# Guidelines for Target Population Usability Testing

## Background

This process is based on guidelines for usability testing of patient education materials developed by Alegent Health in Omaha Nebraska (2008) and Jakob Neilson's *Why You Only Need to Test with 5 Users* (2000). The premise is that any new educational material should be tested for comprehension by representatives of the target group it is intended for.

## Process

1. Complete a draft of your new material using appropriate health literacy standards (e.g., grade level testing, plain language writing, layout considerations, images, etc)

2. Pilot the document with 5 people using a customized feedback form to rate comprehension of the main message(s) in the piece.

3. Use feedback to expose problems with target audience's understanding of the messages.

4. Make revisions based on feedback. (For strongest results, repeat the process to re-test on 5 new individuals for another 1 or 2 rounds of usability testing.)

Reviewer Name_____ Title of Material_____ date

Please read this handout and tell us what you think. Your comments will help us make changes.

1. In your opinion, what is this handout trying to tell you?

2. Do you think it does a good job of explaining this?     Yes ☐     No ☐

3. After reading this handout, would you do anything special?     Yes ☐     No ☐
If yes, what?

4. Is there anything you think is not explained well enough?

**(Circle One)  4 =  Strongly Agree  3 =  Agree  2 =  Disagree  1 =  Strongly Disagree**
*If you circle "Disagree" or "Strongly Disagree", please tell us why*.

| | | | | | |
|---|---|---|---|---|---|
| 4. | The title tells me what the handout is about. <br> Comments: | 4 | 3 | 2 | 1 |
| 5. | The handout is hard to read. <br> Comments: | 4 | 3 | 2 | 1 |
| 6. | I like the pictures & colors. <br> Comments: | 4 | 3 | 2 | 1 |
| 7. | I can understand all the medical words. <br> [*Test for specific words*] | 4 | 3 | 2 | 1 |
| 8. | The amount of information is about right. <br> Comments: too much ☐ not enough ☐ | 4 | 3 | 2 | 1 |
| 9. | My questions about [this topic] are answered. <br> Comments: | 4 | 3 | 2 | 1 |
| 10. | It clearly explains where to find more information. <br> [*Ask where to see if they got it*] | 4 | 3 | 2 | 1 |
| 11. | The charts or checklists are easy to understand. <br> [*Customize this to fit specific material*] <br> Comments: | 4 | 3 | 2 | 1 |