**1. Planning**

**a. Define Goals and Objectives**

* Objectives: Identify what you want to achieve with usability testing.
* Objectives: List specific aspects of the product you want to test (e.g., navigation, task completion).

**b. Identify Users**

* Target Audience: Define user profiles that represent end users.
* Recruit Participants: Select participants based on target audience criteria.

**c. Select Tasks**

* Task Scenarios: Create realistic tasks that users will perform during testing.
* Complexity: Make sure tasks vary in complexity to test different aspects of the product.

**d. Select Testing Environment**

* Location: Decide whether testing will take place in a lab, remotely, or in a natural setting.
* Equipment: Make sure you have the necessary tools, such as screen recording software, a camera, and a microphone.

**2. Preparation**

**a. Prepare Testing Materials**

* Consent Forms: Prepare and distribute consent forms to participants.
* Task Instructions: Write clear and concise instructions for each task.
* Questionnaires: Develop pre-test and post-test questionnaires to gather more insights.

**b. Set Up Environment**

* Equipment Setup: Make sure all equipment is set up and functioning properly.
* Pilot Testing: Conduct pilot testing to identify and resolve any issues that arise with the setup or tasks.

**3. Conducting the Test**

**a. Introduction**

* Welcome the Participants: Welcome the participants and make them feel comfortable.
* Explain the Test: Briefly explain the purpose of the test and what the participants will be doing.
* Consent: Make sure the participants have signed the consent form.

**b. Test Execution**

* Observation: Observe the participants as they perform the tasks without interfering.
* Encourage Thinking Aloud: Ask the participants to verbalize their thoughts as they perform the tasks.
* Note-Taking: Record observations and note any difficulties or confusion.

**c. Post-Test**

* Questionnaire: Have the participants complete the post-test questionnaire.
* Debriefing: Conduct a short interview to gather more feedback and clarify observations.

**4. Data Analysis**

**a. Compiling the Data**

* Notes and Observations: Organize the notes and observations from the test.
* Audio Recording: Review the screen recordings and other captured data.

**b. Analyzing the Data**

* Identifying Patterns: Look for common problems and patterns in user behavior.
* Task Success Rate: Calculate the success rate of task completion.
* Task Time: Measure the time it takes to complete each task.

**c. Summarizing the Findings**

* Usability Issues: List the identified usability issues and their frequency.
* User Feedback: Summarize the qualitative feedback from the participants.

**5. Reporting**

**a. Create a report**

* Executive summary: Provide an overview of the testing and key findings.
* Detailed findings: Include a detailed description of the usability issues, supported by data and examples.
* Recommendations: Provide suggestions for improvements based on the findings.

**b. Present findings**

* Stakeholder presentation: Present the findings to stakeholders, including designers, developers, and product managers.
* Discussion: Facilitate discussion of the findings and prioritize issues to address.

**6. Follow-up**

**a. Implement changes**

* Action plan: Develop a plan to address the usability issues identified.
* Iteration: Improve the product and iterate the design based on feedback.

**b. Retest**

* Validation: Conduct additional usability testing to validate the changes and ensure that the issues have been addressed.