pulselabs

Improve user experience for your voice services

Resolve Usability Issues

Don't launch your voice skills to the real world without fixing important issues.

Highlight UX Insights

Develop a clear strategy by highlighting insights and patterns.

Reveal User Motivation

Understand what users are thinking when they interact with your voice applications.

VentureBeat

The moment these apps misunderstand you, or fail to provide value superior to regular apps, they become irrelevant." – Yoram Mizrachi

We enable great voice experiences for your customers

Voice is the next major channel for human-computer interaction. Amazon Alexa, Apple's Siri, and Google Assistant are leading the way in the adoption of the voice interface.
Pulse Labs offers the ability to get real user feedback to app creators throughout the development cycle.

Pulse Labs helps brands:
• improve customer experience
• identify new product opportunities
• launch high quality voice apps

How we deliver

User testing with real users & SMEs
• A panel of testers, both US and international
• Targeted demographics

Platform Support
• All major voice platforms and developer portals
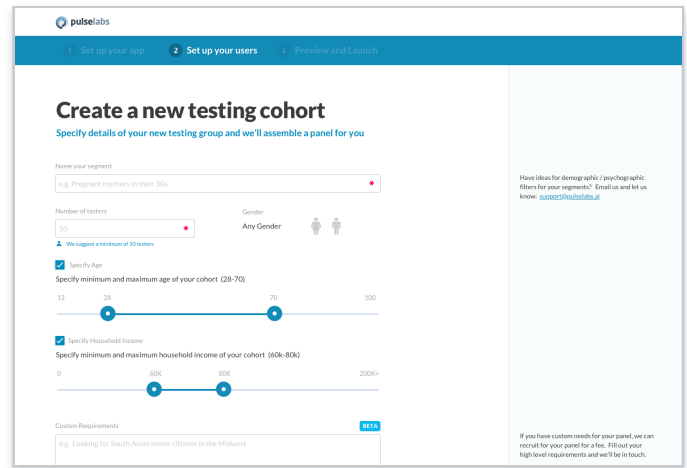• Managed provisioning of testers and account linking

Data & Analytics
• Test session recordings, user heat maps, sentiment analysis
• Get post-release analytics
• Full reports with actionable insights

Continuous integration with DEV cycle
• API driven seamless integration
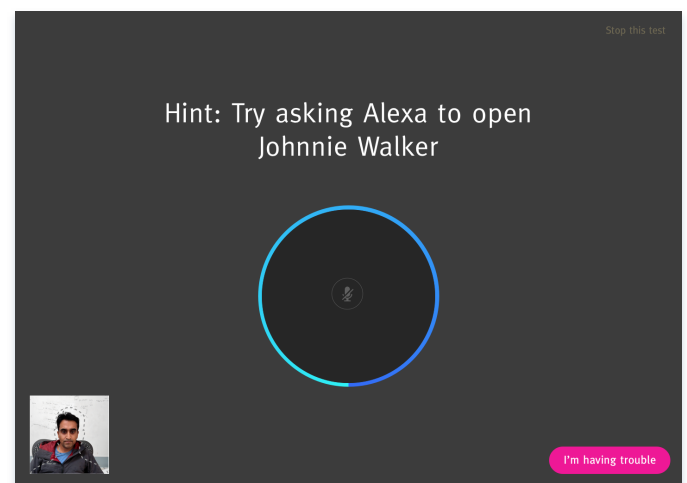• Build, QA/integration testing, and user testing

Create Tests and Specify Testers

- Specify what you want tested – goal based, task based, or exploratory
- Fast and easy interface for defining instructions, tasks, and questions. Branching logic to personalize the test script
- Let us know the desired demographics of the testers, or upload your own set of testers

On-device or Emulator based testing

- Testers can provide feedback using physical devices or a browser based emulator
- Our platform records the audio and transcripts from testing sessions
- Users tag and provide feedback on individual interactions , and the overall experience

Hint: Try asking Alexa to open Johnnie Walker

Get results

- Recorded sessions - audio, video, and text transcripts
- Easy-to-use reports - find usability issues, validate product features, plan design improvements, and optimize the customer journey
- Aggregate and summary stats along with recommendations

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