



**SOCIAL  
INNOVATION  
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# TOOL TEMPLATE: USABILITY TESTING

References: Service Design Tools.

## How do users use my service/product?

Complexity: High  
Time required: 3-4 hours  
Material required: prototypes, paper, pen

## What is it for?

Usability testing is useful in testing how users actually use the service or product, what problems they encounter and what their experience is throughout the journey. This provides key insight on how to improve the service/product itself as well as new development opportunities. Usability Testing is done by evaluators directly with the users.

## How to use it?

The first step is to understand what exactly you want to test (i.e. the mission critical tasks) and to gather a group of users to take part in the testing. The ideal conditions are allowing users to test the service/product in their natural settings (i.e. the context and moment when they actually use the service/product). If this is not possible, you can also conduct user testing in a more "laboratory" setting.

You will need first to identify your target audience, which should be comprised of at least one and ideally a groups of representative of each user group (e.g. beneficiaries, customers, donors, suppliers, partners, etc.).

The next step is to create the test script, which must be the same for each user type to make sure that evaluation is unbiased. The script should include the critical tasks to complete and a survey or rather list of questions to be answered by the user exactly after performing the task. The users should thus be asked to perform specific tasks and respond to the surveys immediately after and before performing other tasks. If evaluators are allowing users to test this in their natural environment, users should be made aware of the critical nature of responding to the survey directly following the completion of tasks.

When all of the tasks are completed, the team of evaluators should analyze the results and understand where the pain points are, what can be improved and if perhaps new features or even new solutions all together should be designed.



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**USER:** .....

**USER GROUP:** .....

**CRITICAL TASK 1:** .....

**PLACE OF COMPLETION:** .....

**TIME OF COMPLETION:** .....

## **SURVEY:**

**Q1: HOW DID YOU FEEL WHEN YOU STARTED THE TASK?**

**Q2: DID YOU FIND THE INFORMATION YOU NEED?**

**Q3: WAS THE INFORMATION EASY TO FIND?**

**ETC....**

**QN: HOW DID YOU FEEL AFTER FINISHING THE TASK?**