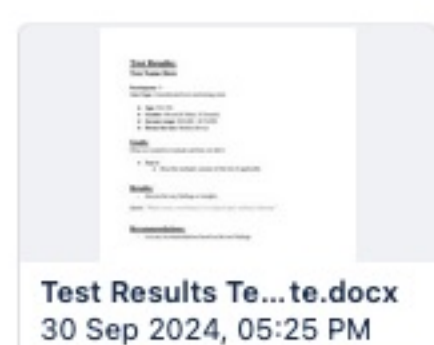


Usability Test Results - Template & Guidelines

Owned by [Taleah Codrington](#) ...
Last updated: Oct 02, 2024 by [Kathleen Walker](#) • 3 min read • 2 people viewed

Download the Test Results Template:



Review the UserTesting videos of your test.

- Watch each user test video and take notes. Identify where users ran into problems and where they completed tasks smoothly. Pay close attention to anything unexpected and keep a lookout for [accessibility concerns](#).
- Collect quotes and video clips of any interactions you find interesting, insightful, validate your design decisions, and/or demonstrate weak points in the design that need fixing.
 - [Here is how to save clips](#) in UserTesting, and here is [how to download them](#).
 - You can use the auto-transcript on the right side of the page to easily copy and paste text.
- Once all your notes are collected and analyzed, organize your findings in patterns. Group similarities and themes in behavior or feedback.
 - Method to analyze and synthesize data: Affinity Diagramming - [NN Affinity Diagramming: Collaboratively Sort UX Findings & Design Ideas](#)

Summarize



Collect participant demographic data.

Review the information of your actual participants in UserTesting and fill it out in your results template—detail the ages, genders, and income range.

 This information can be found in the "Summary" section of your test.

Restate the goals of the test.

Briefly restate the goals to give context to the results. Similar to the Objective in the test plan.

Example: To determine how users understand and interact with the new promotional badges in the updated bag product card design.

Summarize the results based on your findings.

Synthesize your findings in brief bullet points. Stick to factual information. For maximum impact, offer relevant user quotes to back up your points.

Example:

- The badges performed well and met users' expectations. All users understood at first glance what they were, and quickly worked out that they were clickable when prompted to look for more details.
 - *"I thought it was intuitive. I'm no tech wizard or coder or anything like that but I do shop online quite frequently. I found it easy to understand based on the explanations of the promos here."*
 - *"I liked the fact that when I clicked on it, I could see what the promo was."*
 - *"I thought it was pretty easy to understand based how I shop online and how it stood out there in a little arrow."*
- 2 out of 5 users expected to be able to shop for more items (when needed to qualify for a promotion) without leaving the bag.
 - *"Possibly the only thing that could be improved upon is when seeing what the promos are and seeing that pink bar [promo badge] maybe giving me the option to go ahead and add additional items."*
 - *"I know I could go out and continue shopping. I don't see a link here that says add more products or anything."*

Optional: add insights & observations

Occasionally some interesting, relevant information comes up during analysis that isn't strictly a data point, but may be an idea worth exploring further or something that can strengthen your recommendations. They can be useful talking points when presenting your test results to stakeholders.

Example: While it was coincidental, all the users for this test fell into a similar demographic as our “Lisa” persona (users in their 40s-50s with moderate tech literacy and in most cases, visibly using an Android device in their test videos). Promo badges tested well with a group known for running into a lot of pain points during checkout.

⚠ Not every test will have these, nor are they required to add to your report. It's purely optional.

Make recommendations based on your results.

The results of your test will inform any action that needs to be taken, whether it's changes to the design or further testing to refine your conclusions. If the results validate your design, then moving forward with the current version can also be a recommendation.

Example:

- The bag promo badges are clearly understood and beneficial to users. Implementation should move forward.
- Tweak the language on the green text for clarity around multiple promos. For example, when an item has 2 promos running and only one has been applied, instead of "Promotion Applied!" say "1 of 2 Promotions Applied!". Let's discuss technical feasibility for this with development.

i State your recommendations with confidence—you have evidence to back you up!

+ Add label


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