**Usability Scoring Sheet**

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**RATE YOURSELF**

*Did you talk to people you don’t know and who don’t know your product? Yes No*

*Did you ask the two magic questions (biggest problem w/ \_\_\_\_, why, why why? Yes No*

*Were you able to test with your end users or buyers? Yes No*

*Were you able to perform three to five validation interviews (each month)? Yes No*

*Did you shadow/watch customers as they performed tasks related to the validation? Yes No*

*Did you perform competitor usability test? Yes No*

*Did you let them struggle when you asked them how to do a process? Yes No*

*Did you include different departments in watching and voting on the testing? Yes No*

*Did you compile votes and prioritized the top incremental changes? Yes No*

*Did you test them with a prepared script, questions, and even visualizations? Yes No*

*Did you record the usability testing or broadcast it to a watch room? Yes No*

*Did you avoid bias (tell them how great it will be)? Yes No*

*Did you give your respondents permission to be candid? Yes No*

*Did you keep all questions to what they don’t like or have done before? Yes No*

*Did you dig deep to identify root causes of their problems? Yes No*

*Did your test them before making it look pretty? Yes No*

*Did you test mockups? Yes No*

*Did you clearly and without a doubt prove one of your biggest unknowns? Yes No*

*Did you take time to thank them the next day? Yes No*

Notes:

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