

28 Usability Test Questions You Absolutely Have to Ask (& 10 You Shouldn't)

Screening Questions

If you're looking for specific demographics:

- What is your age range?
- What's your income level?
- What's your highest level of education?
- What is your role at your company?
- When was the last time you used X?
- How often do you use the website or app?
- How much time do you spend on X?
- How did you originally hear about X?

Questions to avoid:

Is this feature slow or irrelevant?
Do you like the newer version of the app better?
Do you save a lot of time using the website?

In-test Questions

- When you log on, what's the first thing you do?
Is there another way to complete this task?
- How do you use X feature?
- What parts of X do you use the most? Why?
- What parts of X do you use the least? Why?
- Do you like the interface? Is it easy to use?
- What do you think about how information and features are laid out?
- What do you think of X page? How easy is it to find?

Questions to avoid:

Do you like X feature?
Do you like X page?
Is the user interface easy to use?

Pre-test Questions

- What challenges were you hoping to solve by using X?
- What do you use X for? How often?
- Which features do you use most?
- How satisfied are you with the available workflows?
- What did you perceive as the key differentiators between X and other options you reviewed?
- What were the most important factors for you when evaluating X?
- What other options did you use or research before choosing X?
- Why did you choose this website or app?

Questions to avoid:

Have you used X product before?
Do you use X daily?
Do you use X feature?

Post-test Questions

- Overall, what's your experience been with X?
- If you could change one thing about X, what would it be? Why?
- What's one thing you're most excited about with X? Why?
- Why will you continue to use the website or app? What will stop you from using this website or app in the future?
- How likely are you to refer X to a friend or colleague? Why or why not?

Questions to avoid:

Will you keep using this website or app?