

TEMPLATES: USER TESTING IN PRACTICE



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USER TESTING TOOLKIT STRUCTURE

PRE-TESTING: WHY TEST AND WHO TO INVOLVE?

- A.1** DEFINING THE PURPOSE OF TESTING
Identify what to test based on Look, Feel, & Usability
- A.2** SELECTING THE RIGHT TEST PARTICIPANTS
Prioritise participants based on impact & accessibility

PRE-TESTING: HOW TO PREPARE FOR TESTING?

- A.3** ESTABLISHING A TESTING APPROACH
Define the right method for your goals
- A.4** PLANNING SESSION LOGISTICS
Organise the user testing session
- A.5** MAPPING THE TESTING FLOW
Outline the testing session and key moments

DURING TESTING: WHAT TO OBSERVE?

- B.1** PREPARING TO START USER TESTING
Follow a preparation checklist for a smooth start
- B.2** OBSERVING AND ENGAGING DURING TESTING
See, ask, and listen to capture valuable insights
- B.3** CLOSING THE TESTING SESSION
Express gratitude and conclude effectively

AFTER TESTING: HOW TO MAKE SENSE OF USER INSIGHTS?

- C.1** ORGANISING AND MAPPING FINDINGS
Identify patterns and key takeaways
- C.2** TRANSLATING INSIGHTS INTO OPPORTUNITIES
Reflect on user feedback to generate ideas

AFTER TESTING: HOW TO TAKE ACTION?

- C.3** IMPLEMENTING USER INSIGHTS
Prioritise findings to guide design decisions
- C.4** DEFINING NEXT STEPS
Identify actions, assign roles, and set success criteria

USER TESTING TOOLKIT EXPANSION PACK

- !** USER PROFILES
- !** PROBLEM BRIEFS



A.1

DEFINING THE PURPOSE OF TESTING

Identify what to test based on Look, Feel, & Usability:

- 1 In pairs, look at the questions below to clarify what you want to test, write your answers on sticky notes. Try to keep a single idea per sticky note.
 1. What do we need to learn from this test?
 2. What uncertainties or questions exist about the product or solution?
 3. What key questions need answers?
 4. Do the key questions match any of the following:
 - **Look:** does it look good and make sense?
 - **Feel:** provides good experience?
 - **Usability:** is it easy to use?
- 2 Place your post-its on the
LOOK, FEEL & USABILITY FRAMEWORK
- 3 Once all post-its are placed, step back and analyse the distribution.
 - Are most post-its in one category?
 - Does this reveal a key focus area for your user testing?





A.2

SELECTING THE RIGHT TEST PARTICIPANTS

Prioritising test participants by impact & accessibility:

- 1 Answer the questions below to define who should be involved in your user testing.
 1. Who are my ideal test users, and why?
 2. What criteria will I use to select participants?

- 2 Read the description in quadrant of the

USER DEFINITION FRAMEWORK

and reflect on the implication. Write each identified user group or individual on a sticky note and place it in the appropriate quadrant of the framework.

HIGH IMPACT

LOW IMPACT

EASY ACCESSIBILITY

HARD ACCESSIBILITY

PRIORITY USERS

These users are crucial to the success of your product & are readily available for testing.

Engage with them early & often to gather valuable insights with minimal effort.

STRATEGIC USERS

These users provide essential feedback but may be difficult to access due to availability, location, or other barriers.

Develop targeted strategies to reach them, maybe partnerships, think of other incentives.

QUICK WINS

These users are readily available but may not significantly influence product success.

Use them for quick feedback & to test low-risk assumptions. They can provide useful surface-level insights.

LIMITED VALUE USERS

These users are challenging to reach and have minimal influence on the product's success.

Engage with them only if resources allow or if they provide niche insights relevant to specific product aspects.



A.3

ESTABLISH A TESTING APPROACH

Define the right method for your goals:

- 1

Review the user testing approaches in the table.
- 2

Tick the boxes in the row “Why to use it?” that match your goals and needs.
- 3

Choose the approach with the most ticks to guide your testing plan and next steps.
- 4

Research the selected approach to become familiar with its key concepts and application.

TESTING APPROACH	A/B TESTING	CARD SORTING	USABILITY TESTING	GUERRILLA TESTING	1st CLICK TESTING	PROTOTYPE TESTING	SURVEYS	INTERVIEWS	DIARY STUDIES
WHAT IS IT?	Compare two versions of a product or feature to see which performs better.	Helps organize content by asking users to group items in a way that makes sense to them.	Observing users as they interact with a product to identify usability issues.	Quick and informal testing conducted in everyday environments.	Measures how quickly users find key information by tracking their first interaction.	Users interact with an early version of a product to provide feedback before full development.	Collect feedback by asking structured questions to a large group of users.	One-on-one conversations to gather deep insights into user needs and experiences.	Users record their experiences over time in real-life contexts.
WHEN TO USE IT?	Use when you want to test different design or content options and measure their impact with real users.	Use when designing website navigation, categories, or menus to ensure they align with user expectations.	Use when you want to see how easily users can complete tasks and find areas for improvement.	Use when you need fast, low-cost feedback without formal planning.	When testing if users can easily navigate to the right place on a page.	When validating usability and gathering feedback on early designs.	When seeking broad insights into user opinions, preferences, and trends.	When seeking detailed feedback and understanding user motivations.	When studying long-term behavior and tracking evolving user needs.
WHY TO USE IT?	<div><input type="checkbox"/> Compare 2 design options</div> <div><input type="checkbox"/> Measure performance of 2 options</div> <div><input type="checkbox"/> Gather qualitative feedback</div>	<div><input type="checkbox"/> Improve information architecture</div> <div><input type="checkbox"/> Understand how users categorize content</div> <div><input type="checkbox"/> Optimize website or app navigation</div> <div><input type="checkbox"/> Ensure content is user-friendly</div>	<div><input type="checkbox"/> Identify usability issues</div> <div><input type="checkbox"/> Observe real user behaviour</div> <div><input type="checkbox"/> Gather qualitative feedback</div> <div><input type="checkbox"/> Iterate quickly on designs</div> <div><input type="checkbox"/> Gain empathy for users</div>	<div><input type="checkbox"/> Get quick and spontaneous feedback</div> <div><input type="checkbox"/> Validate first impressions</div> <div><input type="checkbox"/> Conduct low-cost testing</div>	<div><input type="checkbox"/> Evaluate ease of navigation</div> <div><input type="checkbox"/> Check if key info is findable</div> <div><input type="checkbox"/> Validate page layout</div> <div><input type="checkbox"/> Optimize user journeys</div>	<div><input type="checkbox"/> Gather feedback early</div> <div><input type="checkbox"/> Validate design concepts</div> <div><input type="checkbox"/> Reduce development risks</div> <div><input type="checkbox"/> Iterate quickly on designs</div>	<div><input type="checkbox"/> Gather feedback from a large audience</div> <div><input type="checkbox"/> Validate user preferences</div> <div><input type="checkbox"/> Collect data quickly and affordably</div> <div><input type="checkbox"/> Support quantitative</div>	<div><input type="checkbox"/> Explore user needs in-depth</div> <div><input type="checkbox"/> Gather rich qualitative insights</div> <div><input type="checkbox"/> Uncover hidden pain points</div> <div><input type="checkbox"/> Gain empathy for users</div>	<div><input type="checkbox"/> Understand long-term behaviors</div> <div><input type="checkbox"/> Capture real-world usage</div> <div><input type="checkbox"/> Identify patterns over time</div>



USER TESTING | PRE-TESTING: HOW TO PREPARE FOR TESTING?

A.4 PLANNING SESSION LOGISTICS

Organise the user testing session:

- 1 Read the questions in the 2 sections:
 1. **Setup and team**
 2. **Tools and data collection**
- 2 Choose the approach with the most ticks to guide your testing plan and next steps.
- 3 Research the selected approach to become familiar with its key concepts and application.

SETUP & TEAM RESPONSIBILITIES

Where & when will the testing take place?

Who is involved in the testing & what are their responsibilities?

Discuss & make notes.

TOOLS & DATA COLLECTION

What materials or equipment do you need of the testing?

How will you document it or record the data?

Discuss & make notes.

A.5 MAPPING THE TESTING FLOW

Outline the testing session & key moments:

- 1 Identify the key steps of your testing procedure and write each step on the template below. For each step, describe its purpose and the time you plan to allocate.
- 2 Use the example below as a reference:
 - **Step 1: Welcome (0-5 min)**
 - **Step 2: Pre-test interview (5-10 min)**
 - **Step 3: Testing time (10-40 min)**
 - **Step 4: Post-test interview (10-20 min)**
 - **Step 5: Debrief (0-5 min)**

STEP
1

STEP
2

STEP
3

STEP
4

STEP
5

STEP
6

Write your notes here:




USER TESTING | DURING TESTING: WHAT TO OBSERVE?

B.1

PREPARING TO START USER TESTING

Follow a preparation checklist for a smooth start:

Before giving the product to the user, take a few key steps to ensure a smooth testing session. Check each box as you complete the steps:


- ☐ Explain the purpose of the test
- ☐ Ensure users feel comfortable and understand there are no right or wrong answers
- ☐ Take a moment to ask if the users have any question
-  In the beginning of the testing you should also ask for consent if applicable.

B.3

CLOSING THE TESTING SESSION

Express gratitude & conclude the session:

Remember, this user test wouldn't be possible without the user's time and participation. Keep this in mind when wrapping up. Check each box as you complete the steps.

- ☐ Ask if the user has additional thoughts
- ☐ Thank participant
-  At the end of testing, briefly share general next steps to highlight the value of the user insights. If possible, ask if they're open to future contact.

B.2

OBSERVING & ENGAGING DURING TESTING



NON-SPOKEN INSIGHTS

Observe behaviours when the user is testing the product:

- During the test, with what are users struggling the most?
- How do users naturally interact with the prototype? E.g. confused, curious, excited, etc.
- What unexpected actions do they take?
- Can you identify moments of hesitation, confusion or frustration? What causes that feeling?
- Can you identify moments of joy or surprise? What causes that feeling?



SPOKEN INSIGHTS

Ask the right questions during the testing:

GENERAL EXPERIENCE

- What was your first impression of the product?
- Was anything confusing or unexpected?

USABILITY

- How easy or difficult was it to complete the task? Why?
- Did you hesitate at any point? What caused it?

EMOTIONAL REACTIONS

- How did using this product make you feel?
- Did you feel in control while using it? Why or why not?

FUTURE IMPROVEMENTS

- What would you change in the product?
- Would you recommend this product? Why or why not? And if yes to whom?

Please note that these are general questions to get you going, tailor these to your prototype & testing scenario.



USER TESTING | AFTER TESTING: HOW TO MAKE SENSE OF USER INSIGHTS?

C.1

ORGANISING & MAPPING FINDINGS

Identify patterns & key takeaways:

- 1 Review your notes from the testing session and write the most important insights on sticky notes. Place them in the white boxes of the

CONNECTED CIRCLES FRAMEWORK

Consider these questions:

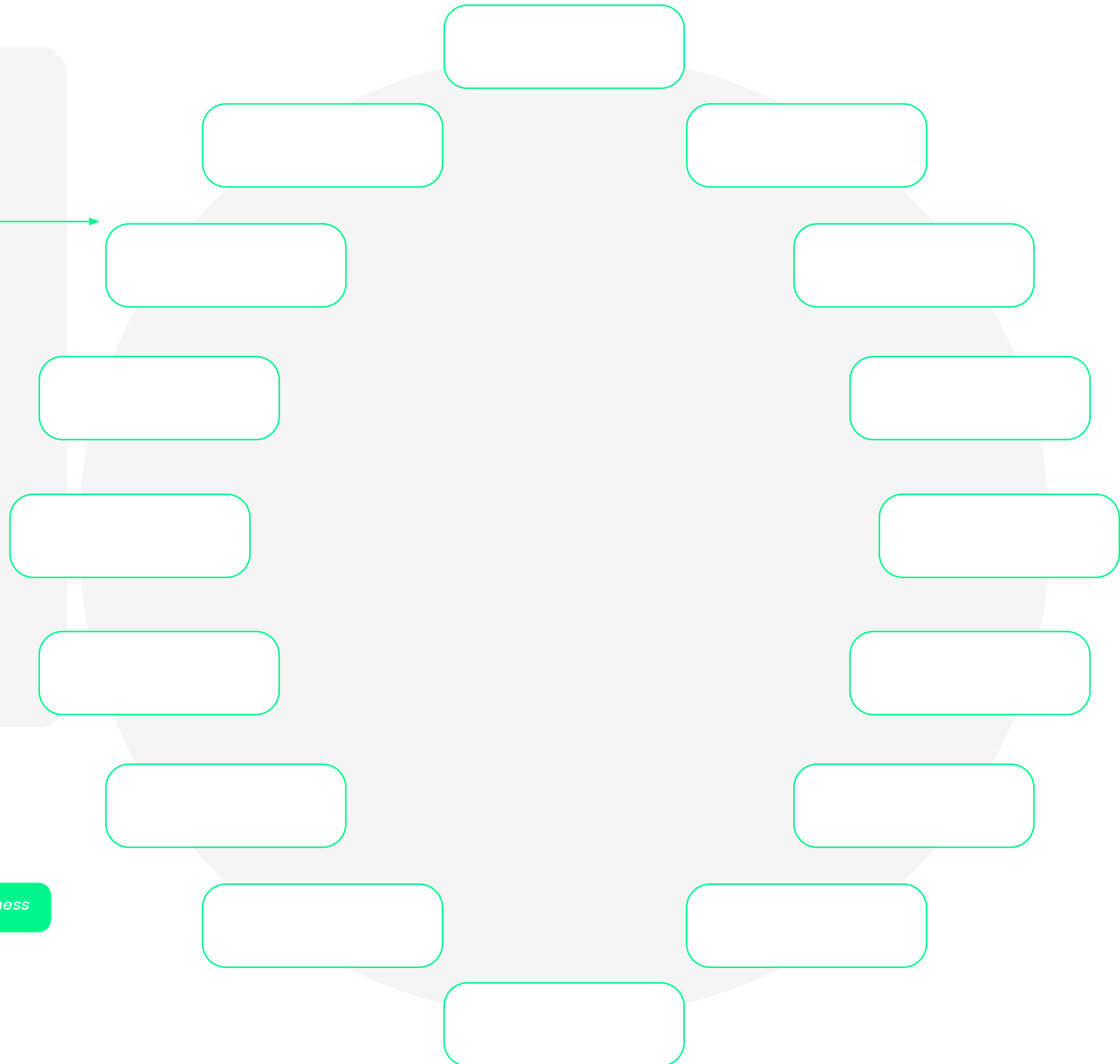
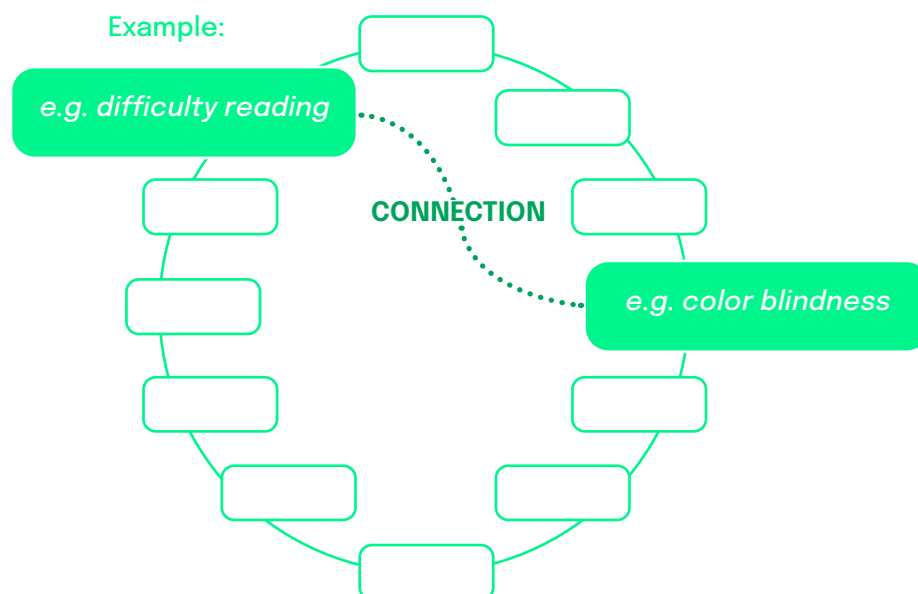
- What themes appear most frequently?
- Which insights seem most relevant to the user experience?

- 2 Identify related sticky notes and draw lines between them.

- 3 Highlight the connections that seem most important or influential. Reflect on these questions:
 - Which connections reveal key relationships or dependencies?
 - Do these connections suggest any underlying trends?

- 4 Name the main connections to capture the core theme behind the linked insights.

Example:





C.2 TRANSLATING INSIGHTS INTO OPPORTUNITIES

Reflect on user feedback to generate ideas:

- 1

Read the questions below and reflect on the themes you've identified:

• What do these findings mean for the product?

• Which connections could serve as potential improvement points?
- 2

Write your answers on sticky notes, focusing on the key takeaways and possible next steps.
- 3

Place the sticky notes here in the corresponding sections to structure your reflections.

MEANING OF FINDINGS

Place your sticky notes here:

POTENTIAL IMPROVEMENT POINTS

Place your sticky notes here:



USER TESTING | AFTER TESTING: HOW TO TAKE ACTION?

C.3

IMPLEMENTING USER INSIGHTS

Prioritise findings to guide design decisions:

- 1 With your pair, go over the key insights from the user testing. Brainstorm possible improvements to address these insights. Write each idea on a separate sticky note.
- 2 Discuss with your pair the questions below to determine the best way forward.
 - Which insights are most critical to address?
 - What changes would have the biggest impact for the user experience?
- 3 Map the ideas on the
- 4 Step back and analyse the matrix. Select the top 3 ideas you would recommend to the product development team.

IDEA IMPACT VS. EFFORT MATRIX

Place each sticky note on the matrix based on the following considerations:

- **Feel:** The potential of the idea to improve the product or solution.
- **Effort:** The time, resources, and complexity needed to implement the idea.

LOW EFFORT

LOW EFFORT

GREAT

Execute it right away, quick wins!

GOOD

Can you reach the same impact with less effort?

Consider testing (prototype or MVP)

HIGH IMPACT

WEAK

Can you increase the impact?

You might consider these as incremental improvements.

LOW IMPACT

BAD

Avoid & focus on other ideas.

C.4

DEFINING NEXT STEPS

Identify actions, assign roles, and set success criteria:

Propose 3 key next steps for the product development team. Use sticky notes to write your answers while considering the following questions:

- **Who needs to be involved?** Identify potential roles and responsibilities.
- **How will improvements be tracked?** Define a measurable way to monitor progress.
- **What defines success?** Determine how you'll know the improvements are effective.