

Usability Test Script Template

Usability testing is by far the most effective way to gather qualitative user data. No other method can rival watching real users interact with your designs in real-world scenarios.

Use this example script to help guide and standardize your own test scripts.

Usability Test Script

Objective (Internal use only)

Use this area to define your persona(s) being tested and the overarching conclusions you are testing against. Use the numbers below to define specific things if necessary.

1. How users...
2. How users...
3. How users...
4. How users...
5. Etc.

Set up (Internal use only)

Participant Name: _____ Date: _____

PERSONAS (If you have multiple personas, use this checklist to keep track.)

- Persona 1
- Persona 2
- Persona 3

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. [Replace this line with a statement about why you are running this test.] I will be asking you to perform various activities using replace this with your product name. We will use this information to evaluate the impact the possible improvements have on other users.

GROUND RULES OF USABILITY

Before we start I'd like you to know:

- We are here to evaluate the product, 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 me through your actions and your thought process during the activities.
- You don't need to be nice! If you don't like something 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 the session.

SCENARIO

(Put setup instructions for the moderator here. 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.)

ACTIVITIES

Let's get started with the first activity.

(Make the activities fit the scenario and avoid using leading terms that describe user actions. The chart below shows some examples of leading terms and the suggested replacement.)

| Leading Word | Replacement Word | D E L E T E |
|--------------|--------------------|----------------------------|
| Test | Study or Session | |
| Task | Activity | |
| Click | Find | |
| Drag | Move | |
| Swipe | Go to | |
| Close | Remove temporarily | |
| Delete | Remove permanently | |
| Etc. | | |

Notes (Internal use only)

1. Activity 1
2. Activity 2
3. Activity 3
4. Activity 4 etc.

DEBRIEF QUESTIONS

1. What are your general impressions of the product?
2. Which activities were easiest to do? Why?
3. Which activities were the hardest to do? Why?
4. Do you have any suggestions on how we could improve the product?
5. Any final questions, comments, concerns?

Thank you for your time, we are done!