

Title:

8 Guidelines For Usability Testing

Word Count:

977

Summary:

Eight essential guidelines for usability testing, helping you to plan, run and analyse usability

Keywords:

usability, accessibility, web usability, web credibility, web accessibility, css, website, acco

Article Body:

In professional web design circles, the usability testing session has become an essential compo

But how can you get the most from these usability testing sessions?

1. Choosing Your Subjects

As with any market research project, the results will only be as good as the people you test.

2. Before The Usability Testing

As with everything in life, first impressions are vital. Each participant must be put at ease.

Provide clear instructions on how to get to the usability testing location, and if necessary m

After the initial greeting and welcoming drinks, there are always legal forms that must be sig

3. Beginning The Usability Testing

Before diving into key tasks, get the user familiar with the environment. Tell them the websit

Next, let them look at the website they are testing. Gauge their first impressions before allo

These few simple tasks will help convince the participant that the usability testing will not

4. Choosing Tasks

Set tasks that are essential to the new site's success, such as:

Buying products

Paying bills

Contacting the client

Remember, you're not looking for an ego massage. The site was built for a reason - can your ta

It's also a good idea to ask the user to suggest tasks. While this gives another indication of

5. How To Word Tasks

People tend to perform more naturally if you provide them with scenarios rather than instructi

6. Presenting Tasks

Only give participants one task at a time. More than this may intimidate them, or alter their

If the user is required to use inputs from outside the test (e.g. an email giving them a passw

7. How To Behave During The Usability Testing

It's essential that you remember that it's the website that is being tested, not you or the user.

You must stay quiet and out of sight during the test. You must not alter the test results by providing feedback.

The only time you should speak is to help the participant give an opinion, or to clarify a request.

Given the investment made in the project, clients often find it difficult to be quiet during the test.

8. After The Usability Testing

After all the tasks have been completed, you should gather as much information as possible. Ask the participant for feedback.

Always ask for suggestions - this not only demonstrates the value you place on their thoughts, but also helps you improve the site.

Finally, ask the participant what they remember about the site structure and functions of the site.

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