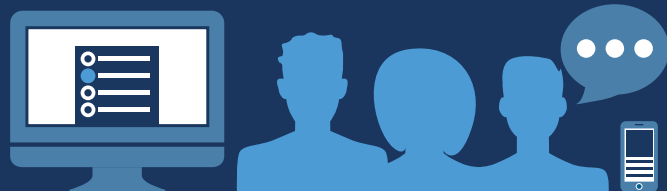


# Checklist Website Testing



## PART 1 CREATE A TEST PLAN

- ☐ Define your testing objectives. What question(s) do you want to answer?
  - Would people choose your service or your competitors?
  - Are people interested in the content you have created?
  - Do users think this website is useful to them?
- ☐ Know what parts of the website you want to test. These questions will help answer your broader questions/objectives. (Tasks that might be difficult, problems raised by clients or management, etc.)
  - Is your registration process easy to follow?
  - Are there any issues during checkout?
  - Is the navigation clear?
- ☐ Determine who you want to test.
  - How technically proficient do they need to be?
  - Do they need to fit certain demographics?
  - How familiar do they need to be with your product or service offering?

### PRO TIP

Try to home in on the most important insights you want to gather; don't try to test everything all at once. Long tests are unwieldy and fatigue the user.

- ☐ Identify any additional requirements.
  - Do they need to be running a specific operating system?
  - Must they already have a certain service or social media account?
- ☐ Determine your screener questions, to filter your user base.\*

### PRO TIP

If you plan to run several rounds of tests, plot them onto a calendar. Then, set up reviewing parties with your team to watch highlight reels.

## PART 2 ORGANIZE THE DETAILS

- ☐ If you're sharing files (prototypes/mockups/static images), host the files on Dropbox or Box.com.
- ☐ Draft the instructions on how to get to the website. Be overly clear. Many testers take things very literally.
  - For example: "Open up your web browser. Go to Google.com, and then proceed to the next test question."
- ☐ If you're sharing links, shorten them with bit.ly or another URL shortening service.
- ☐ Note whether their sound should be turned on or not.
- ☐ Define whether or not they should follow along with an on-screen tutorial (if one is available).

## PART 3 RUN YOUR TESTS

- ☐ Use tasks to help you achieve your testing objectives. Be sure to describe what you want to see the user do.
  - Do you want them to share what they can learn about your product or service?
  - Do you want them to find a hotel for the weekend?
  - Do you want them to register for a sweepstakes on your Facebook page?
  - Or you can ask users to explore on their own, then call their attention to specific features.

### PRO TIP

You'll get a more organic experience if you probe for whether they noticed something, and what they think about it.

- ☐ Use metrics questions to gather additional insight on tasks.
  - **Task Time:** Look at how long it takes users to complete a task. This could indicate a couple of things, including engagement levels or trouble completing tasks. Sometimes, though, it just means it took them longer to 'think out loud'.
  - **Task Difficulty:** Ask whether the task was easy to complete on a scale. Poor ratings mean you should look into those tasks to find out what went wrong.
- ☐ Include Pre- and Post-Test questions to learn about attitudes and brand impression.
  - Ask users to describe their past experiences with a product, brand, etc.
  - Ask for their impression of an industry, brand, etc.
  - Ask users to describe how easy/fun/entertaining they expect the experience to be.
  - Use written fields for easy cataloging and searching later on.
- ☐ Pre-test your tests: run a single test, fix any red flags, then run the rest of the sessions. Hone your questions, tasks, metrics etc. before investing in a larger study.

#### PRO TIP

Ask users whether this website is something they would share with their peers or co-workers. This can drive home product fit, and lead to interesting insights.

## PART 4 ANALYZE THE RESULTS

- ☐ Examine task length. Depending on the task, this can be a key indicator that something might have been either really fun/engaging or really difficult/confusing.
- ☐ Scan written results and then run a search to see how often specific phrases come up.
- ☐ Compare ease-of-use questions with value-based questions. A website may be easy to use, but still not provide a solution to a problem or need.
- ☐ Create an easy-to-digest report to share with your team.
- ☐ Watch recorded tests with your team, have people put together a list of action items for themselves or the team, and ask them what they want to test next time!



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\* UserTesting offers many testing solutions. For some scenarios, you might need to upgrade your account in order for our team of experts to facilitate your study.