

First click test

1. Goal of the test
2. Designs
3. Test plan
4. User profiles and tasks
5. Results
6. Conclusions
7. Next steps

1. Goal of the test

- **Goals**

Add details about what you are going to test and the reasons why you want to carry out the test.

- **Aim of the new designs**

Add information about what you want from the new designs and what you expect your new design to accomplish.

- **Research questions**

Add the main questions your test will address.

2. Designs

Add the link(s) to the design you want to test.

3. Test plan

Add information about how the test will be done. If the first click test is to be accompanied by another method, add the details here.

4. User profiles and tasks

- **User profiles**

Demographics, general computer experience, education level, computer interaction experience, etc.

- **Screener**

Screening questionnaire through which participants are selected.

- **Pre-test questions**

Used for quantitative research.

- **Tasks**

- create tasks that focus on providing the participants with a problem to solve. “You are interested in finding out how much... how many... where to...” to foster a more natural interaction with the site
- document the correct path to complete each task
- track each click
- time how long it takes the user to make this click
- after each task, assess whether the participants feel they were able to find the correct information using a satisfaction or confidence scale
- assess the ease or difficulty of completing each task

5. Results

Look at the following metrics:

- task performance of each tested design
- compare the task performance of all designs
- click test score for each of the designs
- compare the click test score for all the designs tested
- click test success rate/ per design
- performance for “first visit” versus “visited before”
- analyse click patterns for the tasks

N.B You can use software available, which can assist you in tracking clicks and creating heat maps of the user activity.

6. Conclusions

By reading this section, stakeholders should immediately understand the overall performance of users while completing the tasks. This can be accompanied accordingly by the most notable results that emerged during the test.

In a separate section, describe the most important errors affecting the overall success rate per design. They should be presented alongside a severity rating and, if known, a time frame in which the issue can be fixed (2x2 Kano).

7. Next steps

- take general and task-specific insights into account to shape the next version
- further testing once the next design iteration is done: check further how each task is affected by visual design changes