



# Service Definition

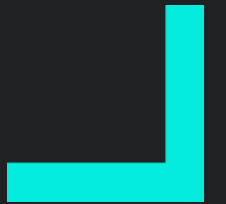
User Experience (UX) Research and  
Testing

2024/2025





# The Optimizely Experts



## Our mantra

Plan.  
Create.  
Operate.  
Measure.

## Netcel in a nutshell

- An independent digital product consultancy
- We operate globally from our bases in St Albans
- 40 strong team of experienced practitioners
- We work exclusively with the Optimizely Digital Experience Platform
- Worked with Optimizely since 2005
- Optimizely Platinum Partner
- UK Optimizely Customer's Choice Partner of the Year 2022 & 2023
- UK Optimizely DXP Partner of the Year 2021
- Justin Masters, CTO and two Solution Architects are Optimizely Most Valued Professional (OMVP)
- Over 20 clients supported on Optimizely



# Summary of service: User Experience (UX) Research and Testing

We create opportunities to engage with people to learn about their needs and challenges, and invite them to evaluate out designs from early on in the process through to post-launch; using our findings to make their customer experience better throughout the lifetime of the product.

## Features

- Allows multiple stages of user research and evaluation
- Prototype testing, to evaluate new UX/UI designs
- Surveys, to elicit customer feedback and gauge sentiment
- Card sorting, to discover customers' mental content models
- Tree testing, to evaluate new information architecture designs
- Measurement strategy, to setup the technology needed to gauge success
- Post-launch data analysis and experimentation

## Benefits

- Fostering a culture of "inside-out" thinking within the organisation
- Placing users/customers at the centre of the design process
- Gathering insight that positively influences the experience design
- Challenging, validating and correcting long-standing assumptions
- Evaluating and adjusting designs incrementally, prior to launch
- Understanding real-world performance and user preferences



We plan, create & optimise digital experiences solely on



75+

Solutions built  
since 2005

19

Years'  
knowledge

19

Clients supported  
on Optimizely –  
the most in the UK



Three OMVPs  
across strategy &  
tech



Certified dev  
team





## Get in touch

If you have questions, please contact:

**Tom Denbigh**

Commercial Director

[tom.denbigh@netcel.com](mailto:tom.denbigh@netcel.com)

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