

UX PROCESS SIMPLIFIED

USABILITY TESTS

5 Seconds Test First Impressions

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A course by : Muhamad Ahsan Pervaiz

5 Second Test

To test the initial impact of your website on your users. You can do a simple 5 seconds test. It will tell you how user perceived your product/website.

Just select 3-5 users, show them your product for 5 seconds and then hide it and Ask them few questions about your product.

Questions to ask - 5 Second Test

- What was this product/website about?
- What do you think you can do with it?
- How did you feel about it, was it fun or serious?
- How trustworthy this website looks to you?
- Can you tell me the name of the product?
- How would you describe this product to a person who has never used it before?

5 Second Test Facts

If your user can't tell what this website will do within first 5 seconds then there is something wrong with your main headline, message or your design.

Most Startups suffer from this, they create a very attractive message which normal user can't understand at all