

*Quantitative and Qualitative  
Usability Testing*

# HELP GUIDES

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## Overview of Usability/Accessibility Testing

This help guide addresses two types of UX testing: **quantitative testing** and **qualitative 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, 2013). Any product, design, or service works with UX, so it’s important to implement strategies that give insight to user perception of a product.

Usability and accessibility are terms that further describe the successes and pitfalls of UX. In other words, **usability** 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.



Image: Freepik.com

## Quantitative Usability Testing Help Guide

**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 (Buley, 2013). Create charts and graphs to represent the data you collect during the research process to better visualize the needs and desires of users.

Consider using these client-adaptable questions to aid the research process:

### 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 access the product per month?
4. What does the user rate the ease of \_\_\_? (1-5 scale, 1 being the worst)
5. What feature is used the **most** on average for users?
6. What feature takes the **longest** time to navigate?
7. What feature takes the **shortest** time to navigate?
8. What percentage of your audience is \_\_\_?
9. How likely are you to recommend this product to friends? (1-5 scale)
10. What percentage of users successfully completed \_\_\_?
11. What percentage of users felt **negative** emotions while \_\_\_?
12. What percentage of users felt **positive** emotions while \_\_\_?
13. How did the user hear about the product?
14. What does the user rate the readability of the font? (1-5 scale)
15. How many attempts did it take the user to successfully complete \_\_\_?

## Qualitative Usability Testing Help Guide

**Qualitative UX testing** relies on asking in-depth questions that provide insight to a user's behavior (Buley, 2013). 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. When compiling data, make sure to ask users to expand on their experiences past simple "yes" or "no" answers. Also, the more diverse the testing group is, the better.

Consider using these client-adaptable questions to aid the research process:

### Adaptable Questions

1. What is the user's first impression of the landing page?
2. What feature do users respond to immediately?
3. Do users respond **positively** or **negatively** to \_\_\_?
4. What aspects do users value the most in your product?
5. How does the user feel after using \_\_\_?
6. What do users say is the **best** feature?
7. What do users say is the **worst** feature?
8. What do users think is the purpose of the product?
9. What features do users want to see included in the product?
10. What features do users find unnecessary?
11. Would users recommend this product to their friends or family?
12. Do users interact with the product as expected?
13. Do users feel **positive** or **negative** emotions while using the product?
14. Do users possess all of the knowledge necessary to complete each task?
15. Is the product relevant to the lives of users? Is it inclusive?

## *References*

Buley, L. (2013). *The User Experience Team of One: A Research and Design Survival Guide*. Rosenfeld Media.