## Testing Checklist

### Qualitative Testing

\*Qualitative testing is best when you have multiple variables that are unknown. Usually don’t need to test with more than 3-5 subjects to start to identify relevant patterns. Results do not need to be statistically significant. Process should be iterative.

Product Usability Testing: Observe customers using your product and identify their pains and problems. See Steve Krug Usability Testing.

Task Based Usability: Testing a user on a specific task and tracking multiple metrics (such as time to completion, steps taken, mistakes made) on that task.

Marketing Usability Testing: Observe customers using your website and identify their pains and problems. See Steve Krug Usability Testing.

Competitor Usability Testing: Observe customers using your competitors products and identify their pains and problems. You can do this before you even have a product. What workarounds have they created to avoid the pain. Run Google, Facebook, or Craigslist ads to find five people using your competitors products. Watch and ask questions.

Five-Second Messaging Tests: Ambush strangers. Go to your local coffee shop, ask if someone will give you 5-10 minutes and you’ll buy their beverage. Explain why it helps you. Tell them you are not selling. Show your landing page and ask the following questions. What does the user think this product does? Who does the user think the product is for? Can the user figure out how to get the product?

Testing Sites: Site that helps you do testing like UsabilityHub.com, UserTesting.com, OpenHallway, Loop11, TryMyUI, userinterviews.com.

Unmoderated Testing: Getting a video of a real world human using your product. Good for finding if your product is easy to use by someone who has never seen it. Bad for finding if people will like, use, buy your product and finding out how to fix usability problems. Use sites like UserTesting.com, OpenHallway, Loop11, TryMyUI, userinterviews.com.

Wizard of Oz: Testing out a concept with a front end design but no backend functionality. It requires a human doing all the work on the backend to service the client. Zappos tested out their product buy taking pictures of shoes at local shoe stores and selling them online. When someone purchased they would have to drive to the shoe store, buy, and ship the order. They lost money but validated a billion dollar concept.

Prototype Testing: Show them something that looks like your product and ask for their reactions. Never ask them if they think it is a good idea or would buy. A lot of times they either don’t know if they would buy or they are going to say yes just to be nice. The closer you can make it look to the real product the more accurately you can predict whether people will use that product.

Old Fashioned Research: Looking things up online. Using existing qualitative studies.

### Quantitive Testing

\* Quantitative testing is best when you have only one variable that you want to test. Goal is to develop results that are statistically significant.

Landing Page Testing: Setting up multiple landing pages to test out how many people are interested in a product, your messaging, etc.

A/B Testing: Good for getting statistically significant data that you can hang your hat on, proving hypothesis, understand what customers are actually doing, make decisions on what to cut and what to improve, validate design decision and hypotheses, see which small changes have big impact on metrics. Not good if you are constantly making many changes on your product, message, etc. In other words not great for early testing unless you are isolating your changes and can test them individually.

Feature Stub (Fake Door): Add a button that says upgrade or buy to test whether users will pay additional for a certain feature or version of your software.

NPS Survey: Net promoter score is a way to establish accountability for the customer experience through a simple one question proven feedback; “On a scale from xero to ten, how likely are you to recommend our services/product to a friend…what is the primary reason for giving us this score?”

Sales/Validation Interviews: Testing with sales or validation interviews. Expensive and not recommended until you prove several hypotheses.

Surveys: Surveys are not good at getting in touch with your users because you will either have to ask closed ended questions that will bias the results or open-ended questions that won’t get you to what you need to know. To get a lot of information, use the telephone. Surveys are not good at generating hypotheses but may be okay at validating hypotheses.

Cohort Analysis: Cohort analysis is a subset of behavioral analytics that rather than looking at all users as one unit, it breaks them into related groups for analysis.

User Tracking: Tracking what features the users are using, what they are clicking on, what pages they are visiting.

Old Fashioned Research: Looking things up online. Using existing quantitative studies that closely resemble your study.