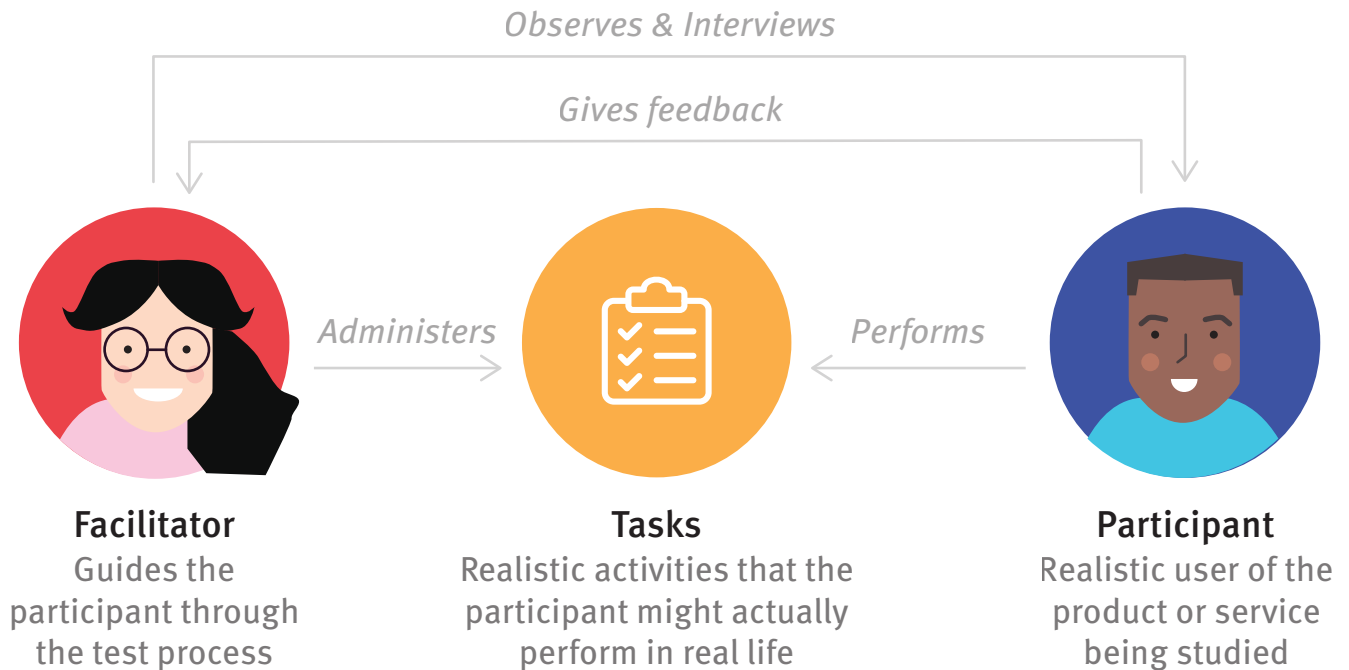


USABILITY TESTING 101

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.



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?”