

# User Testing Checklist

## Pre-test planning

After this test is over, what are the three main insights you'd like to have?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Picking your users

### 1. I need testers who are just like my website users:

- a. My site is used by a specific type of person (ex. only elementary school teachers)
- b. Only a specific type of person will have the knowledge or experience to use this site (ex. Users must be familiar with a particular software program).
- c. I want feedback on user expectations, so I need people who have particular experience (ex. shopping for a car in past six months) or demographic (ex. moms with children under age three).

### 2. I can be more flexible with my testers:

- a. My site will be used by the general public
- b. I am looking for feedback on usability issues. (ex. can users complete the checkout process on my website)

## Writing my testing script:

The following is an outline for a typical testing script:

### #1. Scenario

**Purpose: Puts testers in the right mindset. What's their motivation?**

#### Sample information:

- What is my user trying to accomplish on the site?
- Who are they? (A parent, a business owner, a shopper?)
- How did they get to the site? (Search? Advertisement? Friend referral?)

### #2. Expectations

**Purpose: Understand the expectations users bring to a test**

#### Sample questions:

- What type of content/features do you expect from a site like mine?

- Think back to the last time use did X .... What was the occasion? What was the site you visited? What were your impressions of the site?

### #3. Meat

**Purpose: Walk users through specific tasks or elements on your site to gather detailed feedback**

- Get first impression feedback first: Ask users to scroll around and see what strikes them
- Avoid context clues. Ask users “how would you email this business?” Not “find the contact us page” or “find the green button”
- Follow up on your “expectations” question
- Order matters: Testers will become more familiar with the site as the test goes on. Consider that when writing questions

### #4. Reflection

**Purpose: Give testers space to make additional comments, recommendations etc.**

**Sample questions:**

- If you had a magic wand, what changes would you make to this site?
- Would you recommend this site to a friend, why or why not?