The process you design to test your drafts has to be logical and repetitive with a purpose behind it. Defining your testing objective is the first step and allows you to “tailor your test to provide the specific information you need” (Anderson 430) and is a guide for your draft.

To determine if “your draft is good enough” you first “establish measurable criteria for the test” (Anderson 431). Criteria can be as detailed as the amount of times your test reader looked at the button in the upper right hand side of the page to as broad as how many times they got from point A to point B. Measuring criteria gives you hard data on whether or not your target readers can follow your draft without external assistance. To have accurate results, “you must pick test readers who truly represent your target readers” (Anderson 431) and doing so relies on having a well-defined objective. When you revise your draft based on “responses from people who are not in your target audience”, “ you could actually make your communication less effective” (Anderson 431). Objective establishes the target audience, relevant criteria, and is a filter for any extraneous data that might have otherwise crept into the scope of your test.