Usability Testing

Name of Site Owner:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of reviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Objective

Conduct a usability test in the early stages of your project and correct the reported problems.

# Getting Started

Usability does not have to be an expensive process. You can improve your site by conducting a couple of small-scale tests. For this phase you will have at least three other students perform the usability test on your site. Have a tester sit down at the computer, open a browser and go to your site. You will be sitting next to him/her. You will be the note taker as the tester talks out loud to answer the questions below. While answering the questions, the tester should also note what s/he thinks would improve the site. Take notes by keying in answers to the questions below. You will turn in three instances of this document for this phase. In addition, you must test the sites of at least two other students.

# What to Do:

1. Before asking another student to test your site, scroll down to the **Create 2 Questions** sections and create two questions specific to your site that you’d like your testers to evaluate.
2. Print this sheet and hand it to another student – or make this electronically available to another student.
3. Have the student complete this usability test for your site.
4. Review their test and have it ready to submit as part of Phase 4.
5. Do this three times so that you have three completed tests for your site.
6. Make adjustments to your application as necessary based on the results.

# The Test

## Branding

1. Can you tell at a glance what web site you are on? (Business name, logo, other branding…)?
2. Can you tell at a glance which page you are on? (Home, cart, contact, …?)
3. Suggestion for branding/name recognition improvement:

## Site’s Purpose

1. Is the site’s purpose obvious? Does it need clarification?

## Log In

Have the user log in to your site. You do not need to have them register at this point but you should have a generic account where they can login. Answer the following questions:

1. Attempt to log in with invalid credentials (so that the login fails). What happens? Is it clear the login has failed? Is it easy to try to log in again?
2. Attempt to log in with valid credentials. What happens? Is it clear that you are logged in? Is it clear where to log out?
3. Do you have any suggestions for the login experience?

## Navigation

Keep in mind that not all pages will have content at this point.

1. Do all of the links work?
2. Do the link names make sense?
3. As you navigate from page to page, is it easy to find your way back or to any other page?

## Create 2 Questions

Now that the tester has been through your site, create your own question specifying a task you would like them to complete. For instance, if you had a site that was selling shirts you could ask: “How many clicks did it take you to find the shirts?”



## Overall Usability / Accessibility / General Comments

1. Do you have any general comments that were not covered by the test?