

Service Definition

User Experience (UX) Research
and Testing

2026/2027



Imagine a partnership that's not just about
solving today's challenges,
but about equipping you for the future.

Through strategic insight, design and technology expertise, we create sustainable digital experiences that empower people, deliver measurable impact, and enable our clients to drive change – not just adapt to it.



User Experience (UX) Research and Testing

Netcel provides user experience research and testing to improve digital services. Engaging users early and post-launch, we validate designs and apply insights to optimise user experience (UX) across the product lifecycle, ensuring usability, accessibility, and compliance with government digital standards.

Features

- Alignment with GDS guidelines and objectives
- Supports 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 setting up technology needed to gauge success
- Post-launch data analysis and optimisation, e.g. A/B, multivariate experimentation
- Accessibility evaluations to ensure compliance at each design step

Benefits

- Fosters an inside-out mindset across the organisation.
- Places users at the core of every design decision.
- Generates actionable insights that refine experience design.
- Exposes and corrects entrenched, unverified assumptions.
- Validates and tweaks designs before each launch.
- Quantifies real-world performance through data analysis.
- Boosts conversion rates and reduces churn with evidence-based changes.
- Ensures WCAG compliance, enhancing accessibility for all users.
- Creates a continuous feedback loop feeding into product backlog.
- Aligns UX outcomes with measurable business objectives.



Netcel in a nutshell



We're change makers

We blend digital advisory, change management and delivery to build capability.



We specialise in Optimizely

Our business has a singular focus on Optimizely Digital Experience Platform and connected technology – holding top tier partner status since 2007.



We're not just engineers

We're a team of 40+ strategists, analysts, technologists, experience designers, based at our St Albans HQ (London), working with our global clients.



We're independent

As an independent digital product consultancy, we can maximise our people and investment to unlock the power of Optimizely for our clients.



We're growing

We're a £5million turnover business today, with a growth strategy driving 20% year-on-year growth.



We're customer obsessed

We partner with 20+ Optimizely clients, the most in the UK, each one working with us to realise the potential of the platform and deliver their business outcomes.



We're work exclusively with



WINNER

Immersive Experience
Award

LONDON

NETCEL mace

 Optimizely

20

Years'
Optimizely
knowledge

20+

The most
Optimizely
customers in
the UK



The most
OMVPs in any
UK company

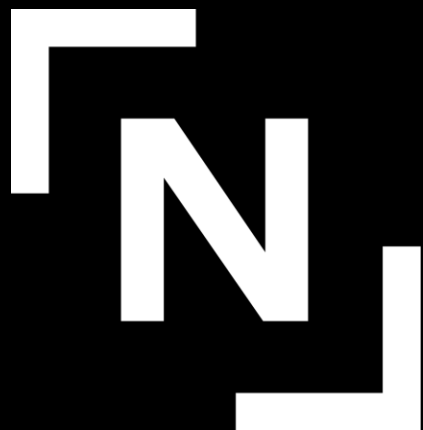


Top-tier
partner since
2007



Optimizely
advisory board
members





Get in touch

If you have any questions, please contact

Tom Denbigh

Commercial Director

tom.denbigh@netcel.com

07946 731198