Usability Testing Project Briefing Document

Project Overview

Describe the project in your own words:

Objectives

What are your objectives for the project / what do you want to learn?
1. 2. 3. 4. 5. 6.

Scope of Work

1	What platform/s are we testing on?	[i.e. smartphone, tablet, PC]
2	What tasks / user journeys do you need evaluated?	

3	How long do you estimate it will take for a participant to go through the tasks?	[rough estimate is fine - we will advise]
3	What other questions do you want answered from the research?	[what are your research questions?]
4	What format will the test assets be provided to us in?	[i.e. live website / app, prototype, lo-fidelity, hi-fidelity, Axure, html etc.]
5	What are the profiles of users / participants?	[here are some headings as a guide. Feel free to add others] • Age range • Gender split • Household income • Employment • Customer / non-customer • Smartphone user / tablet user / PC user • Buying habits • • •
6	Do you have a preference for the location of the research?	
7	Deliverables – what deliverables would you like?	[here are some suggestions, note all that apply] • High level summary report • Detailed analysis and recommendations • Presentation of findings • Workshop • Videos • Other
8	Would you like to view the research? If so how many people will be attending from your team?	

Timeframe

1	When will the product you want us to evaluate be ready?	
2	When would you like the research carried out (i.e. there may be better days for you to view research than others)?	
3	When would you like the report?	
4	When would you like the presentation of findings?	

Budget

1	Do you have a budget in mind?	
2	If so, what is your budget?	[If you don't want to share budget please give a guide on scale so we present an appropriate solution]
3	Do you have budget approval or will you need to get it?	[this helps us understand how quickly we may be able to begin working for you]

Anything else

Finally, is there anything else we need to know?