

*Qualitative and Quantitative
Usability Testing*

HELP GUIDES

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Overview of Usability/Accessibility Testing

The user experience (UX) is defined as “the overall effect created by the interactions and perceptions that someone has when using a product or service” (Buley 5). Any product, design, or service works with UX, so it’s important to implement strategies to provide insight on your users’ experiences.

Usability and accessibility are terms that further describe the successes and pitfalls of a person’s overall UX. In other words, UX is the measure of how “user friendly” a product is. Usability and accessibility testing is necessary to make “user friendly” design decisions. Testing also allows you to understand the needs and wants of the user that’s grounded in hard evidence rather than speculation.

The types of UX testing used in this help guide are the following: quantitative testing and qualitative testing.

Quantitative Usability Testing Help Guide

What is quantitative UX testing?

Quantitative UX testing relies on gathering information that reveals trends that can be measured numerically. For instance, sampling groups of people on their experiences and using the data from the survey to guide design decisions is quantitative user research (7).

To effectively conduct testing that is quantitative, consider using these client-adaptable questions:

Adaptable Questions:

1. How long (in seconds) does it take the user to locate _____?
2. How long (in minutes) does it take to complete _____?
3. How many times does a user use the product per week?
4. What would the user rate the ease of _____? (1-5 scale).
5. What feature is used the most on average for users?
6. What feature takes the longest time to navigate among users?
7. What feature takes the shortest time?
8. What percentage of your audience is _____?
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

Qualitative Usability Testing Help Guide

What is qualitative UX testing?

Qualitative UX testing relies on asking in-depth questions that provide insight to a user's behavior (55). For example, a researcher may create user personas to guide future design decisions based on the information gathered from one-on-one meetings with users (7).

To effectively conduct testing that is quantitative, consider using these client-adaptable questions:

Adaptable Questions:

1. What is the user's first impression of the landing page?
 2. What feature do users respond to immediately? (i.e. color, layout, etc.)
 3. Do users respond positively or negatively to ____?
 4. How important is inclusivity? Who makes up your target audience?
 5. How does the user feel after using ____?
 6. What do users say is the best feature? The worst?
 - 7.
 - 8.
 - 9.
 - 10.
 - 11.
 - 12.
 - 13.
 - 14.
 - 15.
-

References

<https://www.hiclipart.com/free-transparent-background-png-clipart-jdsgr/download>
 People vector created by pikisuperstar - www.freepik.com
 Mobile vector created by stories - www.freepik.com
 Buley, Leah. The User Experience Team of One.



PEER REVIEW QUESTIONS

1. What are your first impressions?
2. How can my adaptable questions be expanded? Are the existing questions relevant to the task?
3. Are the graphics I used appropriate? Should there be more/less?
4. Are the fonts appropriate/distracting?
5. How is the document's spacing/layout?
6. Do the definitions/descriptions provided adequately describe each concept?
7. Is there anything missing or unnecessary to include?