ATEN

Usability Testing Script Template

Usability testing is, in most cases, the best way to gather qualitative behavioral user data. No other user experience activity can rival watching real users interact with your designs in real-world scenarios. Use this example script as a template to help guide and standardize your own test scripts.

Note:

Use this document as a guide to create your own script for in-person or remote testing.

Objectives

Define your persona(s) being tested and the overarching conclusions you are testing against. Use the prompt below to help identify your test's objectives.

> We want to know how **[persona name]** types of users execute **[specific user task]**.

Set Up

Document the Participant's name and the date of the test.

Participant Name: _____   **Date:** _____

Identify the Persona group the participant belongs to:

Note: You can skip this step if you only have 1 persona.

Persona: _____

Script

Note: Red text is not spoken to the participant.

Introduction

Hello, my name is [your name]. Thank you for participating in today's session. In this session we [statement about why you are running this test]. I will be asking you to perform various activities using [website/page(s)/prototypes name]. We will use this information to evaluate the impact this design could have on users just like yourself

Ground Rules of Usability

Before we start, I'd like you to know:

— We are here to evaluate the prototype, not you.
— There are no right or wrong answers.
— We want to see if the prototype seems logical to you, not the other way around.
— Please talk to me through your actions and your thought process during the activities.
— You don't need to be nice! If you don't like something, please tell me, that's how we fix things.
— Does that all make sense? Do you have any questions before we get started?

Lastly, feel free to ask me questions at any time during our session.

Scenario

1. Put any setup instructions the test moderator might need here.
2. Write a scenario that frames the test in a way your persona(s) encounter it in the real world. Try to do this without biasing the test.

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Activities

Let's get started with the first activity. Please add the most common and impactful tasks people perform on your site/app that you want to test. (You should have as many tasks as you can fit into a 45 min. - 1 hr. session.)

Here are some example tasks to help you come up with your own tasks.

- Find specific content on homepage
- Find specific content you must navigate to
- Search for something specific
- View work portfolio
- Read the blog
- Login to an existing account
- Create an account and/or enroll in a service
- Download a document, resource, free trial etc.
- Add/remove shopping cart items

- Purchase an item
- Setup an appointment
- Request a quote
- Request more information
- Find contact information
- Fill out a contact form
- Find a physical address
- Subscribe to a newsletter
- Follow on specific social platform(s)

Note: Make the activities fit the scenario and avoid using leading terms that describe user actions. The table below shows some examples of leading terms and the suggested replacement.

Leading Word	Replacement Word
Test	Study or Session
Task	Activity
Click/Tap	Find
Drag	Move
Swipe	Go to
Zoom	Make bigger
Close	Remove temporarily
Delete	Remove permanently

Notes

Capture notes for each activity. Were there any insights or pain points revealed during the activity? What opportunities exist to improve [website/page(s)/prototypes name]?

Debrief Questions

1. What are your general impressions of [website/page(s)/prototypes name]?

2. Did you find any of the activities especially hard to complete, easy to complete, or did none of them stand out as either?

3. Do you have any suggestions on how we could improve [website/page(s)/prototypes name]?

4. Any final questions, comments, concerns?

Thank you for your time; we are done!

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