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.

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. For example, say “What do you think about this?” instead of “Do you like this?”