USABILITY TESTING 101

Usability testing is a popular UX research methodology. In a session, a researcher asks a participant to perform tasks, usually within a specific product or service. While the participant completes each task, the researcher observes the participant's behavior and listens for feedback.

Observes & Interviews

Gives feedback

Administers → ← *Performs*

Facilitator
Guides the participant through the test process

Tasks
Realistic activities that the participant might actually perform in real life

Participant
Realistic user of the product or service being studied

Why Usability Test?

Uncover Problems

Discover Opportunities

Learn About Users

Top Tips

- **Recruit realistic participants —** people who would actually perform these tasks in real life.

- **Use 5-8 participants** for qualitative usability testing.

- **Avoid influencing participants** during testing. The easiest way to do this is stay quiet during the study.

- **Ask open-ended, neutral questions** when you speak to the participant.

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