

USABILITY TESTING PROPOSAL

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Proposal for a better qualitative user testing

IMPORTANCE OF USABILITY TESTING

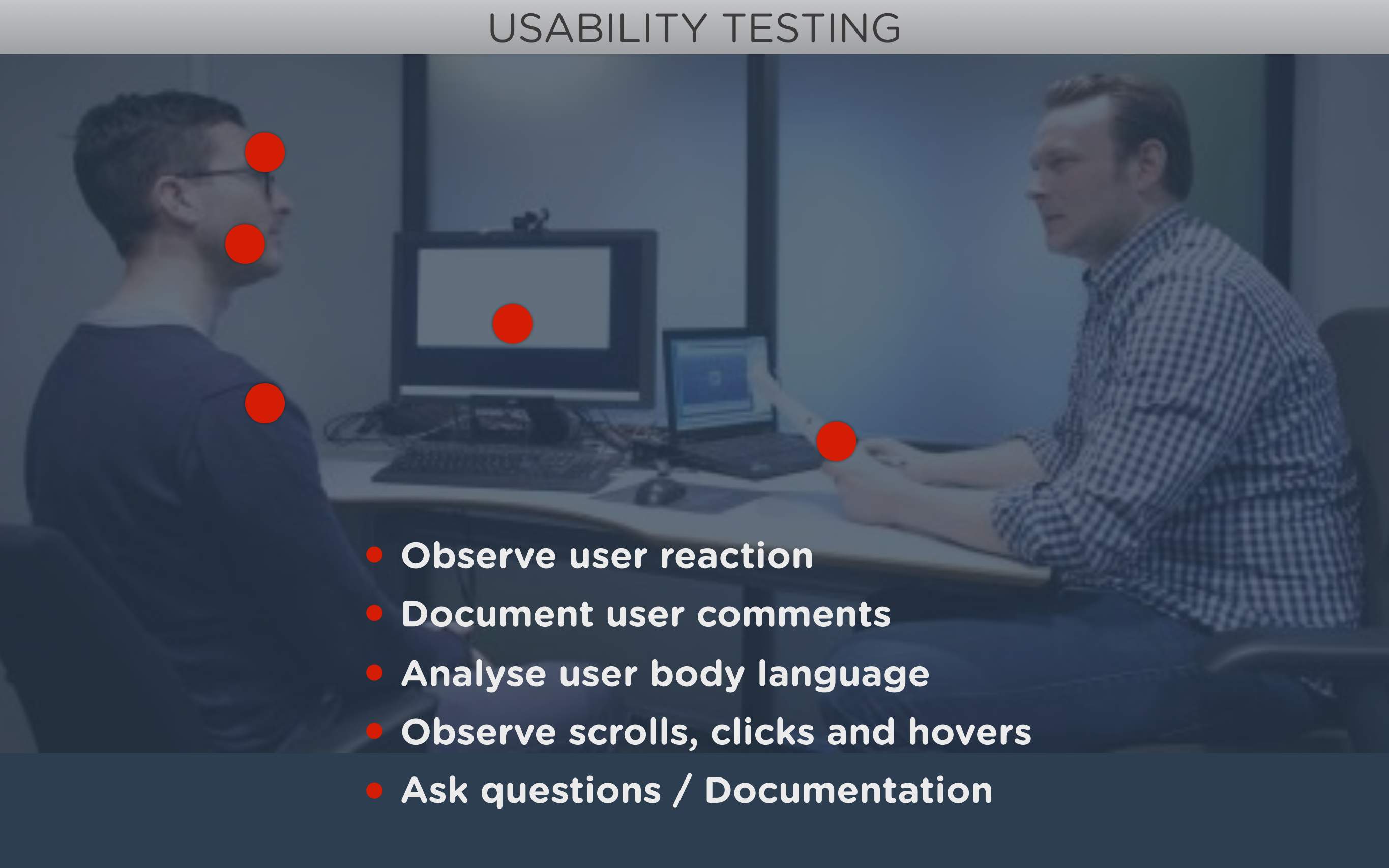
- **Validates the idea**
- **Provides answers quickly**
- **Doesn't waste resources**
- **Has a high conversion rate**
- **Requires less content management time**
- **Allows customers (users) to achieve their goals**
- **Meets business objectives**
- **Delivers a positive brand image**
- **Follows a logical sequence**

USABILITY TESTING



Usability testing is a way to see how easy to use something is by **testing** it with real users. Users are asked to complete tasks, typically while they are being observed by a researcher, to see where they encounter problems and experience confusion.

USABILITY TESTING

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- **Observe user reaction**
 - **Document user comments**
 - **Analyse user body language**
 - **Observe scrolls, clicks and hovers**
 - **Ask questions / Documentation**

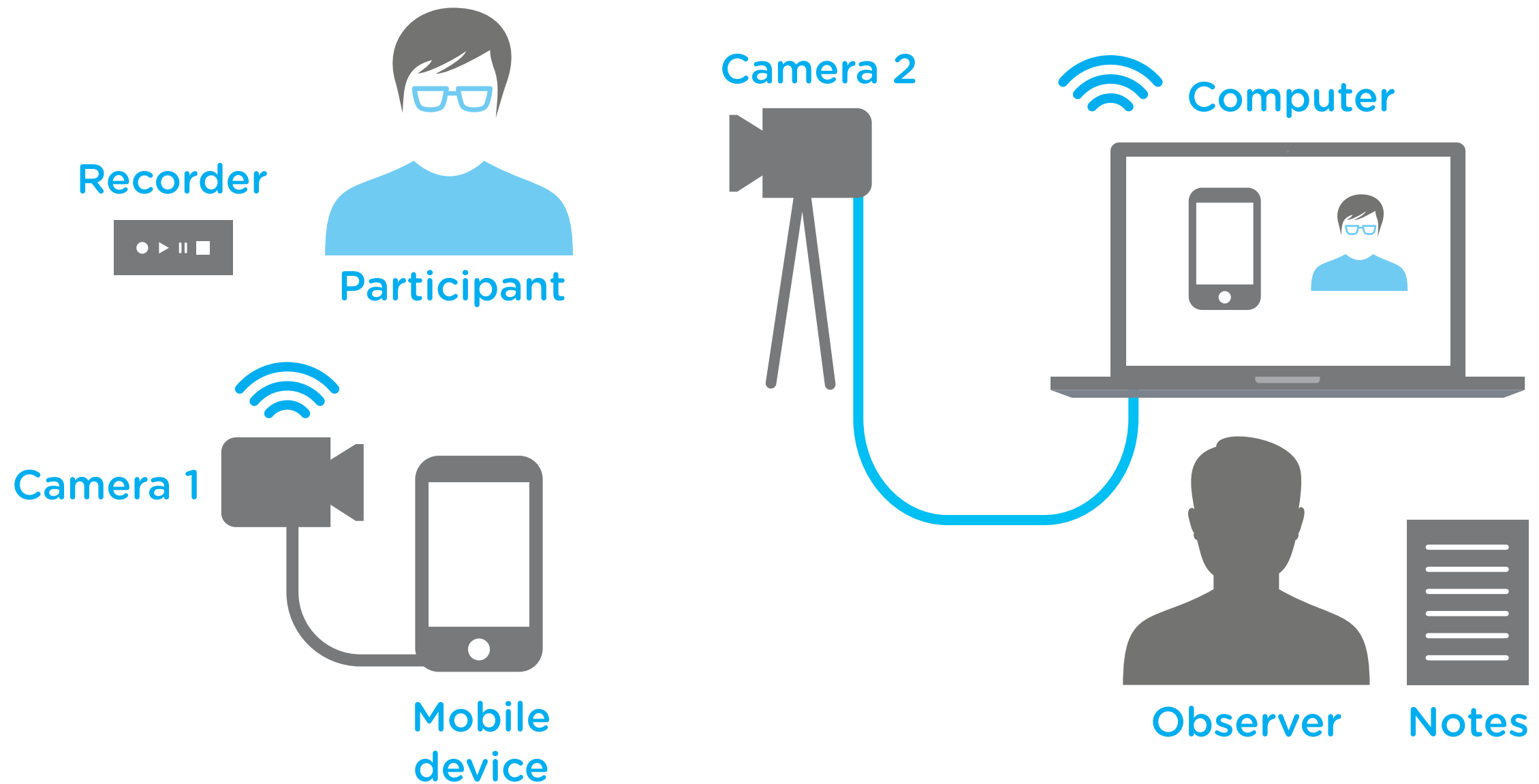
USABILITY TESTING



Without recording equipments, testing takes much longer and valuable observation insights are not documented.

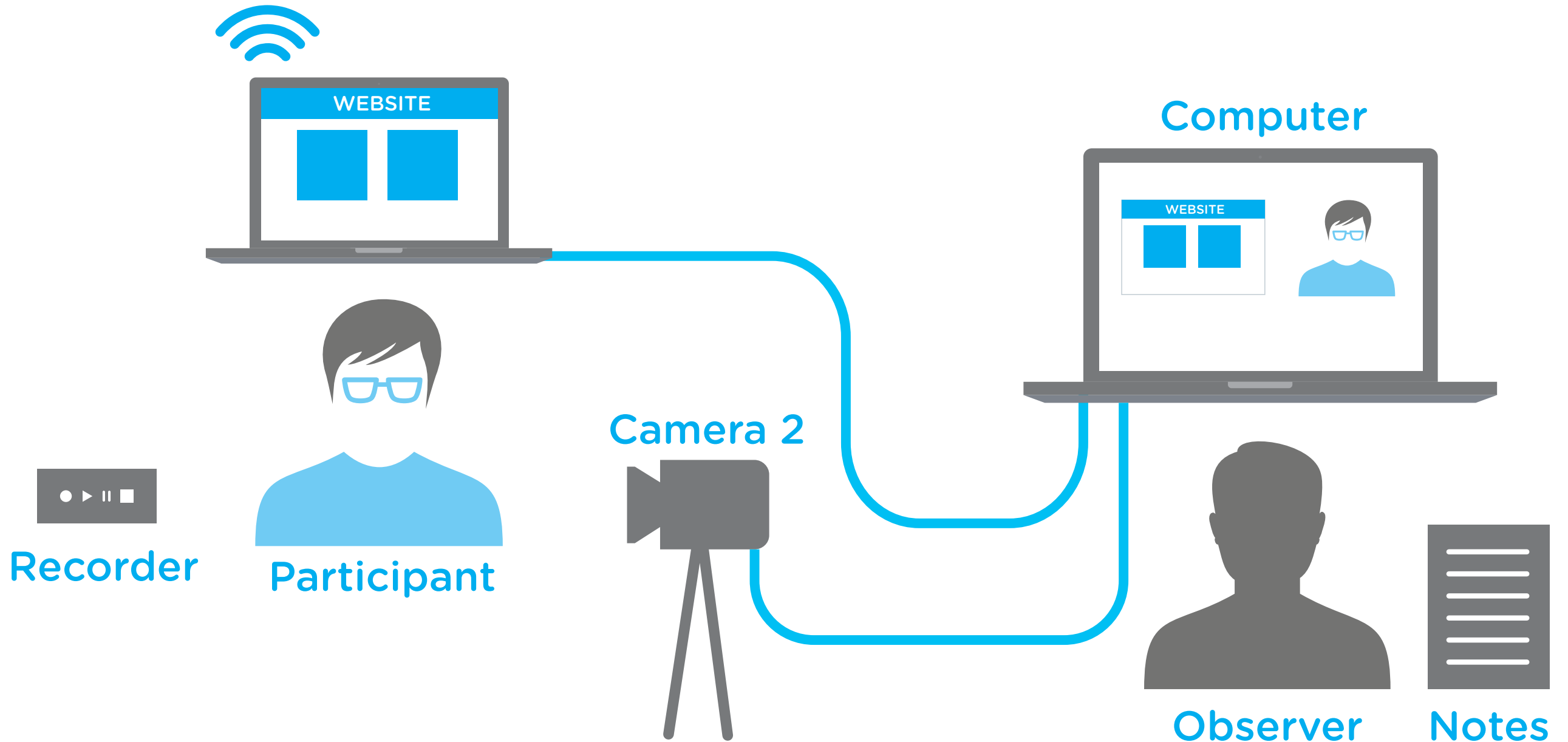
PROPOSED TESTING SETUP

MOBILE USABILITY SETUP



PROPOSED TESTING SETUP

DESKTOP USABILITY SETUP



**INDUSTRY STANDARD
DEDICATED TESTING DEVICES:**

IOS DEVICES	ANDROID DEVICES	DESKTOP OS
<p>iPhone SE 320x568</p> <p>iPhone 375x667</p> <p>iPhone Plus 414x736</p> <p>iPad 768x1024</p>	<p>Android Mini 320x533</p> <p>Android 360x640</p> <p>Android Tablet 800x1280</p>	<p>Windows 10</p> <p>Windows 8 / 8.1</p> <p>Windows 7</p> <p>macOS</p> <p>Linux OS</p>

END