

Your personal usability test brief

⌚ approx. 25 min

Module: Usability Testing for Shops

Type: mini-audit

Task: Pick a key path in your shop (for example, product search, cart, or mobile checkout). Write three goal-oriented tasks that generate real behavior without pointing users toward the answer. For each task, define a success criterion, an observation criterion, and an estimated business impact. Decide which task should be your top priority and explain your reasoning in terms of frequency, severity, and how close it sits to the conversion.

Your audit result

Campaign	Ad copy / promise	Landing page	Click targets	Match score 1–5	ROI impact

Biggest mismatch & planned change

Next three actions

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1. Which key task in your shop would you test first, and why exactly that one?

2. How would you explain to an internal stakeholder why five users are enough to uncover most of the serious problems?

3. What barrier in your company is currently preventing usability tests from happening on a regular basis?

4. Which decision in your shop could be improved most quickly with a usability test involving five users?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.