# Evaluating the Experience of our Customers:

# Overview of the [NAME OF SITE] Usability Study [Date]

## Background

[Provide some background on the site, previous usability work, and the impetus for the current study.]

## Purpose and Scope

**What is a usability study?**

A usability study is a research activity in which representative users try to perform realistic tasks while a study team collects empirical data.

This purpose of this study is to evaluate the end-to-end experience of our website customers as they interact with the [NAME OF SITE]. Collecting this data will provide the study team with:

* Behavioral observations and insights into the current user experience
* Insights into design solutions on how to improve and strengthen the experience
* Baseline information on the current experience that can be used as a comparison for future online experiences.

## Methodology

**Research questions.** The study will collect qualitative and quantitative data to answer several research questions, including: [Research questions can be updated to reflect questions for your particular study.]

* **Task completion** - How well does the site support our customers’ ability to accomplish key goals and tasks?
* **Navigation and information architecture** – How does the site structure support customers’ ability to accomplish their tasks? Can they navigate to where they want to go and accomplish their tasks quickly and efficiently? What pathways do they take?
* **Content and terminology** – Do our customers understand the content and does it help them accomplish their tasks?
* **Layout and visual design** – What are our customers’ impression of the visual design?
* **Communication and site impressions** - What are our customers’ overall impressions of the site? Does it adequately communicate what users can/are required to do with the site?

**Study design.** We will conduct a [remote, unmoderated or in-person] usability study [using GoTo meeting]in order to gather insights into user performance and unmet needs. The study will collect information such as task completion rates, time on task, navigation and content insights, overall satisfaction, areas of concern, and unmet needs.

**Audience.** We will conduct the study with [NUMBER] participants from the [XX] audience group[s] who represent a spectrum of usage behaviors. We recommend testing with this [or these] audience[s] because [ADD].

## Outcomes

The study will provide us with:

* **Metrics.** Objective and behavioral performance data that provides a usability baseline to measure future improvements
* **Audience insights.** Actionable insights on how to optimize the user experience for our customers
* **Actionable improvements.** Concrete recommendations for improvements based on research findings.

## Study Team

| Name: | Role: |
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## Schedule and Costs

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Cost of the project is estimated to be: [$XX]

## Contingencies

Timeline and outcomes are contingent on: [UPDATE AS NECESSARY]

* Sponsor sign off on approach, resources, and timeline
* Team availability to review materials, set up test system, lead study recruiting, and assist with conducting the study
* Sponsor availability for walk through, reviews.