



STANDARD BEAGLE

How to Budget for Usability Testing

**A quick guide for product
leaders planning smarter
UX decisions**

GUIDE

ABOUT STANDARD BEAGLE

Standard Beagle Studio is a user experience design agency. We help B2B SaaS and health tech companies level up against competition to win customers through UX strategy, user research, and product design.

standardbeagle.com



Match the Method to the Moment

Choose the right kind of testing for your stage of development.

Product Stage	Recommended Testing	Typical Budget
Early MVP or Idea	5-user moderated test	\$3,500–\$7,500
Feature Release	Unmoderated remote testing	\$5,000–\$8,000
Pre-launch / Full Redesign	Mixed-method + synthesis	\$8,000–\$20,000
Continuous Optimization	Monthly usability check-ins	\$1,500–\$4,000/month





Where the Money Goes

Know what you're actually investing in:

- Recruiting users + providing incentives
- Moderation tools (Zoom, Lookback, Maze)
- Synthesis and reporting time
- Iteration based on findings





Leaner Teams? No Problem

Use these smart workarounds to test without blowing your budget:

- ✓ Use customer contacts from your CRM
- ✓ Test wireframes before high-fidelity designs
- ✓ Moderate with Zoom + screen share
- ✓ Combine testing with sales or demo calls
- ✓ Run 5-user tests—small still gets results





Why It Pays Off

- ✔ Fixing UX issues after development can cost 10–100x more than fixing them in early design.

A single usability test can save time, reduce support tickets, and prevent a failed launch.

Want help scoping usability testing for your product roadmap?

Let's talk.

 [Book a 30-minute strategy session](#)



Ready to take your product to the next level?

At Standard Beagle, our goal is to help you deliver a seamless, user-friendly experience that drives results. While this UX audit provides actionable insights, we offer additional services that can help refine your product even further. Explore our usability testing, competitive review, and other strategic services to ensure your digital product stands out from the competition.

UX Services

Usability Testing

Uncover how real users interact with your product. Our usability testing sessions provide invaluable feedback by observing actual user behavior. You'll learn where users struggle, what they enjoy, and how to improve the overall experience. This helps you prioritize changes that make the most significant impact on usability and satisfaction.

Key Benefits:

- Identify hidden pain points
- Validate design decisions with real data
- Increase user satisfaction and engagement

Competitive Review

Stay ahead of the competition by understanding how your product compares. Our competitive review analyzes your competitors' strengths and weaknesses, highlighting opportunities for your product to gain a competitive edge. We'll provide insights on usability, features, and market positioning to ensure your product stands out.

Key Benefits:

- Gain insights into industry trends
- Uncover opportunities to differentiate your product
- Learn from competitors' successes and mistakes

Content Audit

Make sure your message is reaching the right audience in the most effective way. Our content audit evaluates the quality, structure, and relevance of your current website or product content. We'll identify gaps, redundancies, and areas for improvement, ensuring that your content aligns with both user needs and business goals. With this service, you'll create a more streamlined, user-friendly experience that engages and converts your audience.

Key Benefits:

- Improve content clarity and consistency
- Optimize for SEO and accessibility
- Ensure alignment with user journeys and business goals

Focusing on user experience in B2B technologies is essential, given the significant business impact of poor design. Research from Forrester indicates that improving UX design can boost key performance metrics, such as customer retention and productivity, by up to 400%.

UX stats

User satisfaction

90%

A study from the User Experience Professionals Association (UXPA) found that enhancing the usability of a B2B SaaS product can result in a 90% boost in user satisfaction, leading to stronger client retention and loyalty.

Purchase decisions

70%

According to Gartner, 70% of B2B buyers say a company's digital experience strongly influences their decision to choose one vendor over another, emphasizing the importance of intuitive and compelling design.

Conversions increase

200%

Research by the Baymard Institute revealed that optimizing the usability of complex B2B interfaces can increase conversions by up to 200%, demonstrating how effective UX directly contributes to business growth.

Contact Standard Beagle today at standardbeagle.com

