

How To Ensure Rigor in Usability Tests

Factors	Ways to ensure rigor in usability test
Credibility (internal validity)	<ul style="list-style-type: none">✓ Write scenarios to reflect the user's perspective. Use think-aloud protocol to get user's direct impressions.✓ Use direct observations of user actions (versus indirect reports such as surveys).✓ Check out conclusions or observation with the user through protocols such as teach-back, guided recall, or post-scenario interviews.
Transferability (external validity)	<ul style="list-style-type: none">✓ Select participants based on a set of criteria that defines the end-user of the product. (external validity)✓ Write scenarios that involve realistic tasks.✓ Use platforms and equipment typical of what end-users have.✓ Use actual or realistic prototypes of packaging and documentation that will be supplied with the product.
Dependability (reliability)	<ul style="list-style-type: none">✓ Use an observation team with multiple perspectives. (reliability)✓ Retest to verify improvements.✓ Use an external consultant to review process and findings. Source: Hughes (1999)

