Usability tests can identify 4 main pain points:

* Navigation issues
* Users misunderstanding of your messaging or content
* A misalignment of what the user expects and what happens, or;
* The end of goal is not fully reached by the user

They can identify things like what a user says but what they actually do, so to see real in person behaviour, testers must observe.

Tasks for the users to attempt to complete

1. Look to contact and send this company an email enquiring about something.
2. Go and find out what this company specialises in by browsing different products on offer by this company.
3. Search for a product and attempt to find more information on a certain product by way of filtering.
4. Attempt to add a product to your basket and go to purchase a product then.
5. Back out of purchase page before paying for anything to browse more items.
6. Try and find more information on the company.
7. Try and find out more information on shipping costs, length etc.
8. Go to sign-up for an account
9. Go to the payment page for your purchase

Questions.

Pre-testing questions:

* Uncover user demographics
* Understanding the existing approach to solve the problem your product aims to solve
* Understanding the users existing knowledge in the domain in which your product sits

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| 1. To get started, can you briefly tell me about yourself; name, age, occupation. |
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| 1. On a scale of 1-5 (1=not at all confident, 5=very confident) can you rate your tech-savviness in respect to using a computer or smart phone to browse the web? |
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| 1. Would you use a computer or phone to browse the web mostly? |
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| 1. What tools do you use to browse the web? |
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| 1. How was your last experience, if you can remember? |
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| 1. Can you remember your last bad / good experience? |
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Main questions – to be asked during and after tasks if needs be.

* Identify why user engage or dis-engage with the product
* Understand areas or problems which you can improve to increase users ease of use

Asking questions while observing users’ interactions and how they relate to a pleasant or unpleasant experience.

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| 1. On a scale of 1-5 (1=not trust-worthy at all, 5=Very trust-worthy) what are your first impressions on this website trust wise? |
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| 1. If you were looking to go back out of this page what would you expect to see? |
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| 1. Where would you expect to find (specific element)? |
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| 1. Any suggestions on the design and layout of this page? |
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| 1. How long did it take the user to complete this task? |
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| 1. What motivated you to click (specific element)? |
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**Post Task Questions**

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| 1. How did you find the experience of this page overall? rate on a scale of 1-5 (1=not enjoyable, 5= very enjoyable) |
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| 1. What are your thoughts on the language used? (easy to understand, or not?) |
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| 1. What did you like most about using this website? |
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| 1. What did you like least? |
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| 1. Was there anything that surprised you while using the webpage? |
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| 1. Are there any parts of the website you might change? |
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| 1. How much would you trust recommending this to someone you know to purchase something off this website? Rate on a scale of 1-5 (1=not trust-worthy at all, 5=Very trust-worthy) |
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Questions to be asked if they encountered any problems during the usability test.

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| 1. Did the tasks required to complete make sense to you? |
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| 1. Were there any tasks that were too difficult to complete, if so, then what made them difficult? |
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| 1. Why did you find it hard to navigate to this location? |
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| 1. Why did you navigate to page A instead of page |
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