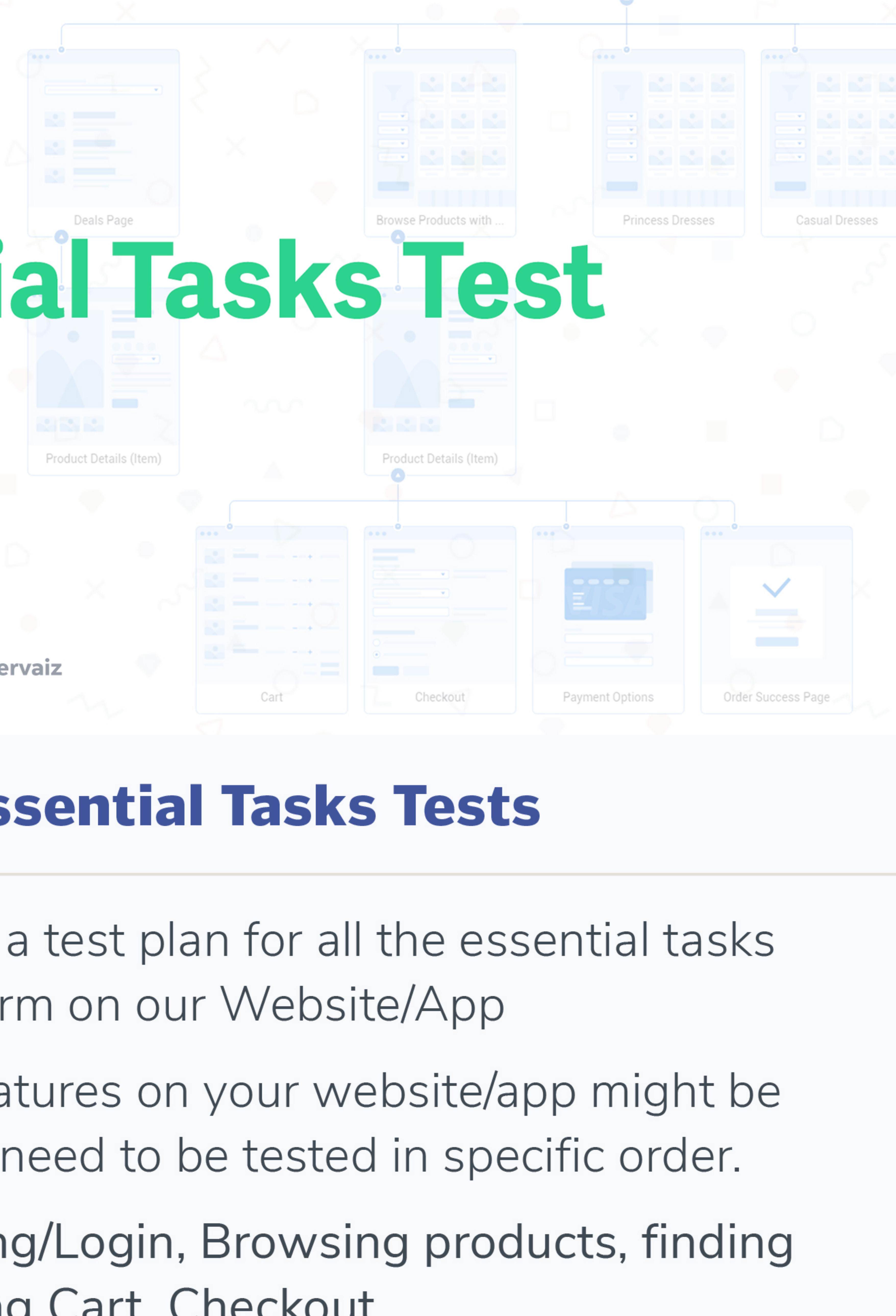


# USABILITY

# Essential Tasks Test

UX PROCESS SIMPLIFIED  
A course by : Muhamad Ahsan Pervaiz



## Essential Tasks Tests

Now we need a test plan for all the essential tasks user will perform on our Website/App

Most of the features on your website/app might be linked so they need to be tested in specific order.

e.g. Onboarding/Login, Browsing products, finding products, Using Cart, Checkout

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## The problem, hypothesis and metrics

- I believe users are not taking an action on this page because the major categories are hidden (**problem**)
- Users will navigate easily if we make subcategories to categories (**hypothesis**)
- Number of Clicks, Time to locate the item (**Metrics**)

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## Task Details in Scenario form

- Create scenarios like short stories to ask user to perform tasks.
- Don't use any button label or navigational label from your website in your task scenario.
- Don't show any hints

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## Example of Writing Tasks

- In my case of FrokLand, here is one sample test scenario
- You clicked on a Facebook ad for a kids clothing website and reached this page to buy a dress for your daughter. What is the first thing you would do here?

Users normally don't create account first but mostly they start adding dresses to their carts

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## How to conduct Usability test?

If user asks question, what this button does. Just ask them more about it. "What do you expect it to do?"

The most difficult thing is to keep quiet while let the user struggle and don't help them at all

Before starting an actual usability test, rehearse with a friend or team member

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## Think Aloud Technique

You user should always think aloud. As they do something, they should speak what they are thinking. If they stop, remind them. Please let us know what are you thinking.

Don't forget to write down notes/record audio +video as user don't always say what they are actually trying to do

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## Pain Points (Critical Incidents)

Now note down all the major problems user faced. Write the tasks they were failed to complete successfully. Also note the time/number of errors used to complete the tasks so we can compare them at the end.

Create a report showing all the pain or problem points of your product and recommend changes to the developers/designers to solve this problem

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