Moderated vs. Unmoderated User Testing

Fenty Eka Muzayyana Agustin

Definition of Moderated User Testing

- A method of user testing where a facilitator guides participants through a set of tasks or questions while observing and taking notes.
- The facilitator can ask follow-up questions and probe for deeper insights.
- The goal is to gather qualitative feedback and observations about the user experience.

Example of Moderated User Testing

- A moderator might ask a participant to navigate a website and complete a series of tasks, while asking questions and taking notes about their experience.
- The moderator can ask follow-up questions, such as "Why did you click on that button?" or "What were you trying to accomplish here?"
- This method can provide more in-depth insights into user behavior and preferences.

Pros and Cons of Moderated User Testing

Pros:

- Pros:
- Allows for deeper insights into user behavior and preferences.
- Can provide more qualitative feedback.
- More personalized experience for the participant
- Facilitator can gather more detailed feedback and insights
- Easier to address unexpected issues during the testing session

- Cons:
- Can be more time-consuming and expensive.
- Results may be influenced by the facilitator's presence or questioning style.
- Requires more resources (facilitator, time, and space)
- Participants may feel self-conscious with a facilitator present
- Can be harder to recruit participants, especially if in-person testing is required

Definition of Unmoderated User Testing

- A method of user testing where participants complete tasks or answer questions on their own, without a facilitator present.
- Participants are typically asked to record their thoughts and actions using a screen recorder or other tool.
- The goal is to gather quantitative data about user behavior and preferences.

Example of Unmoderated User Testing

- Participants might be asked to complete a series of tasks on a website or app, while recording their screen and voice using a tool like UserTesting.
- The resulting data can provide insights into how users navigate a website or app, how long it takes them to complete tasks, and where they might get stuck.

Pros and Cons of Unmoderated User Testing

- Pros:
- Can be more cost-effective and efficient.
- Can provide quantitative data on user behavior.
- Requires fewer resources (no facilitator or physical space needed)
- Participants may feel more comfortable providing honest feedback on their own
- Easier to recruit participants, since testing can be done remotely

- Cons:
- May not provide as much depth or qualitative feedback.
- Results may be influenced by the participant's self-reporting or other factors.
- Limited ability to probe for feedback or ask follow-up questions
- Feedback may be less detailed or nuanced
- Potential for technical issues or user error that may skew results

Which type of testing is best for you?
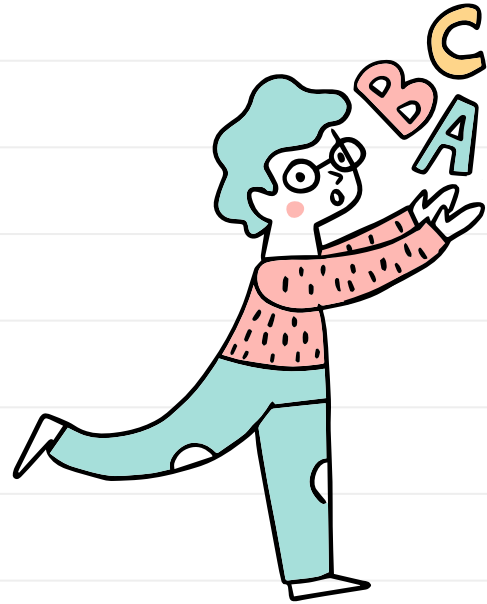
- It depends on your resources, goals, and timeline

- Moderated testing may be better for in-depth insights, while unmoderated testing can be more efficient for quick feedback