

Web Usability Essentials

10 Point Checklist

Steve Krug

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Usability tests are purely qualitative as opposed to quantitative. It’s all about ease and convenience for users.”

STEVE KRUG

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- ☐ Define the goals for usability. Identify the questions, concerns, areas of interest, and purpose of the research. Usability studies are well suited for gathering qualitative or quantitative behavioral data and answering design-related questions.
- ☐ Determine the format and setting of the study. For example, am I doing moderated or unmoderated testing? Is the testing in-person or remote?
- ☐ Determine the number of users. For traditional qualitative studies, 5 participants is the best number. However, if my research involves more than one target user group, I may need to adjust the number of participants, depending on the level of experience and attitudinal overlap between the groups.
- ☐ Recruit the right participants. The greatest insights are derived from gathering feedback from real users. Identify people who match my personas and then screen for behavioral traits, attitudes, and goals that match those of my users.
- ☐ Write tasks that match the goals of the study. In usability testing, users complete activities while using the interface. The activities are usually written in the form of scenarios and should match the study's goals.
- ☐ Conduct a pilot study. This will help me fine-tune the task wording, anticipate the number of tasks I can give per session, and determine the order in which to present them. This can also help me refine my recruiting criteria to ensure I am testing with the right participants.
- ☐ Decide on collecting metrics. Common usability metrics are time on task, satisfaction ratings, success rate, and error rate.
- ☐ Write a test plan. Once I've figured out how to conduct the research, document my approach in a test plan. This document is a communication tool among team members and a record for future studies.
- ☐ Motivate team members to observe sessions. A great benefit of usability studies is fostering collaboration and buy-in. Nothing is more convincing than witnessing how users respond to the interface design.
- ☐ Visit Steve Krug's website to learn more about him and his services. Also, check out and read his books, *Don't Make Me Think: A Common Sense Approach to Web (and Mobile) Usability* and *Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems*.