TEST GROUP
FEEDBACK QUESTIONS

ARTIN NAZARIAN

Questions to Ask Yourself Before Building a Prototype

1. What problem does your idea solve?
2. How are users solving this problem currently?
3. Can your target market think of another product that does something similar?
4. How have previous solutions failed?
5. Do users understand what this product or service does?
6. How do users feel about the product or service?
7. Who is your competition?
8. What is the app/site for and what can users do there?
9. Does your target market have a need for this product?
10. What devices do users imagine themselves using when they interact with this product?
11. What scenarios can they picture themselves using it in?

Questions to Ask Yourself Once Prototype is Built

1. Before users even look at the wireframe or prototype, what would they expect to be able to do with it?
2. How would they expect it to look?
3. Once you show them the prototype, do users understand what it does?
4. How does it measure up to their expectations?
5. What features are missing?
6. Does anything seem out of place or unnecessary?
7. How do users feel when using the prototype?
8. If users had a magic wand, what would they change about the product?
9. How likely or unlikely would they be to use this product once it's finished?
10. Does the prototype do what it's supposed to?
11. Do users think the product's design matches its purpose?
12. What's the first thing users would want to do on this product? Can they do that?
13. When they explore the product, do they become confused at any point?
14. Does anything distract them or get in their way?
15. Are there any features they completely ignore?

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16. Does the information architecture and navigation make sense? (Can users find what they're looking for?)

17. Does your target market feel like this product was designed for them?

18. What, if anything, would make your users want to use this product frequently?

19. How likely or unlikely would they be to recommend the finished product to a friend?

20. How would they describe this product using their own words?

Questions to Asks Your Test Group

1. What do you think this tool/ website is for?

2. What do you think you can do on this website/ in this app?

3. What's your overall impression of the interface: what's convenient, inconvenient, odd, etc?

4. When would you use this?

5. Who do you think this tool is for?

6. Is there anything this tool resembles? If yes, what?

7. What, if anything, doesn't make sense here?

1. Was there anything that surprised you? If yes, what?

2. Was there anything you expected to find that was not there?

3. What was difficult or strange about this task, if anything?

4. What was easy about this task?

5. Did you find everything you were looking for?

6. Was there anything that didn't look the way you expected? If so, what was it?

7. What was missing, if anything?

8. What was unnecessary, if anything?

9. Was anything out of place? If so, what was it?

10. If you had a magic wand, what would you change about this experience/task?

11. How would you rate the difficulty level of this task?

12. Did it take you more or less time than you expected to complete this task? Would you normally spend this amount of time on doing this?

13. Do you feel this application/tool/website is easy to use?

14. What would you change in this application/website, if anything?

15. How would you improve this tool/website/service?

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