



EARLY ADOPTER USABILITY TESTING TOOLKIT

Presented by:



Crystal Hunter
UX Designer
chunter@uworld.com

CONTENTS

TEST METHODS	3
COMMUNICATION TEMPLATES	4
TASKS.....	8
TEST SCRIPT	9
SURVEY	12
METRICS.....	14

TEST METHODS

For each rollout, select a testing method (or a combination of methods) to gather feedback from Early Adopter Program participants:

- MODERATED, IN-PERSON**

This form of testing allows the UX team to observe participants as they interact with the system. It also provides the opportunity to clarify feedback and ask follow-up questions.

- MODERATED, REMOTE**

Virtual testing can be conducted via Skype, Zoom or other meeting software. It allows the UX team to test with geographically dispersed participants at a low cost and allows the UX team to clarify feedback and ask follow-up questions.

- UNMODERATED, REMOTE**

Asynchronous testing allows the UX team to test with participants that cannot meet at a specific time or place. It can be administered via an online survey. The benefits include being able to run multiple tests at the same time. Participants may also feel more relaxed when not observed so closely.

COMMUNICATION TEMPLATES

For each rollout, select the communications required to conduct the test. Use the templates on the following pages, as needed:

- UWorld Usability Test Consent Form
- UWorld Usability Test Recruitment E-mail
- UWorld Usability Test Confirmation E-mail

UWorld Usability Test Consent Form (Moderated)

Please read and sign this form.

I agree to participate in a usability test with UWorld. During the session I will be asked to complete tasks using the system and answer questions about my experience.

I understand and consent to the use and release of any recordings by UWorld. I understand that the information and recording are for research purposes only and that my name and image will not be used for any other purpose. I relinquish any rights to the recording and understand the recording may be copied and used by UWorld without further permission.

I understand that participation is voluntary, and I agree to immediately raise any concerns I might have.

If you have any questions after today, please contact [insert name].

Please sign below to indicate that you have read and understand the information on this form and that any questions you might have about the session have been answered.

DATE:

PLEASE PRINT YOUR NAME:

PLEASE SIGN YOUR NAME:

RECRUITMENT EMAIL (MODERATED)

SUBJECT LINE: Would you like to test the UWorld system?

Hello,

UWorld is running a usability study for [describe features]. In an effort to improve the system, we are looking for participants who would like to try these features and provide feedback.

What will I be doing in a usability study?

You will be asked to complete a few short tasks using the UWorld system. You will also be asked questions about your experience and perceptions of the system.

How long is a session? 15 – 20 minutes

When and where?

The study will be held on [DATE and TIME] at [PLACE OR MEETING LINK].

Interested in participating?

Please reply to this email or call me to ask any questions and schedule your session.

Thank you,

[SIGNATURE]

CONFIRMATION EMAIL (MODERATED)

SUBJECT LINE: Confirmation: Your participation in my usability study

Dear [PARTICIPANT NAME]:

Thank you for agreeing to participate in a UWorld usability test. As mentioned previously, you will be asked to complete a few tasks and share your thoughts about your experience. **You won't need to prepare anything before the session. (update prep work statement, as needed)**

You are scheduled to participate as follows:

DATE: [DAY, DATE]

TIME: [TIME]

PLACE: [ADDRESS OR MEETING LINK]

With your permission, the session will be recorded. UWorld will only use the recording to decide how to improve the system. Your name will not be used for any purpose beyond this session.

Thanks again!

[SIGNATURE]

TASKS

For each rollout, list the tasks participants will be asked to complete during the test. There should be at least three:

TASKS

1	
2	
3	
4	
5	

TEST SCRIPT

Thank you for participating in this UWorld usability test. My name is [NAME] and I will be conducting this session with you today. It should take no more than 15 – 20 minutes.

During the session, I am going to ask you to complete a few tasks in the UWorld system. Our goal, at this stage, is to use your initial feedback to improve and build on our current feature set.

Please know that I am not testing you or your skills. Instead, I want to evaluate how intuitive the system currently is and identify opportunities to make it better for users just like you. In other words, sit back and relax – *you* are not being tested.

I'll start the session by asking a few questions about you and then we will open the system. Before we begin, do I have your permission to record the screen and your voice during the session?

What questions do you have before we start?

Background Questions

- *What is your role? (e.g. student, faculty, admin)*
- *What school are you with?*
- *Have you used UWorld or similar systems in the past? If so, please explain.*
- *What do you hope UWorld or similar systems will help you accomplish? What pain points do you hope UWorld solves for you?*

Open-Ended Questions

Looking the [SCREEN NAME]:

- *What are your first impressions?*
- *How does it make you feel?*
- *What are you most likely to do first?*
- *What is clear to you?*
- *What is confusing to you?*

Direct Tasks

1. [LIST TASK]
2. [LIST TASK]
3. [LIST TASK]
4. [LIST TASK]
5. [LIST TASK]

Scenario Tasks

1. Let's pretend you just [INSERT SCENARIO]. Now, [INSERT TASK].
2. Let's pretend you just [INSERT SCENARIO]. Now, [INSERT TASK].
3. Let's pretend you just [INSERT SCENARIO]. Now, [INSERT TASK].
4. Let's pretend you just [INSERT SCENARIO]. Now, [INSERT TASK].
5. Let's pretend you just [INSERT SCENARIO]. Now, [INSERT TASK].

Close

Thank you for participating in this usability test. Your feedback will help me improve the UWorld system.

Before we close, could you please rate two statements:

UWorld makes it easy for me to [insert goal].

1

2

3

4

5

agree

disagree

I plan to use UWorld to help me [insert goal].

1

2

3

4

5

agree

disagree

Thank you! Do you have any other questions or feedback for me before you go?

SURVEY

Thank you for participating in this UWorld usability test. It should take you no more than 20 minutes.

As you complete the survey, you will be asked to complete a few tasks in the UWorld system. Our goal is to use your initial feedback to improve and build on our current feature set.

Please know that we are not testing you or your skills. Instead, we want to evaluate how well the system is working for users like you and identify opportunities to make it better. In other words, sit back and relax – *you* are not being tested.

Questions

1. Please select your role.
 - a. Student
 - b. Faculty
 - c. Administrator
 - d. Other [Please specify.]
2. Which district are you affiliated with?
 - a. [Insert districts from Early Adopter Program]
 - b. Other [Please specify.]
3. Have you used UWorld in the past?
 - a. Yes
 - b. No
4. What do you hope UWorld will help you accomplish? What pain points do you hope UWorld can solve for you?
5. Looking at the [SCREEN NAME], what are your first impressions? How does it make you feel?

METRICS

The UX team will compile all feedback and assign each a rating using Jakob Nielsen's rating scale:

RATING

-
- 0** UWorld does not feel this is a problem.

 - 1** UWorld feels this is a cosmetic problem only.

 - 2** UWorld feels this is a minor usability problem.

 - 3** UWorld views this as a major usability problem.

 - 4** UWorld views this as a usability catastrophe.