How To Perform Usability Testing

➤ Phase 1: Preparation

1. Identify Testing Objectives

Examples of Goals and Objectives:

- Validate a prototype.
- Find issues with complex flows.
- Gather unbiased user opinions.
- Get insights that help improve UX.

2. Decide on User Tasks

3. Choose Testing Method

- Moderated or unmoderated
- Remote or in-person
- Explorative or comparative

4. Prepare Questions

Before asking your questions, remind test participants that:

- You're not looking for a right or wrong answer.
- You're asking for their general feedback on what you've created thus far; all they have to do is think out loud about what they're seeing and trying to do.

➤ Phase 2: Testing

1. Screening
Decide on the types of participants (you don't need more than three). These could be general audiences, user personas, or even more specific, case-by-case niches.

2. Present Your Prototype
Make sure the interface will allow your testing to produce the information or feedback you're looking for.

3. Ask Your Questions

Some standard usability questions that can be helpful to ask or focus on:

- I noticed you did _____. Can you tell me why?
- Did you notice whether there was any other way to ___?
- Which of these two options do you find best? Why?
- What did you think of the on-page explanations?

Thank your users for their participation and if you are considering publishing your findings, ask for their consent.

➤ Phase 3: Analysis

1. What Are You Looking For?

Review your usability testing goals to remind yourself of your site's "problematic" areas and what you want to evaluate.

2. How Can You Organize Your Data?

It's helpful to organize your user feedback according to category and align them with the tasks you've tested.

3. What Are Your Takeaways?

The most effective way to identify your usability testing takeaways is to align them with your testing goals and see if your results have addressed them.

List any bugs or issues your users experienced during the test, and specify what needs to be fixed or modified.

4. What Will Your Action Items Be?

Examples of action items for your testing results can be:

- Dramatize the elements of color contrast to make the text more legible
- Use dynamic content to organize and tag your blog categories in a more precise way
- Look to current website design trends to add a more modern, up-to-date vibe to your site