**{Name of Product} Usability Test**

Test conducted by {Names of researchers}

"If you want a great site, you've got to test."

Steve Krug

{Report Date}

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<!—This template has been optimized for print and exporting to PDF -->

## Summary

<!—A word of explanation: Blue color and “html comment tags” are used throughout this template to indicate comments that you should delete after completing the report with your own content. Our comments are meant only to provide guidance. -->

<!-- When you've finished the report, summarize your work and key findings here. Be brief and to the point. -->

*“Might be good a idea to include the most interesting customer quote here. It helps with emphasizing your points”*

<!-- By reading this section, stakeholders should immediately understand:

* the reason for conducting the test,
* when it was conducted,
* how it was conducted,
* key takeaways from the test.-->

After analyzing basic use cases of the {name of the product} it came to our attention that further analysis and a test with real users is crucial for improving the overalll usability.

After thorough preparation of test scripts (described in the section “Scenarios & Tasks”, we’ve gathered a group of {number of participants}, who use a current version of the service.

On {date of the test} we’ve invited users to our office and during the private sessions, we’ve recorded their interaction with the product while they were performing typical tasks.

Analysis of the recordings showed clearly that:

* first key finding,
* second key finding,
* third key finding.

Further recommendations can be found in the section “Recommendations”.

The following document details the way we’ve conducted the research, describes the results, and provides a list of recommended changes.

If you have any questions or comments, please feel free to contact:

* First researcher – [name.lastname@uxpin.com](mailto:name.lastname@uxpin.com), 650000000
* Second researcher – [name.lastname2@uxpin.com](mailto:name.lastname2@uxpin.com) 650100100

## Researchers

<!— Your time to shine. Provide biographies for you and upr team. Focus only on the most important parts of your career. -->

<!— If you’re working in a small team and you’re well known – delete this section. In this case it wouldn’t provide informational value, besides bragging. That could affect negatively reception of this report -->

The test was prepared and conducted by:

**Marcin Treder**

UX Designer, founder of UXPin with +7 years of experience in the field of user experience design and usability testing.

## Introduction

<!— Explain the definition of a usability test and why you're conducting one.-->

­“The problem is there are no simple “right” answers for most web design questions. What works is good, integrated design that fills a need—carefully thought out, well executed, and tested.”

- Steve Krug

A usability test is a method of evaluating a product by testing it on users. It has many variations. A classic method would require usage of usability lab with a strictly controlled environment. The work of Steve Krug (best known as the author of “Don’t Make Me Think”) inspired professionals all over the world to include more spontaneous, guerrilla – like, usability testing. In this variation, the testing environment is controlled in a minimal way and any number of subjects is considered good (usually 5 – 10). The statistical significance of guerrilla tests is not taken into account. Instead it’s used as a method of broadening perspective and inspiring design. The development of usability testing software has also made, so called, *remote usability testing* extremely popular. It allows researchers to test without the physical presence of the subjects. Remote usability testing made the task of gathering large group of research subjects easier than ever before.

All the variations of usability testing are conducted with a group of potential users, or current users. Users are asked to complete a series of typical tasks. Usually tests are recorded and analyzed to identify areas of product improvement.

After analyzing the most basic use cases of {name of the product} we’ve decided that a classic usability test is needed to provide more information about the actual usability of the interface.

We have decided to test the product with a group of {number of participants, usually between 5 and 20}, all of whom are actual users of the application. A group of this size is a sufficient sample size to inform us about the performance of the interface.

<!— Please remember that your description of the sample size can vary. Perhaps your product and test requires a larger group. Adjust the text to your individual needs -->

<!—For additional information about the group size, read: http://www.nngroup.com/articles/how-many-test-users/ -->

After thorough preparation, the test was conducted on {date of the test} at {name of the company}.

User interaction with the interface was recorded and analyzed by the team of researchers, which informed our recommendations for improving the overall product usability.

<!—You’re allowed to use this text in your introduction. Please adjust the content wherever needed.-->

## Key Hypotheses

<!—Good research should always start with a set of hypotheses. In scientific research, a hypothesis is a proposed explanation made on the basis of limited evidence as a starting point for further investigation. It lets you focus your research around probable friction points. List your hypotheses here.-->

After initial analysis of the interface of {Name of product} we came up with three hypotheses that we wanted to test during further research:

H1: Users will have problems with navigating through the UI

H2: Users won’t be able to finalize the purchase without a trouble

H3: Unique architecture of the sign-up form won’t be a problem for users

Based on the hypotheses mentioned above, we have come up with three use case scenarios that were the foundation of our testing script.

## Goals

<!—Whether you’re working as a part of the in-house team, or a consultant, always state your goals in the research reports. It helps people understand your objectives and judge your success. If possible – try to state your goals in a measurable way.-->

Goals of the conducted test:

1. Through a series of iterations we’ll improve the success rate for basic use cases to 90%.
2. Through a series of iterations, our lostness score will drop below 0.2.

<!—I’d recommend having no more than 2 – 5 goals per test. If you’re wondering what’s the lostness score – check out this presentation: <http://www.bentley.edu/centers/sites/www.bentley.edu.centers/files/centers/UXLisbon_Metrics_Albert.pdf> -->

## Participants

<!—In this section you should provide a description of the participants. Any information that you gathered about the demographics should be summarized here. Include the number of participants, dates and the number of participants on each testing day. -->

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Gender** | **Age** | **City** | **Occupation** | **User since…** | **Other products used** | **Income** |
| Male | 31 | Pleasanton | Teacher | 10/10/10 | {relevant products only} | 60k |
| Female | 28 | San Mateo | Teacher | 10/10/10 | - | 79k |
| Male | 31 | Pleasanton | Teacher | 10/10/10 | {relevant products only} | 60k |
| Female | 28 | San Mateo | Teacher | 10/10/10 | - | 79k |
| Male | 31 | Pleasanton | Teacher | 10/10/10 | {relevant products only} | 60k |
| Male | 31 | Pleasanton | Teacher | 10/10/10 | {relevant products only} | 60k |
| Male | 31 | Pleasanton | Teacher | 10/10/10 | {relevant products only} | 60k |
| Female | 28 | San Mateo | Teacher | 10/10/10 | - | 79k |
| Female | 28 | San Mateo | Teacher | 10/10/10 | - | 79k |

We’ve recruited {number of participants} among our users. The selections of users was random. In the final group of participants there were 5 women and 5 men. In the table below, we present the details:

<!—Charts are a very good way of communicating demographics data -->

<!—Charts are a very good way of communicating demographics data -->

## Methodology

<!-- This section should be the most detailed so far. Just like an academic study, the method section should allow someone who was not present at the sessions to replicate the testing. Describe how you conducted the study, the type of data you collected, the tasks you used (save exact tasks for the “Tasks & Scenarios” section) and any other relevant information that your readers may want to know. -->

The usability test conducted during the usability assessment of {Name of Product} consisted of an introduction, 3 tasks, a short interview, and a post-test questionnaire (QUIS scale). We instructed the participants to think out loud and share their thoughts with the researchers throughout the test.

Following the task series that were read aloud by the researcher (a printed version was also given to participants), we gathered the users’ assessment of the overall experience using the popular usability-assessment scale known as QUIS.

Sessions were performed on an individual basis with each session lasting approximately 45 minutes. Based on patterns identified from the first {number of users in the first batch} users, a few design alterations were made. These alterations were then tested with the final {number of users in the second batch} users. Following the last session, qualitative and quantitative data were analyzed and summarized and recommendations for redesign were made. Users were compensated with {insert compensation} for their participation.

<!-- More information about QUIS scale: <http://lap.umd.edu/quis/> -->

<!-- Methodology can vary depending on your needs and preferences. -->

## 

## Scenarios & Tasks

<!—This section should include a detailed description of scenarios and tasks that were used during the test. -->

Basing on our initial research and hypotheses, we’ve formed 3 test-scenarios and a set of tasks that were read and assigned to users during the test.

<!—The best tasks are descriptive and contextual -->

1. Imagine that you’re at home and you need to use {Name of the product} to {first use case}. Enter {url} and start working on your goal, just as you usually do. Please share your thoughts with us aloud so we can understand your feelings in each particular moment.
2. Imagine that you’re at home and you need to use {Name of the product} to {second use case}. Enter {url} and start working on your goal, just as you usually do. Please share your thoughts with us aloud so we can understand your feelings in each particular moment.
3. Imagine that you’re at home and you need to use {Name of the product} to {third use case}. Enter {url} and start working on your goal, just as you usually do. Please share your thoughts with us aloud so we can understand your feelings in each particular moment.

<!—"The above is just a guideline for how you can phrase your tasks. While the structure of tasks might be similar, you should try different ways of expressing them to keep users more engaged. For example, it might feel repetitive to start each task with "Imagine that..." "-->

In the second part of the test, users were asked to go through the QUIS questionnaire and describe their experience with using {name of product}.

## Results

<!—In this section present, the test results. Describe the overalll performance of users within your tasks and scenarios. If it makes sense – start with the tasks that had highest success rate. The task success rate is the number of successes divided by the number of participants completing the task.

Display the task completion rates in a table that shows the participant by task completion rates and the mean rate across task (see example table).

In another sub-section, describe the most important errors that were hurting the overalll success rate. Presenting errors alongside their severity may give your report additional clarity.

-->

### Task Completion

<!—Describe performance of users here -->

|  |  |  |  |
| --- | --- | --- | --- |
| **Subject** | **Task 1** | **Task 2** | **Task 3** |
| Subject 1 | 1 | 1 | 1 |
| Subject 2 | 0 | 0 | 1 |
| Subject 3 | 1 | 0 | 1 |
| Subject 4 | 0 | 0 | 1 |
| Subject 5 | 1 | 1 | 1 |
| **SUM** | **3** | **2** | **5** |
| **Success Rate** | **60%** | **40%** | **100%** |

<!— You may also want to ask participants about their, perceived, ease or difficulty of given tasks. If that’s part of your methodology – present results in an appropriate table.

A popular way of calculating these metrics is by using a 5-point Lickert scale. The 5-point rating scale ranges from 1 (Strongly disagree) to 5 (Strongly agree).-->

While observing the performance of users, we’ve also tried to assess if they feel lost on their path to success by using a “lostness score. The lostness score measure is the user's ability to find specific information. Lostness is expressed as the ratio of the optimal number of nodes required to complete a task to the actual number of nodes visited while searching for task information. The closer the lostness value was to 1.00, the less lost the user was on the website.

<!— If you were measuring lostness – summarize the results in a simple table. I don’t recommend giving a full detailed view of calculating lostness as it might be confusing-->

|  |  |  |  |
| --- | --- | --- | --- |
| **Subject** | **Task 1** | **Task 2** | **Task 3** |
| Subject 1 | 0.6 | 0.1 | 0.1 |
| Subject 2 | 0.4 | 0.1 | 0.1 |
| Subject 3 | 0.5 | 0.1 | 0.1 |
| Subject 4 | 0.6 | 0.1 | 0.1 |
| Subject 5 | 0.7 | 0.1 | 0.2 |
| **AVG** | **0,56** | **0.1** | **0,12** |

This lostness measure shows that task 1 caused a lot of confusion among users. They quite often missed the most natural path to success and needed to repeat their steps.

<!— Continue with a more detailed explanation of the results so your readers can understand how the specific numbers are tied to the interface and behavior of users-->

### Errors

|  |  |  |
| --- | --- | --- |
| **Task** | **Description** | **Occured** |
| Task 1 | <!—description of the error--> | 5 |
| Task 1 | <!—description of the error--> | 4 |
| Task 2 | <!—description of the error--> | 3 |
| Task 3 | <!—description of the error--> | 2 |
| Task 3 | <!—description of the error--> | 5 |

<!— In this section list the most important errors that happened during the test -->

<!— If you’ve used any other methods and metrics – include a description of the results in additional sub-sections.-->

### Key Takeaways

<!— List the most important lessons here -->

Results of the test showed clearly that:

1. First takeaway
2. Second takeaway
3. Third takeaway

### Notable Quotes

<!— List 3 to 5 of the most notable user quotes. These can help support your findings during stakeholder reviews.-->

­“This UI hurts my eyes. Please, please, please do something about it.

- User 1

­“I love it more than my family.”

- User 2

­“I can’t find anything here, I don’t know where am I. What the hell is that? Did you design it to confuse people?

- User 3

## Recommendations

<!--The findings and recommendations section is the most detailed section of the report and may be represented in various ways. We usually present recommendation as a table with four sections: observations, interpretations, severity and recommendations. That simple table allows the reader to understand how we arrived at our recommendation while giving him/her the freedom to agree or disagree with our perception of the problem. To further illustrate the most severe problems, place screenshots of the relevant interface underneath the table. Include captions that clearly describe the problem.

|  |  |  |  |
| --- | --- | --- | --- |
| **Observation** | **Interpretation** | **Severity (1-5)** | **Recommendations** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

<!--Regardless of the method used, it is important to give the reader unbiased data presented in a concise and easily understood format. -->

## Conclusion

<!--Provide a short conclusion paragraph. Begin with an overall statement of what the participants found and how it should affect the product design]. -->

The usability test of {Name of Product} shows that there are severe issues with navigation and purchase path. Participants of the test experienced difficulty even when trying to complete the most standard tasks.

The situation is difficult but not hopeless. Implementing the recommendations and continuing to work with users (i.e., real lay persons) will give us the insights needed to continue improving the product.



