

First Impressions Workshop

Intro - why you should do a 5 second test and what you'll learn

Watch this [90 second video](#).

(Feel free to skip if you watched it on the sales page :))

Setup - Choose a page, choose your questions

Watch this [8 minute video](#).

Your assignment:

- ☐ Pick a page
- ☐ Pick 2 questions

Recommendations:

- Use your homepage
- Use these questions:
 - *What is this site selling? (Or, What does this company do?)*
 - *Who would find this website useful? (Or, Who do they sell to?)*

Resources:

- [Five Second Test guide](#) from UsabilityHub
- Sample tests:
 - [Things for Kids site](#)
 - [MessageBird site](#)

Create a free UsabilityHub account and claim your test credits

Watch this [90 second video](#).

Create a free account at <https://usabilityhub.com/>

Then visit this page: <https://app.usabilityhub.com/codes/claim>

Enter code: **BRIAN20CREDITS**

Leave a comment if you have any issues!

(Also, if you later decide to opt in to a paid plan, visit <https://app.usabilityhub.com/coupon/BRIANHALL10> for a 10% discount)

Create and launch your test!

Watch this [6 minute video](#).

To create an image file from a full webpage, try Awesome Screenshot:

<https://www.awesomescreenshot.com/>

... or one of many other options.

Analyze your results

Watch this [9 minute video](#).

For each question:

- Decide what counts as a correct answer
- Tag all correct answers
- Tag all *incorrect* answers

Note any interesting points of confusion, misinterpretations, or insights you get from the responses. Take these notes back to your team to discuss, or to your customers to explore.

Once you've coded all responses as "Got it" or "Didn't get it" (possibly choosing to ignore some), calculate what percentage of testers Got it for each question.

Decide what to do next

Watch this [3 minute video](#).

Now that you've got your results - specifically, the percentage of testers who Got it for each question:

Decide if you have a problem.

The UsabilityHub [guide](#) to five second tests says:

If more than around 80% of participants are in the first group, then you've got a successful design on your hands. If this number is much lower, then some changes are likely necessary.

How should you define "much lower," though?

Here's how I would think about it:

If more than 80% Got it: Congratulations! You do not have a problem.

If 60-80% Got it: Good enough. Note that there's room to improve the page, and be sure you work to do so in the future. But it's likely you have bigger opportunities elsewhere.

If fewer than 60% Got it: You have a problem.

If you have a problem

Take what you've learned from the "Didn't get it" responses and brainstorm new elements for the page. Focus on the hero (topmost) section.

Work up a new combination of heading, body text, button, and (optional) image to convey what you sell, and to whom.

Then repeat the test with this new design.

If you do not have a problem

That's great! Your page is good, and you should feel good.

Hopefully you got some ideas worth exploring from reading through the responses.

Take those ideas and move on with life - remembering to re-test any future redesigns against this benchmark.