

User-tests Strategy

01. RESEARCH OBJECTIVES

Ask yourself what are your objectives and select the types of test you are more likely to run:

Identify

- ☐ Usability pain points :
 - ☐ On a high / conceptual level
 - ☐ On a tiny gritty level
- ☐ Needs and questions at a specific moment
- ☐ Which data types are the most sensitive

Explore

- ☐ New concepts around data use
- ☐ New forms of consent
- ☐ How to hit the right balance between the level effort required from a user and the returned value

Test

- ☐ Test Users' understanding of a specific screen / feature / step
- ☐ The willingness to share a specific type of data
- ☐ Emotional response to a specific request / feature
- ☐ The value exchange : type of data being shared / benefits
- ☐ The level of trust between a user and your service
- ☐ Different versions of a screen / feature ...
- ☐ Design details : gather insights on how they impact the experience (a color, the size of a field, a font choice, the placement of a button...)

On what level are you working :

- ☐ On a high level / conceptual level
i.e the language tone
- ☐ On a nitty gritty level
i.e the font tone

02. TESTS TYPOLOGIES

Based on these objectives and working with the ressources you have, define how you plan to run your tests:

Set-up

- | | |
|---|---|
| <input type="checkbox"/> Qualitative : | <input type="checkbox"/> Quantitative : |
| <input type="checkbox"/> One-to-one conversations | <input type="checkbox"/> Online survey |
| <input type="checkbox"/> Focus Groups | <input type="checkbox"/> Other : |
| <input type="checkbox"/> Other : | |

Strategy & Test Typologie

- ☐ Global Feedback (survey, guided discussion, low key prototype)
- ☐ Archetypes (interview)
- ☐ High fidelity (interactive prototype)
- ☐ Contextual (Walk through a scenario / storyline, Role play)
- ☐ Comparative (A/B testing)
- ☐ Ranking (ranking, card sorting)
- ☐ Other :

Length

- ☐ 30 min (individual)
- ☐ 45 min (individual)
- ☐ 1h00
- ☐ 1h30
- ☐ 2h00
- ☐ 3h00 (focus group)

Describe the overall context:

03. RECRUITMENT

Based on your objectives, describe characteristics of users you will meet for the tests (age, gender, location, habits, lifestyle, etc.):

Describe the user profile: