

Project Name:

Iteration:

Date:

Usability testing is a qualitative test. The purpose of this testing is to:

- Observe users and how they solve user tasks in a prototype or existing service.
- Encourage users to talk out loud so we can understand how they think when they use the product or service.
- Ask questions so that we can better understand user mental models.

Before the Test

What?

What are we testing? What do we need to learn more about? Prototype or existing service? What use cases?

Who and How Many?

What type of users should we recruit? Do we have personas to base it on? How many do we need?
Min 5 and max 8 people.

Screening

Where do we find them? What questions can we ask to probe and find the right people?

Test Process

Introduction

Explain the purpose of the test, how it will be done. Explain that you are testing the solution and not the person. Check tech.

Pre-Interview

Ask easy warm up questions to learn more about the test person's experience about what you are testing.

Task 1

Observe the person solving the given task. 2-3 different assignments. Max of 40 minutes.

Task 2

If the user is hesitant, ask what they are expecting to happen. Be curious, but never judge, and only help if they get stuck.

Task 3

Listen, watch and take notes. Never explain nor discuss. Don't mistake suggestions as the "right" solution.

Post-Test Questions

Ask questions to learn more about how the person experienced the test, and if something was missing. Thank the person and share the gift they will get.

Testing Script

Introduction

1. We are testing the _____ and not you as a user. We are interested in learning more about how you experience _____, what works well, and what might not work so well.
2. You will be anonymous, and your name will not be shared in any way to anyone.
3. You can pause the test at any time, and you can cancel the test at any time if you feel the need to.
4. We expect the test to take about _____.
5. If something unexpected happens, like your phone starts to ring, we will pause the test.

Pre-Interview Questions

Add a few questions that will help you learn more about the participant and their experience as it relates to your product or service.

Observation

Add a list of tasks that you will ask the user to complete. Include what you consider a successful completion.

Post-Test Questions

1. You have now tested _____, what is your overall impression?
2. Was there anything you missed in _____?
3. How easy or hard do you think it was to perform the different user tasks?
4. Was there something specific that was **better** than you expected?
5. Was there something specific that was **worse** than you expected?
6. Do you have any thing specific that you would like to add that we haven't asked about?

During & After the Test

Tester

Who from the team will join in? If you record it the rest of the team can watch where problems occurred.

Compile

Go through your notes directly afterward, share insights. Map problems on screenshots or customer journeys as concrete as possible. Do it with the team.

Solutions

Ideate on solutions for the problems directly after the tests. Test again on new users to see if you solved the problem.