

03.

Usability Testing Kit

Don't ask if they like it.
Watch what happens.

AWAI ..

TOOLS TO SEE WHAT
HAPPENS IN BETWEEN.

USABILITY TESTING KIT ..

AWAI ..

01 / FRAME

What do we need to learn?
What assumption are we testing?
What could change after this research?

02 / PLAN

Participant
Scenario
Task
Success criteria
Observation focus
Logistics

03 / OBSERVE

What they did
What they said
Where they hesitated
What surprised us
Non-verbal cues

04 / MAKE SENSE

Observation

Pattern

Insight

Opportunity

05 / DECIDE

Keep
Change
Explore
Validate again

AWAI NOTE ..

"I don't like this button" is feedback. "I couldn't find how to continue" is evidence.