

Usability testing

□ What is it

- Usability testing is a research method used to evaluate how usable, desirable and intuitive a service or feature is, by testing it with representative users. In this technique, participants are asked to complete specific tasks while observers watch, listen, and take notes. The goal is to identify any usability issues, collect qualitative and quantitative data, and determine the participant's satisfaction with the service.
- Typically, usability tests are conducted in a controlled setting, though remote usability tests are also common. Participants are asked to perform a series of tasks, often while thinking aloud, to provide insight into their cognitive processes. This helps the team understand not just what issues exist but also why they exist, providing a rich context to interpret results and make improvements.

□□ Who

- Service Designer or UX Designer

□□ Running the technique

- The core elements in most usability tests are the facilitator, the tasks, and the participant.
- The facilitator plans the usability test: define the test's goals, participant selection approach, types of data to collect
- Recruit the right type of participants, typically 5 for qualitative studies. The participants should be a realistic user of the product or service being studied. That might mean that the user is already using the product or service in real life.
- Prepare and set up the test environment to provide the best outcomes for the target goal, e.g. testing in person or remote
- The facilitator administers tasks to the participants. As the participant performs these tasks, the facilitator observes the participant's behavior and listens for feedback. The facilitator may also ask followup questions to elicit detail from the participant. Participants are often asked to think out loud during usability testing (called the "think-aloud method").

- Analyse the results to surface critical insights against the target goals defined at the outset.

☐☐ Authoritative source

- <https://www.nngroup.com/articles/usability-testing-101/>

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