

experienceux

An expert guide**for planning your****Usability Testing project**

Are you thinking about embarking on a project to enhance your website's user experience, and realise that usability testing is essential for success? Congratulations!

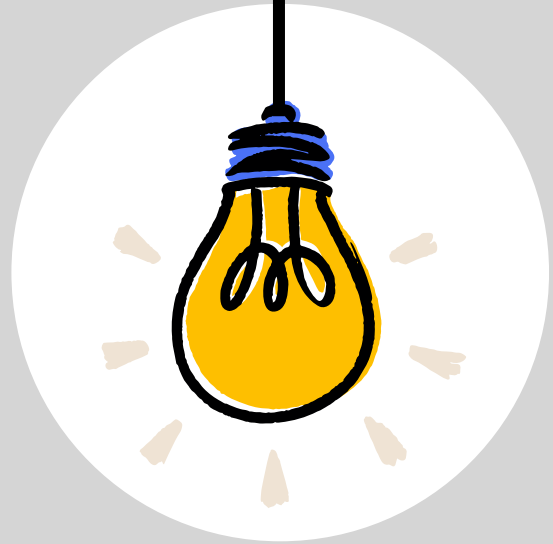
In this guide, with our 15+ years of experience, we unfold those important aspects of running your own usability test, and then share tips for hiring a specialist usability testing agency.

Let's dive in!

Part One:[Five Tips for Running Your Own Usability Test](#)**Part Two:**[Five Tips for Hiring a Specialist Usability Testing Agency](#)

Five Tips for Running

Your Own Usability Test



PART ONE

Next Page For Tips



1.

Define Clear Objectives

There is so much you can uncover in a Usability Test, it pays to be clear on what you need and then not get distracted writing notes on everything!

Our Tip:

Remain focused by setting three priority objectives to build your test script, analysis, and your report around, and read: [Streamlining Usability Test Analysis](#).

2.

Choose Your Participant Wisely

Sourcing participants is time consuming. Utilising friends might be tempting, but the reward of testing accurate people is worth investing in and getting right.

Our Tip:

Source a professional research recruitment partner, who will specialise in finding the right people for your test.

3.

Plan with Flexibility

Ideally, you want your participants to be using the website as realistically as possible, which means being prepared to embrace users' natural flow.

Our Tip:

Let participants navigate away from your current task if it is natural for them to do so and notice if they move onto another of your tasks.

4.

Distinguish Between Words and Actions

Focus on what participants do, not what they say, basing your findings on actions to ensure your insights are rooted in user behaviour not user opinions.

Our Tip:

Participants might ask questions mid-task. Silence is your friend as they work it out for themselves, presenting you with their natural behaviour.

5.

Notice your Bias

Bias is natural but will have a negative impact on your project. Be aware of your expectations and assumptions, and never run a usability test to prove a point.

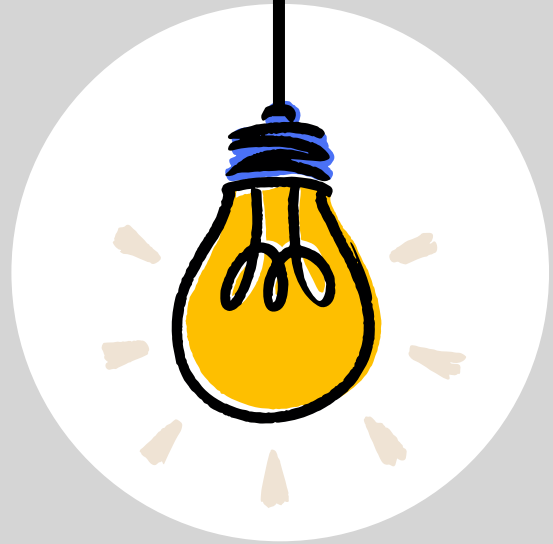
Our Tip:

Learn about typical biases, including Confirmation Bias and Implicit Bias, starting with this article by [Experience UX](#).

See More Tips



**Five Tips for Hiring
a Specialist Usability
Testing Agency**



PART TWO

Next Page For Tips



1. Check Their Testing Track Record

A solid background in the process is non-negotiable. Look for an agency that can effectively observe users, not just listen to what they say.

What to Ask:

Ask to see an example of a Usability Test project - check for the objective, finding and recommendation - ideally, see if you can watch a relevant video clip.

2. Mind Your Tools

Watch out for agencies that lead their Usability Testing conversation with the tools and platforms they use - you want human centred not technology centred.

What to Ask:

Ask what is most important to them in their usability testing - their answer should include getting the right participants, observation over opinion, and being aware of bias.

3. Crack the Recruitment Code

Whether they use an in-house database or professional recruitment partners, weigh up the pros and cons, remembering that investing in quality always pays off.

What to Ask:

Ask how they source participants and if they have recruited similar participants to your audience?

4. Trust Your Gut Feeling

What feels right usually is. Ensure the agency you plan to work with genuinely prioritises the user's perspective and will help you to do the same.

What to Ask:

Ask how much of their work is Usability Testing – look for a higher percentage. For example, at Experience UX, 70% of our work is User Research or Usability Testing.

5. Dive into Collaboration

You need to balance your business objectives with customer needs and user experience, so aim for a partnership and gauge the agency's enthusiasm for collaboration.

What to Ask:

Ask what involvement will be asked of you and your team – what input do you have, can you watch the research, how will the findings be delivered, etc.

We hope this guide was helpful and you are ready to start planning. If you have more questions along the way, get in touch and let's talk about your project.

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