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 are clear, descriptive, and consistent	1 2 3 4 5	
Overall Integration & Quality of Branding	1 2 3 4 5	
Overall Typography	1 2 3 4 5	

ADDITIONAL OVERALL COMMENTS: