

Usability Testing for Shops

Learning objective: You choose the right usability test type for your shop, evaluate it economically against session recordings and surveys, write goal-oriented tasks that generate real behavior instead of opinions, scale tester numbers sensibly using the Nielsen/Landauer curve, and prioritize findings by frequency, severity, and monetary proximity to conversion. That way you can lead your agency or team with concrete numbers without having to do the testing yourself.

Key Takeaways

- Usability testing is the fastest way to find real friction points in your shop.
- Choose moderated testing for depth, unmoderated for scale, and mobile for the biggest impact.
- Good tasks describe goals, not steps, and deliver observable success criteria.
- Prioritize findings by business impact, not by who speaks loudest.
- Usability testing measures behavior, not opinion.
- Five to eight testers will surface most of the serious problems.
- Mobile tests and checkout tests have the highest business impact.

Framework steps

1. **Choose a test type**
2. **Define tasks**
3. **Scale testers**
4. **Prioritize findings**
5. **Test with 5 users**
6. **Fix the most obvious problems**
7. **Test again with 5 users**

Key points at a glance

RELEVANCE

What Does This Mean for Your Shop?

A single usability test with five users can surface barriers you'd never spot in a thousand rows of analytics data.

CONCEPT

What Usability Testing Actually Measures

Usability measures whether users reach their goals, not whether they like the design.

Moderated tests are conducted live: you can ask follow-up questions, read body language, and probe spontaneously.

Remote tests save travel time and allow for real devices and everyday situations.

CONCEPT

The Magic of the Number Five

Jakob Nielsen and Tom Landauer showed that five testers find about 85% of critical usability problems.

CONCEPT

Mobile Usability Testing: the Biggest Lever

60 to 70% of e-commerce traffic comes from mobile devices.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.