

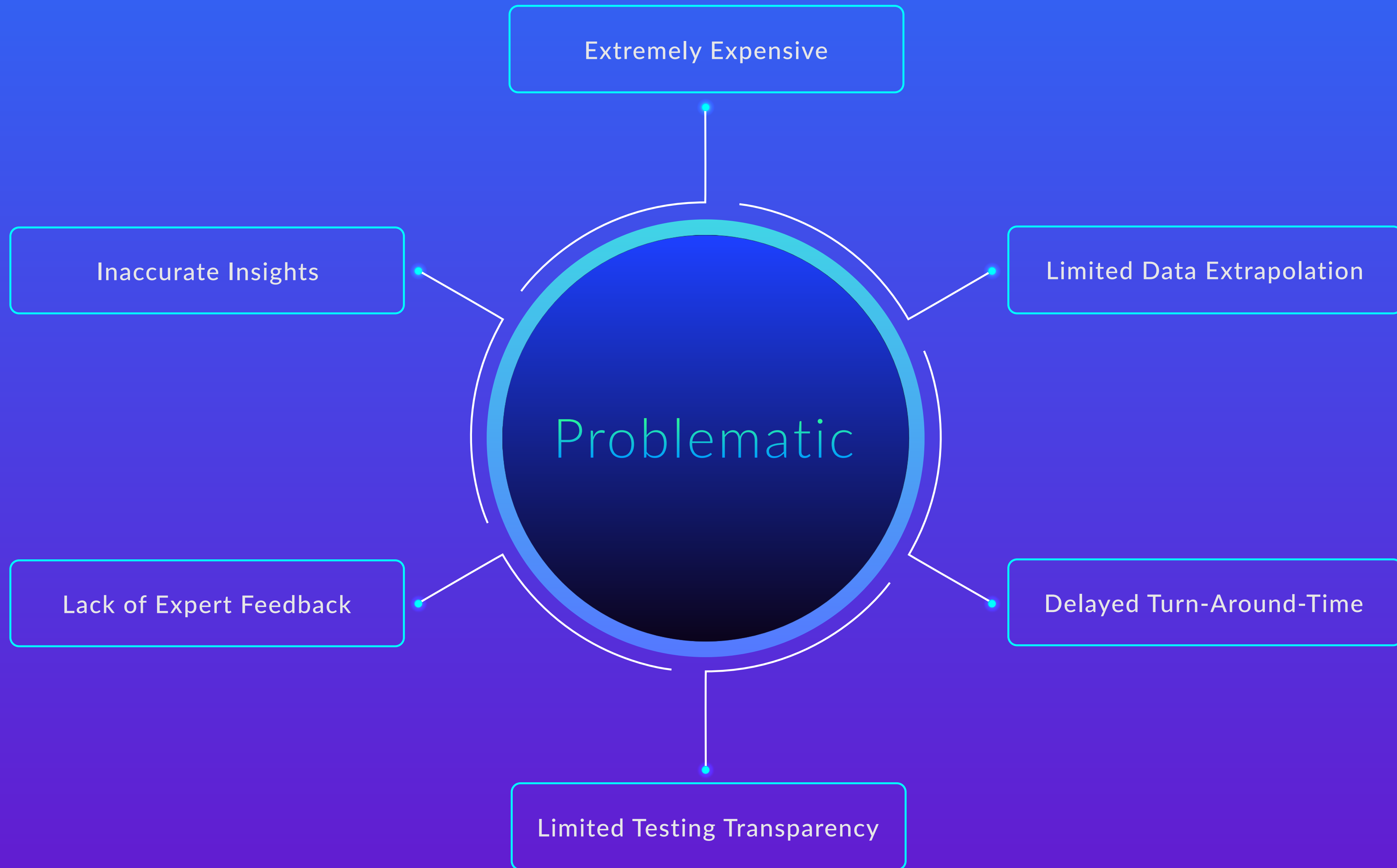
Optimize User Experience

Before Going Live

Leveraging Human Augmented AI



UI/UX Testing Today is



Switch To The **Future**

Pyxis Insights
UI/UX
Testing

To Deliver **Unbelievable** Results

55%

Decrease in Turn
Around Time

80%

Increase in Insights
Accuracy

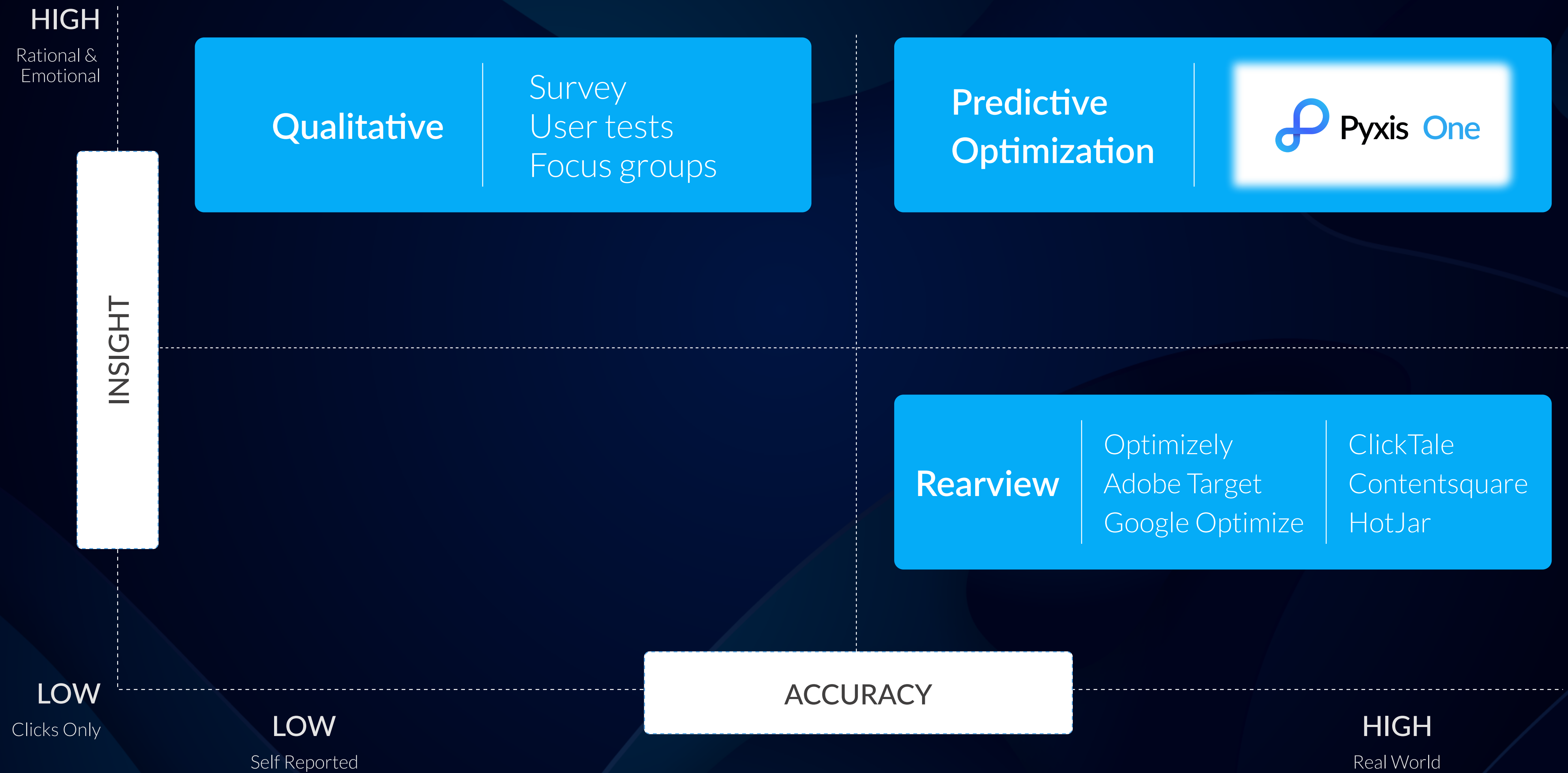
62%

Increase in
Efficiency

120%

Increase in Cohort
Analysis

Predictive Optimization



Our Methodology

Diagnose → Test → Improve

1 Diagnose:

To understand **are your visitors not converting.**

A). User Expectations:

→ Figure out your user's hopes and concerns before they visit your website.

B). User Reaction:

→ Study the likes and dislikes of your targeted user base in terms of content, design, and brand.

C). Benchmarked Driver Scores:

→ Examine parameters like appeal, clarity, relevance, credibility & experience thoroughly.

2 Run A/B Tests:

To get a perspective on the effectiveness of your design before coding.

A). Multiple Versions:

→ Test with multiple versions to see which one delivers on your objective the best.

B). Competitor Versions:

→ Test with competitors' products to see where you stand in the market.

3 Improve:

With actionable recommendations, improve your content, layout, and brand perception before going live.

Our Process

Define Your
Target User & Upload
Your Design.

CREATE A PANEL

Pyxis identifies your target user panel from an available pool of 50M+ users.

RUN TESTS

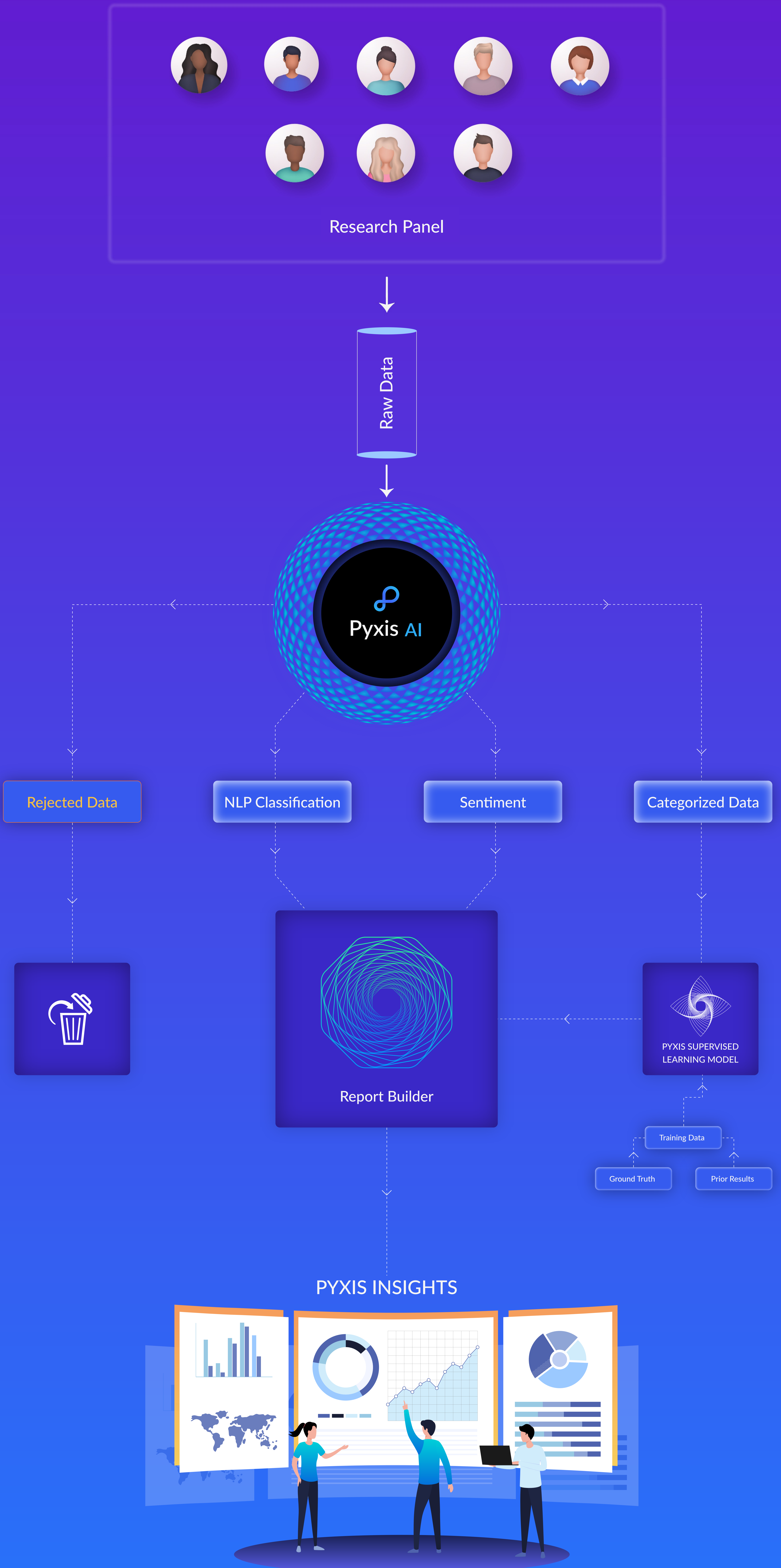
Pyxis filters, scores, and analyzes test data using NLP and Machine Learning algorithms.

GENERATE RESULTS

Pyxis delivers key insights, audience reactions, expert analysis, direct quotes and actionable recommendations to help you improve your design.

Review Results
& Improve Your
Design.

Pyxis UI/UX Methodology



Why Pyxis Insights UI/UX Testing?

- 1 Allows you to test and analyze concepts **before going live.**
- 2 **Helps you understand** why more visitors/targeted users are not converting.
- 3 Lets you personalize by defining **segments & optimize** for Most Valuable Personas (MVPs).
- 4 Gives you customer feedback and a chance to improve **before going live.**

Our Testing Parameters

① Audience Expectation Index

Helps you understand if your design is matching user expectations.

- Delivers on your user's hopes
- Addresses their concerns
- Bridges the gap between user expectations and reality



Our Testing Parameters

② Audience Reaction Map

Gives you an understanding of what resonates with your user.

- Notifies which aspects of your design create user reaction
- Builds a better understanding of demographic slices



Our Testing Parameters

③ Industry Benchmark Driver Scores

Improves conversion rates by providing you with scores based on 5 conversion drivers.

- Benchmarks against average
- Isolates feedback and how it impacts your design



Our Testing Parameters

④ Multi-design Comparison and Prediction

Helps predict the performance of your design before coding.

- Predicts visitor conversion
- Designs A/B Test
- Compares and evaluates with competitor designs



Our Testing Parameters

5 Expert Review and Feedback

Provides insightful expert feedback to improve conversion.

- Gives meaningful insights
- Offers feedback on every aspect of the design
- Provides deeper results than A/B tests
- Highlights common themes between conversion drivers and reaction maps



Success Stories

Brands That Trust Pyxis

L'ORÉAL

amazon prime



HDFC BANK

SWIGGY

DELICIOUS

NORDSTROM



DBS

BAJAJ

More than **\$100M** revenue generated

UI / UX Pricing

Features	Pay as You Go	Team	Enterprise
	Free	\$200/month	Custom
Collaborators	2	5	Unlimited
Studies/ Month	5 Studies/month	15 Studies/month	Unlimited Studies/month
Workspace	1	3	Unlimited
Price/ Response	\$40/ response	\$38/response	Custom
Privacy Protection	Yes	Yes	Yes
Session Transcripts	-	Yes	Yes
Session Download	-	Yes	Yes
CSV Export	-	Yes	Yes
Session Recordings	-	Yes	Yes
Document Signing	-	Yes	Yes
Priority Support	-	Yes	Yes
Dedicated CSM	-	Yes	Yes
Testing with your Own Users	-	-	Yes
Custom Integrations	-	-	Yes

Pyxis Insights UI/UX Testing

Features	Competitors	 Pyxis Insights
Screener Questions	✓	✓
Picture in Picture Recording	✓	✓
Moderated Sessions	✓	✓
Multi-Device Testing	✓	✓
Tree Testing and Card Sorting	✓	✓
Click Testing	✓	✓
Integrations	✓	✓
Focus Group Testing	✗	✓
Persona based testing	✗	✓
Expert Panel Feedback	✗	✓
Document Signing	✗	✓
Granular Level Insights	✗	✓
Advanced Heatmap Tracking	✗	✓
Smart UI Recommendations	✗	✓
AI based behavioural extrapolation	✗	✓

Competitor Price

\$40 - 60/Test

 Pyxis Insights

Price

\$25 - 40/Test

Frequently Asked Questions

When can I start receiving test results?

In the case of simple website and prototype tests, you will start getting results within 3-4 hours of test creation. You will receive detailed reports and transcripts in real time. Results from UI/UX Experts will be subjective to the total number of tests you launch with them. You will be provided with a detailed and synchronized report of both, users and the tests, once all the tests are completed.

What parameters can I control while selecting my audience?

You can filter your audience based on their geographical location, age, gender, earnings, employment status, the field of work, education, interests and many other targeting options. You can also customize your audience as per your research needs.

How many users and experts should I include in my research?

To uncover or to get an in-depth understanding of any User Experience issue, we recommend 10-20 participants per study. A series of small tests at different stages of the development process seems to be more effective than one exhaustive study at the end. For instance, in the case of a website, testing can start as soon as the concept and the wireframe are ready.

What are the qualifications of the experts on your panel?

Our UI/UX experts have experience ranging from 5 to 10 years. They are experts from across industries and get thoroughly screened using a comprehensive 25-point checklist before selection.

What kind of questions should I include in my UI/UX test?

Quantitative questions: Multiple choice, rating, opinion, or multiple opinion scales. Open-ended questions with text boxes that need a written response or a verbal response. Ask users to share video recordings of them navigating through your product. Be it a prototype or a website.

Would I be able to test competitors' websites?

Yes, you can test any website. You can also run a comparison test in which the user interacts with two different websites—such as your website and a competitor's—and tells you which they prefer and why.

Do the videos come with picture in picture recording?

Yes, our screen recording software records both the audio of the speaker and the video of the screen. For mobile recordings, you can see taps, swipes, and gestures, and you can have the user turn on the back camera to record real-time experiences.


How long are the videos?

Videos are usually between 10 and 15 minutes long. The length depends on how many tasks the user is asked to do. With our upgraded plans, you can record up to an hour-long video.

Why should I choose Pyxis Insights user testing?

Pyxis insights provides the fastest and easiest way for you to set up and run a usability project. You can get results within 24 hours! There's no code to insert and no IT or usability knowledge required. Our step-by-step approach will guide you through the process, but if you need it, we've got awesome support available for you.



 Pyxis One