

Five-person website test kit

Print one for each test day. You need five people who do not know your business, this sheet and a pen.



1 The one task

Write the one thing a customer should be able to do on your site, as a short story with a reason and a deadline.

Example: "You need your gutters cleaned next week. Use this website to get that done."

2 Read this to each person, word for word

"Thanks for helping. You can't get this wrong. I'm testing the website, not you. Please say out loud what you're thinking as you go."

Then read them the task once. After that, say almost nothing.

3 While they try it

✓ YOU MAY ASK

- "What are you looking for right now?"
- "What did you expect to happen when you clicked that?"
- "Where would you look next?"

✗ NEVER SAY

- "Click there."
- "It's in the menu."
- "Try the top of the page."

Stuck for a minute or more? Say "Thanks, let's stop that one there," and write down where they stopped. When they finish or stop, ask one last question: **"What was the hardest part?"**

4 Paying for a new website? Add this line to the agreement

"Final payment is due after five people who do not know the business have each tried the main task on the finished site, with the owner watching."