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UX 60541

Evaluation Fundamentals

Moderate and Record a Usability Session

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Moderate and Record a Usability Session

Reflection

I really appreciated how the Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests reading recommends mindfulness as a precept for effective moderated usability testing. While executing the test and reviewing the footage, I see how poignant that is. Learning to stay objective and not subconsciously lead a subject is a skill many practitioners need to acknowledge and build, and many of us wouldn't even realize we were imparting our perspective into the test. In my interview, I had the most trouble with Alex not signing up for the email, even though that option was on the site. I actively resisted the urge to correct him, but I did not know how to move the situation forward, so the task remained unresolved. Later in the interview, I noticed he missed the same type of link when he didn't click "Customer Service" at first. By not acknowledging the first issue, I was able to recognize a consistent pattern in how he interpreted this site.

I can see these tests as useful throughout a product's life. Basically, anytime you want input on how a user would interact with a specific process, this is useful. This test showed me that, even on a well-established, well-implemented site

(papajohns.com), the basic test I performed would help illuminate edge cases I had not considered. Alex went about completing multiple tasks in a manner totally different from what I expected. I can see the usefulness.

I feel moderated usability would be useful whenever we need to understand whether users understand how to do something and how they understand it throughout the development process. These tests are particularly useful for creating robust systems that users can approach from all angles. I think these moderated tests should be used as often as possible to help us understand not only how users use our products, but also how they could use them.