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Evaluation Methods
Report V

⇒ **Exploratory test**
Whilst exploratory tes is primarily focused on finding bugs, exploratory UX testing is all about evaluating the user experience (UX) of a product and finding ways to improve it. This is done by reviewing a product (or product designs) against the sort of tasks that users are likely to undertake. For example, reviewing how easy it is to find and then buy a particular product on an e-commerce website.
Exploratory UX testing is best done with a team as part of a 1 to 2 hour session. It can be carried out for early concepts, all the way to live products and whilst it's a supplement rather than a replacement for testing with real users, it can be used to:

- Evaluate the usability and UX of a product.
- Identify potential usability issues.
- Identify opportunities to improve the user experience of a product.
- Highlight assumptions and questions for further research.
- Help a team to empathise with users by asking them to step into their shoes.

⇒ **Running an exploratory UX testing session**
An exploratory UX testing session usually takes 1 to 2 hours and should ideally involve the entire team working on a product or project. It's good to schedule a session either on a regular basis (e.g. every few months) or once you have enough designs to be able to walk through key user journeys. A session is usually structured as follows:

1. Agree users, tasks and pairs
2. Review product/designs against tasks
3. Collate, discuss and prioritise findings

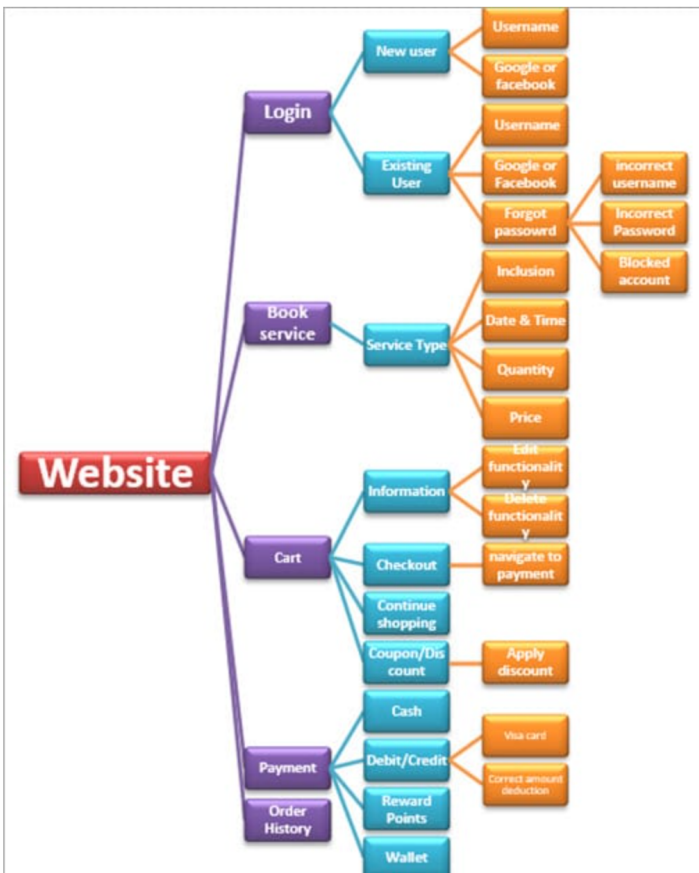⇒ **Exploratory Testing Examples**
Example #1:
A home care service provider website with the following components:

- Login
- Services
- Cart
- Payment
- Order History
- Technician allotment

A general idea to exploratory testing will be to log in or book a service.

⇒ **How to Cover Test Cases?**

In the above example, the idea is to start with functionality based on your knowledge. As you learn and observe more about the application, you can govern your next set of test cases.