



23 Usability Test Questions You Absolutely Have to Ask (& 11 You Shouldn't)

Screening Questions

1. How old are you?
2. What's your income level?
3. What's your highest level of education?
4. When was the last time you used the website or app?
5. How often do you use the website or app?
6. How much time do you spend on the website or app?

Questions to avoid:

- Is this feature slow or irrelevant?
- Do you like the newer version of the app better?
- Do you save a lot of time using the website?

Pre-test questions

7. What do you use the website or app for? How often?
8. Which features do you use most?
9. How satisfied are you with the available workflows?
10. What other apps did you use or research before choosing this app?
11. Why did you choose this website or app?

Questions to avoid:

- Have you used X product before?
- Do you visit the website or app daily?
- Do you use X feature?

In-test questions

12. When you log on, what's the first thing you do? Is there another way to complete this task?
13. How to you use X feature
14. What parts of the website or app do you use the most? Why?
15. What parts of the website or app do you use the least? Why?
16. Do you like the interface? Is it easy to use?
17. What do you think about how information and features are laid out?
18. What do you think of X page? How easy is it to find?

Questions to avoid:

- Do you like X feature?
- Do you like X page?
- Is the user interface easy to use?

Post-test questions

19. Overall, what's your experience been with the website or app?
20. If you could change one thing about the website or app, what would it be? Why?
21. What one thing are you most excited about with the website or app? Why?
22. Why will you continue to use the website or app? What will stop you from using this website or app in the future?
23. How likely are you to refer this website or app? Why or why not?

Questions to avoid:

- Is there anything else you want to add?
- Will you keep using this website or app?