the participant download the app from an online store. Provide the [link for your app](#) from any major app marketplace, such as Google Play or the App Store. Please keep in mind that if there is a fee to download your app, you should provide the study participant with a code to enable cost-free download. Also, please note that downloading an iOS app from the store can only be done via webcam test.

Observing consumers in the real world or native environment

The portability of mobile devices also makes it a great way to learn about consumers when they're out in the real world. Using the outward-facing camera on their phones, consumers can show you their experience at home, in store (for shop alongs), or really anywhere—giving you the most direct view of how they live and make decisions. This is something that any mobile audience, including UserTesting panelists or members of your network completing a My Recruit study, are able to do.

If you want your study participant to use their smartphone to show you aspects of their home life, you should structure your self-guided (unmoderated) study accordingly. For example, we recommend that you keep your study to under 15 minutes. The study participant's ability to participate in a study, where they record and show how they act in their native environment, is based on the free storage space on their device. While they are able to record up to 60 minutes of video, doing so would require having more than 2GB of free space— which is why we suggest a 15 minute cap.

You can learn more by reading this article on conducting light ethnography studies. You can also use our Light Ethnography Mobile Study template.

1) At home testing with the UserTesting panel

If you need study participants to be located in a certain location (e.g. at home) and you want to confirm that they are willing and able to turn on the outward-facing camera on their smartphone, you should create requirements or screeners to communicate these expectations.

2) At home testing with your audiences

If using My Recruit, include criteria in instructions and the email you send out. Similar to above, make sure that any expectations regarding the respondent's location and willingness to turn on their phone's camera are clearly communicated in the instructions when creating the study as well as the email you send out.

Introduction: the mindset users should have

For this study, we'll be asking you to open your camera to capture how you [complete a task]. Please proceed if you are willing and able to do this.

Characters left: 602

3) Destination testing

If you want insights into customer behaviors outside of the home, such as at a store or other location, we recommend that you reach out to our Professional Services team for guidance. Our team has experience conducting these types of studies, and can help you with overcome the complexity as well as manage the compliance rules involving recording in a public place and securing consent.

4) Live interviews on mobile

We don't currently provide the ability to do interviews (via Live Conversation) on mobile devices. Similar to destination testing, you can reach out to our Professional Services team for help facilitating these studies. (Additional costs may apply)

Additional mobile testing resources

Mobile Recorder FAQ

Mobile Recorder Best Practices