

USABILITY TESTING

1. Introduce User to the Product Concept

2. Create at least 3 Tasks for the User to Perform

- a.
- b.
- c.

3. Allow the User to Explore your Product Freely (Have them talk out loud and discuss the product with you)

4. Survey: When finished, the person should rate their experience below and submit the survey.
(Scale: 1 = needs attention // 5 = outstanding)

	RATING					COMMENTS
Overall concept was easy to understand	1	2	3	4	5	
Concept addresses specific assigned prompt	1	2	3	4	5	
Level of product differentiation (from original and competitors)	1	2	3	4	5	
Matches target audience	1	2	3	4	5	
Level of forward-thinking innovation	1	2	3	4	5	
Tasks were easy to accomplish	1	2	3	4	5	
User flow through product (clear steps / no dead ends or missing screens)	1	2	3	4	5	
Overall layout structure/hierarchy/organization	1	2	3	4	5	
Buttons/links/icons are finger-friendly	1	2	3	4	5	
Quality and quantity of content	1	2	3	4	5	
Navigation/menu is easily identifiable and clear	1	2	3	4	5	
Navigation/menu is consistent throughout	1	2	3	4	5	
Headings/icons/buttons/links are clear, descriptive, and consistent	1	2	3	4	5	

ADDITIONAL OVERALL COMMENTS: