Planetary Improves App to 5-Stars with Help from UserTesting

Development firm uncovers design flaws through UserTesting and successfully redesigns client’s app.
Planetary, a Brooklyn, NY based development firm, was tasked with redesigning HelloSign - an iOS app that allows users to scan, sign and send documents from their Apple devices by using its built-in camera. Although there were several user-testing services available to them, Planetary Co-Founder and Partner Josh Gross decided to enlist the services of UserTesting.

“I decided on UserTesting because of the quality and value that you get for the relatively inexpensive price.”

Joshua Gross | Co-Founder and Partner, Planetary

How Did Planetary Do It?

With budget limitations keeping their project scope small, Joshua and his team set out to identify and fix HelloSign’s biggest usability issues. Through UserTesting, they were able to identify an important site feature that was confusing users.

Upon opening the app, users were taken to a screen that prominently featured an email and password field, as well as a large “Sign Up” button. The button to sign in could be found below, with a less vibrant, gray background.

“The tests revealed a major problem with the authentication screens,” Josh said. “It seemed to be a stumbling block because most users weren’t clear about whether they were in the “sign up” or “sign in” state.”

After identifying this issue, Planetary redesigned the welcome screen and made both options easily accessible. Once a user selected an option, they were taken to a new screen that allowed them to manually enter their information or use their Google account.

Through testing and multiple design iterations, Planetary was able to utilize UserTesting, and create an experience that HelloSign users found worthy of five stars. While UserTesting provided Planetary with a budget-friendly user testing solution, Josh said he found the most value in the quality of the results and turnaround speed.

“The results came back fast and everything was exceptionally useful,” he said. “It made everything easy.”
Case Study

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About PLANETARY

Smart design and quality development are at the heart of any successful digital product. As a forward-thinking digital agency, Planetary strives to bring this creativity and experience to their clients. Planetary was founded on the core belief that these two components, combined with business acumen and amazing clients, will produce great products. It’s worked out pretty well so far.

Planetary is a development agency founded by Joshua Gross and Matt Ström. They currently have offices in Brooklyn, NY and St. Louis, MO. and their clients include Canon, Hyundai and Google.

About UserTesting

UserTesting provides the fastest and most affordable web, desktop and mobile app testing in the market. The company gives marketers, product managers and UX designers, on-demand access to users in their target audience, who deliver audio, video and written feedback on websites or apps in less than one hour.

Used by the top 10 web properties in the U.S., UserTesting has run hundreds of thousands of usability tests. UserTesting is headquartered in Mountain View, CA. User panels are currently available in the U.S., Canada, and the UK. For more information, visit www.UserTesting.com.