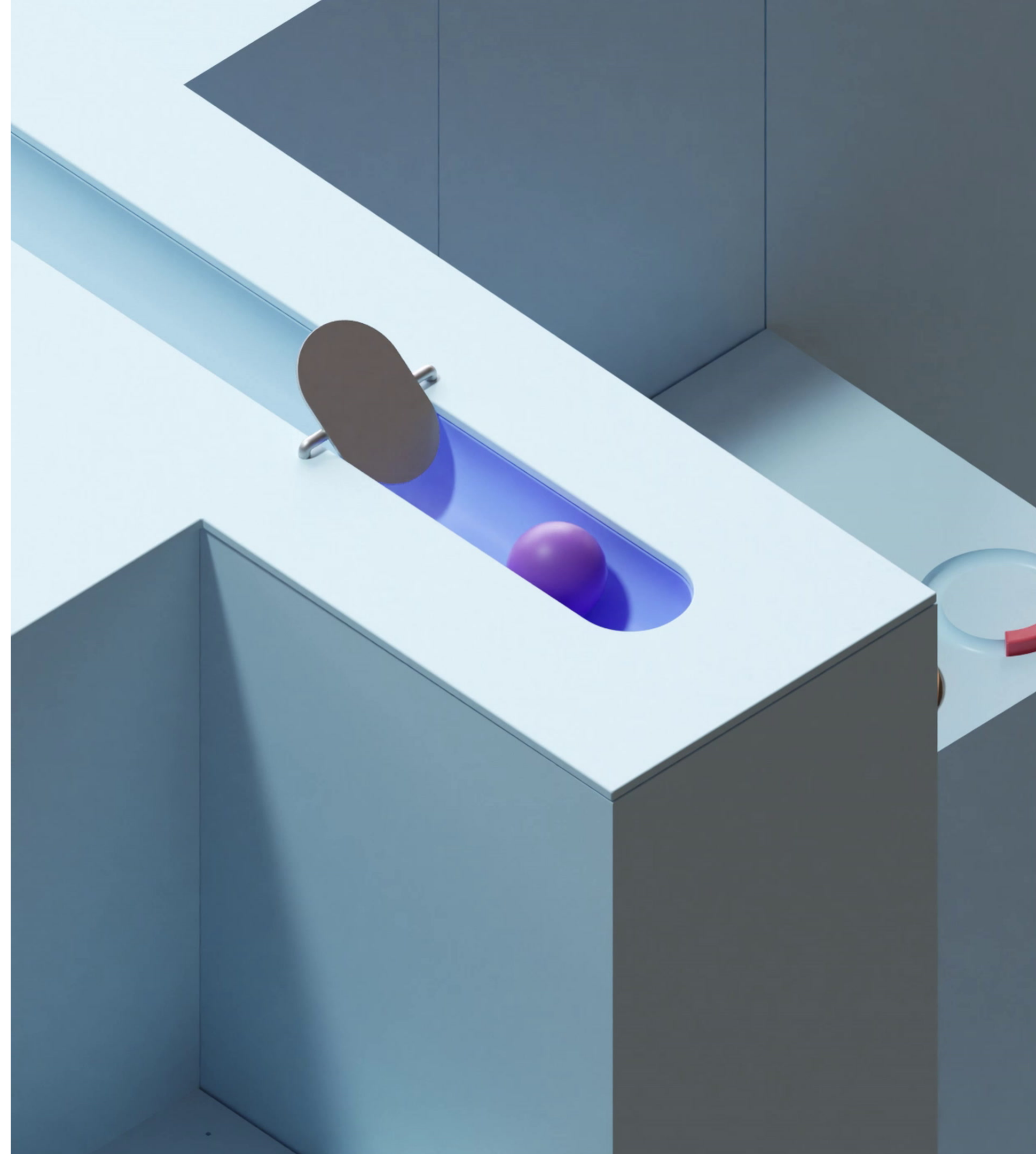# Ramdac

Offerta Sito Web

Ramdac

[Maze](#) empowers product teams to test, learn, and act rapidly.

Test anything from prototypes to copy and round up user feedback — all in one place. Collect insights across teams and create better user experiences, together.

Get started free

What is a usability testing report?

This report gives you a structure to display key findings from your usability tests that will help the team identify what's working and what's not, decide on improvements, and most importantly, prioritize the issues that need to be fixed.

Use this report template to share your usability test findings with stakeholders, get buy-in on decisions, and move forward with the next steps.

⚡ **No data yet?**

Run a usability test with Maze and quickly pull metrics and insights from your Maze Report to use in this template ✨

Get data with Maze

Agenda

01 Team
Who conducted the test?

02 Objective
What did we want to achieve?

03 Methodology
How did we conduct the usability test?

04 Prototype walkthrough
What exactly did we test on?

05 Deliverables and results
Did we achieve our goals?

06 Recommendations
What did we learn from the results?

07 Supporting evidence
What makes us positive we can trust the results?

08 Action plan
What are the next steps?

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Team

Who conducted the test?

Kaue

Designer

Jola

Researcher

George

Product manager

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Objective

What did we want to achieve?

⚡ Improve activation rate by 10%

Briefly explain your objective here.

- Activation rate describes the percentage of users who reach an "aha!" moment while using our app.

- Activation is the moment when users start getting value from the product.

💬 Why?

Explain why this goal is important as a strategic objective.

- A better activation rate leads to increased engagement, conversion, and retention.

- Achieving this objective will significantly help us reach our yearly signup and revenue goals.

🔑 Key deliverables

Break down the main objective into key deliverables.

- Time to completion on the onboarding flow is decreased by **5%**.

- **65%** of users or more complete the defined path as expected!

- Our new designs perform better against the previous version on all KPIs.

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Methodology

How did we conduct the usability test?

1. Test date

April 18, 2022

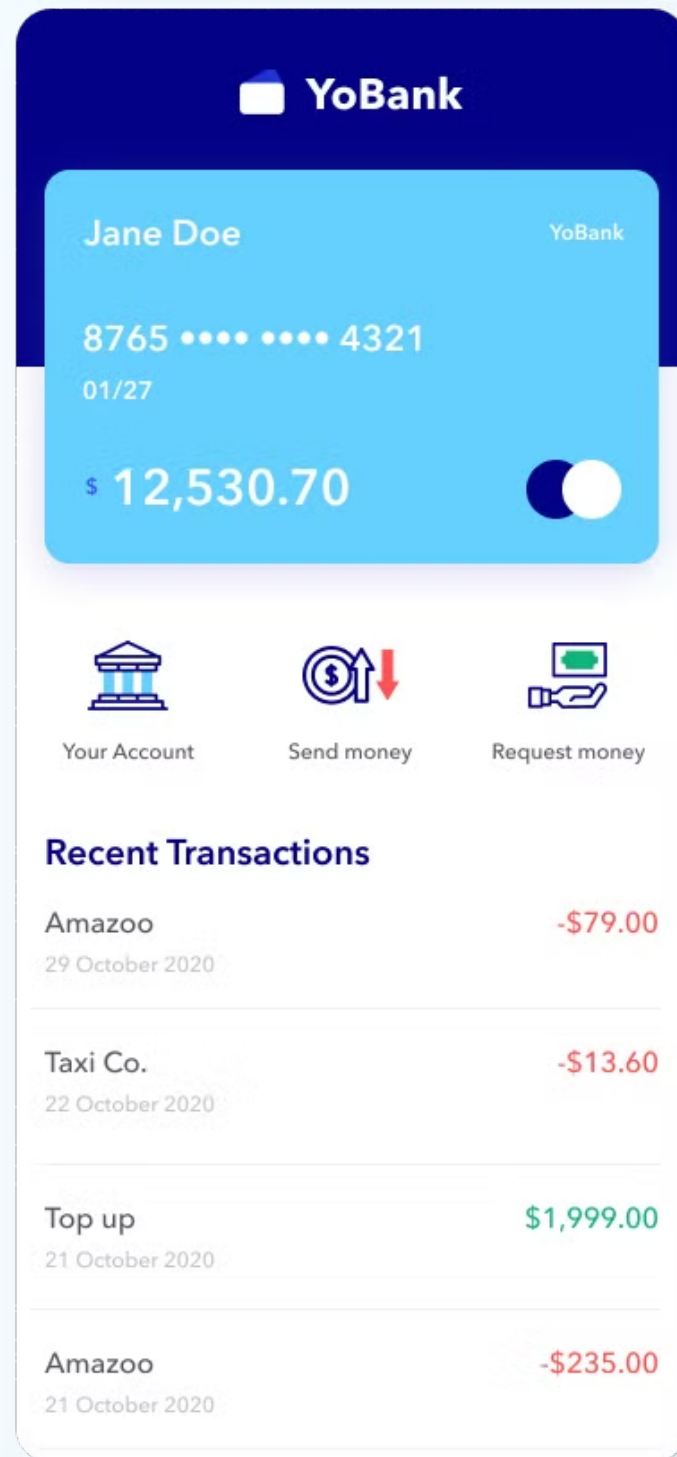## 2. Testing method

Remote testing with Maze and Zoom

3. Participant demographics

Product managers at e-commerce companies, 20 to 40 years old

4. Prototype

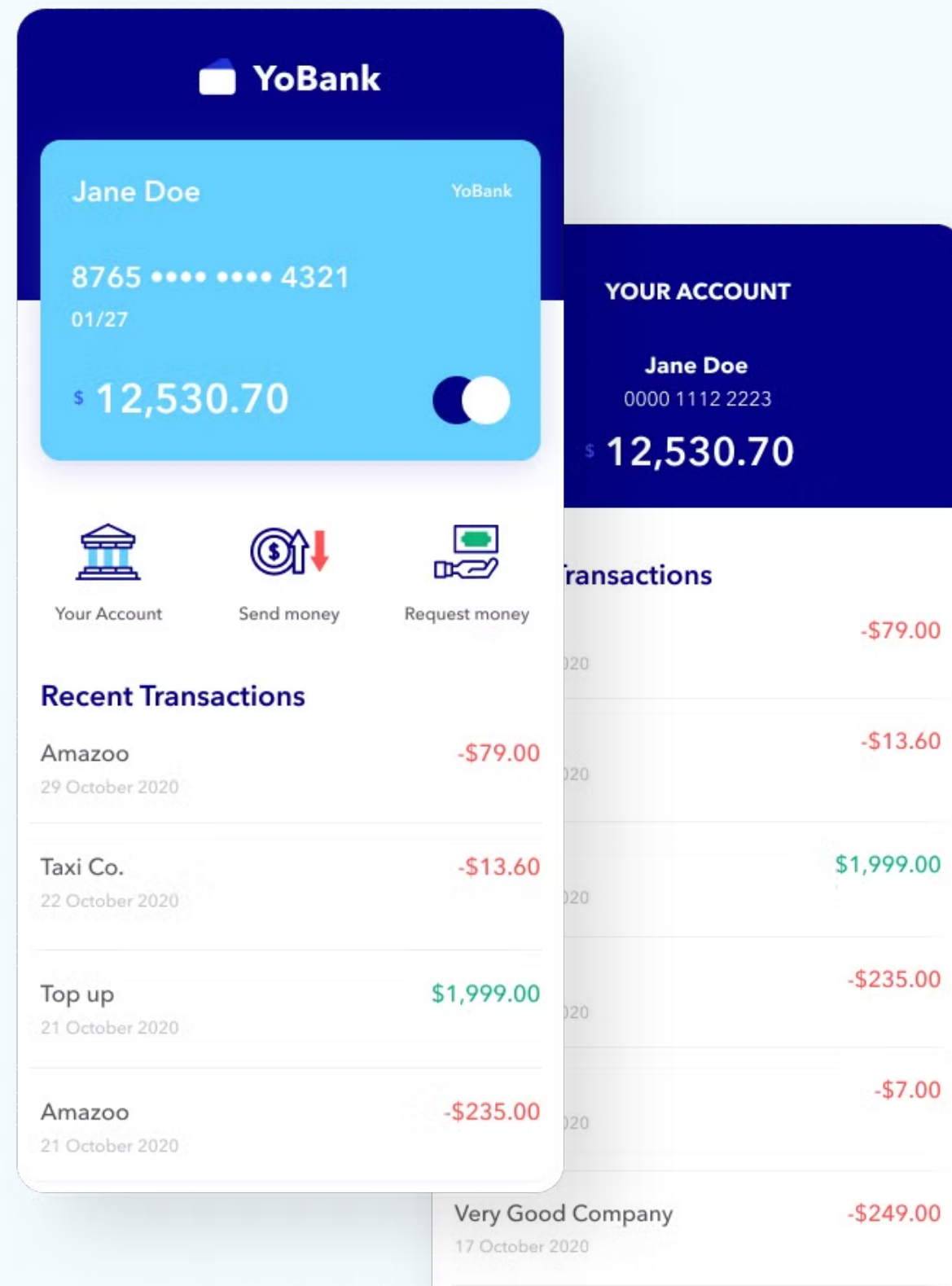Add a link to the prototype here

Prototype walkthrough

What designs did we test?

Designs

Describe the new designs you're testing and explain how they're different from the current version.

- Change 1
- Change 2
- Change 3

Open prototype

Prototype walkthrough

What exactly did we test?

Designs

Describe the new designs you're testing and explain how they're different from the current version.

- Change 1
- Change 2
- Change 3

Open prototype

Deliverables

What did we want to achieve?

Time to completion on the onboarding flow is decreased by **5%**.

65% of users or more complete the defined path as expected.

Our new designs perform better against the previous version on all KPIs.

Results

Did we achieve our goals?

✓ Time to completion on the onboarding flow is decreased by **5%**.

✗ **43%** of users or more complete the defined path as expected.

✓ Our new designs perform better against the previous version on all KPIs.

Recommendation

What did we learn from the results?

Context

Provide a summary of the status quo, e.g.:
Our current time to completion on the onboarding flow is **7 minutes**. We wanted to test if our new design is going to decrease time to completion by at least **5%**.

How does this affect our strategic objective?
A high completion time leads to a higher bounce rate during the onboarding flow, which negatively impacts our activation rate.
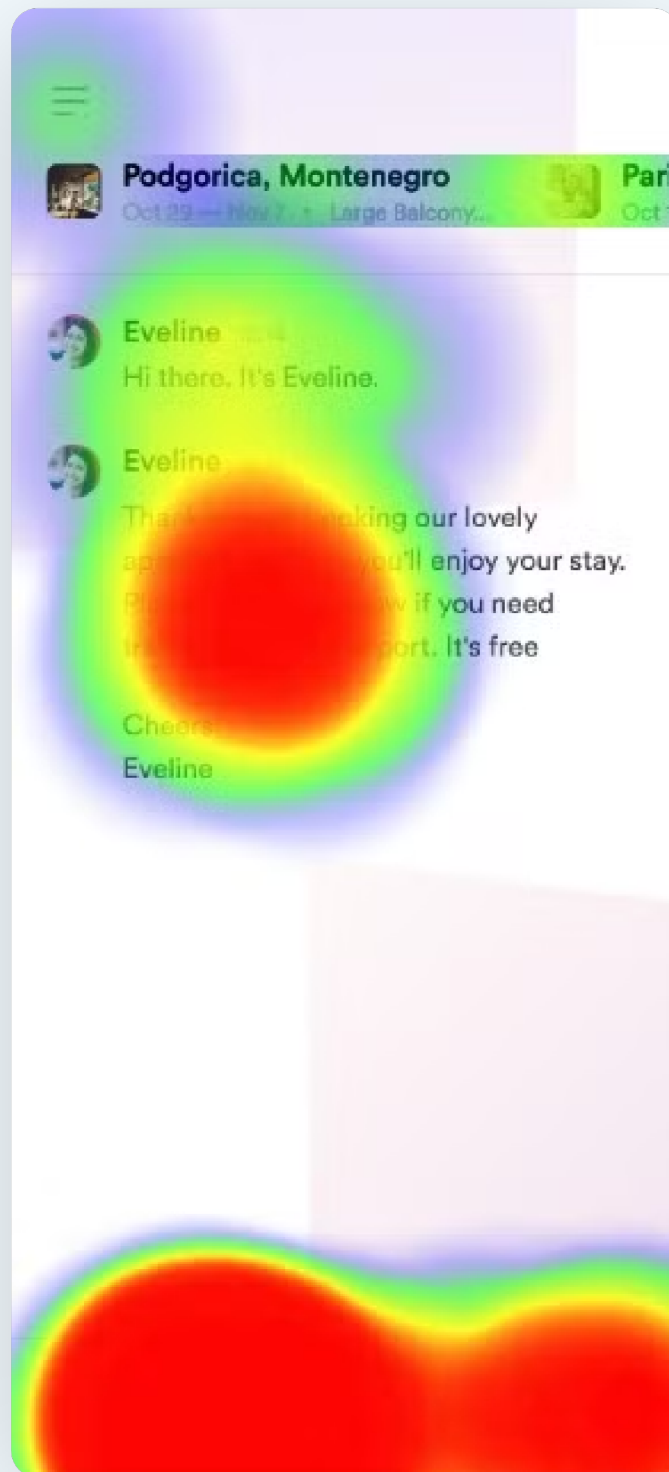
Suggestion

Include a recommendation based on the results of the usability test, e.g.:
Implementing the new design will decrease total time to completion by **7%**.

Evidence:
- Supporting evidence 1
- Supporting evidence 2
- Supporting evidence 3
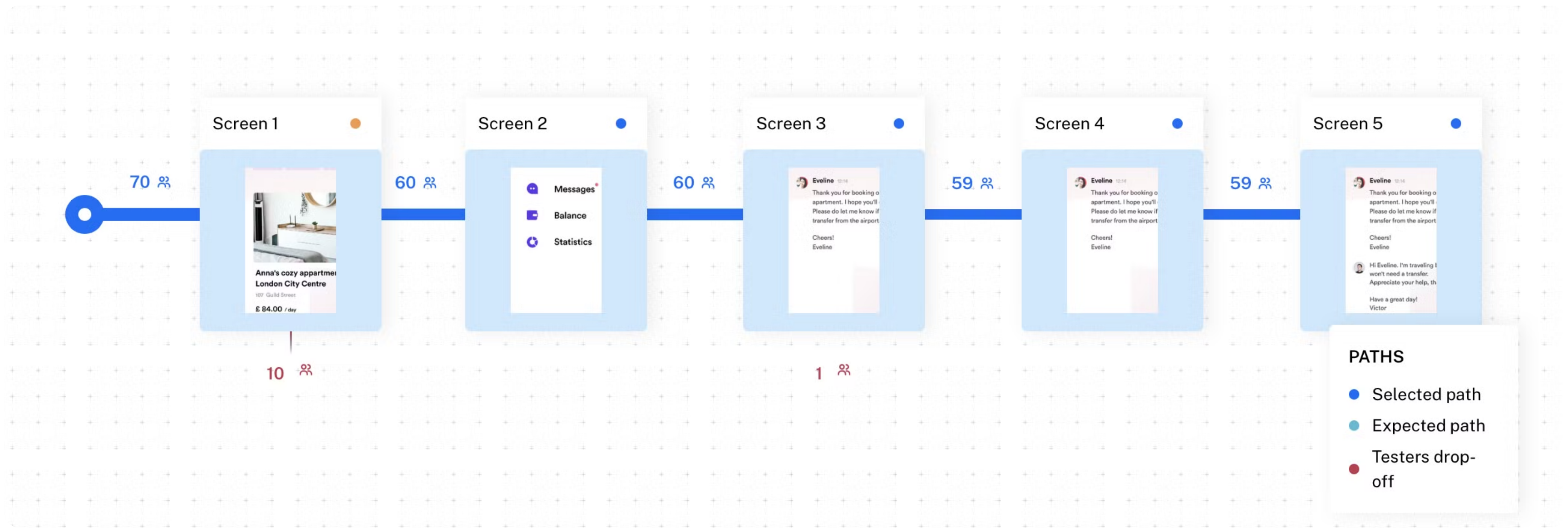
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Supporting evidence

What makes us positive we can trust the results?

The data

Include supporting data here and explain what your team can learn from it.

- Data point 1
- Data point 2
- Data point 3

Source: [Maze](#)

Supporting evidence

What makes us positive we can trust the results?

- Data point 1
- Data point 2
- Data point 3

Source: Maze

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Supporting evidence

What makes us positive we can trust the results?

Use this slide to highlight user feedback your received during the test.

"So thankful for this update! It's like all my prayers have been answered."

Tester #2205891

APRIL 26, 8:16:52 AM ⭐

"Love how easy it is to switch between your accounts within the app! Now I can quickly pay for things with my business account in a jiffy."

Tester #172957

APRIL 26, 12:48:32 PM

"I had a hard time navigating the transactions view. How do I filter purchases from a specific time frame?"

Tester #628228

APRIL 26, 4:23:55 PM

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Action plan

What are the next steps?

✓ **Move forward with the new designs**

✓ **Plan a soft launch for May 15**

✓ **Launch publicly on July 6**

Notes

- We'll monitor performance after the launch with our support team.
- We'll do a retrospective one week after the launch to discuss improvements.
- We'll collect user feedback with a survey one month after the launch.
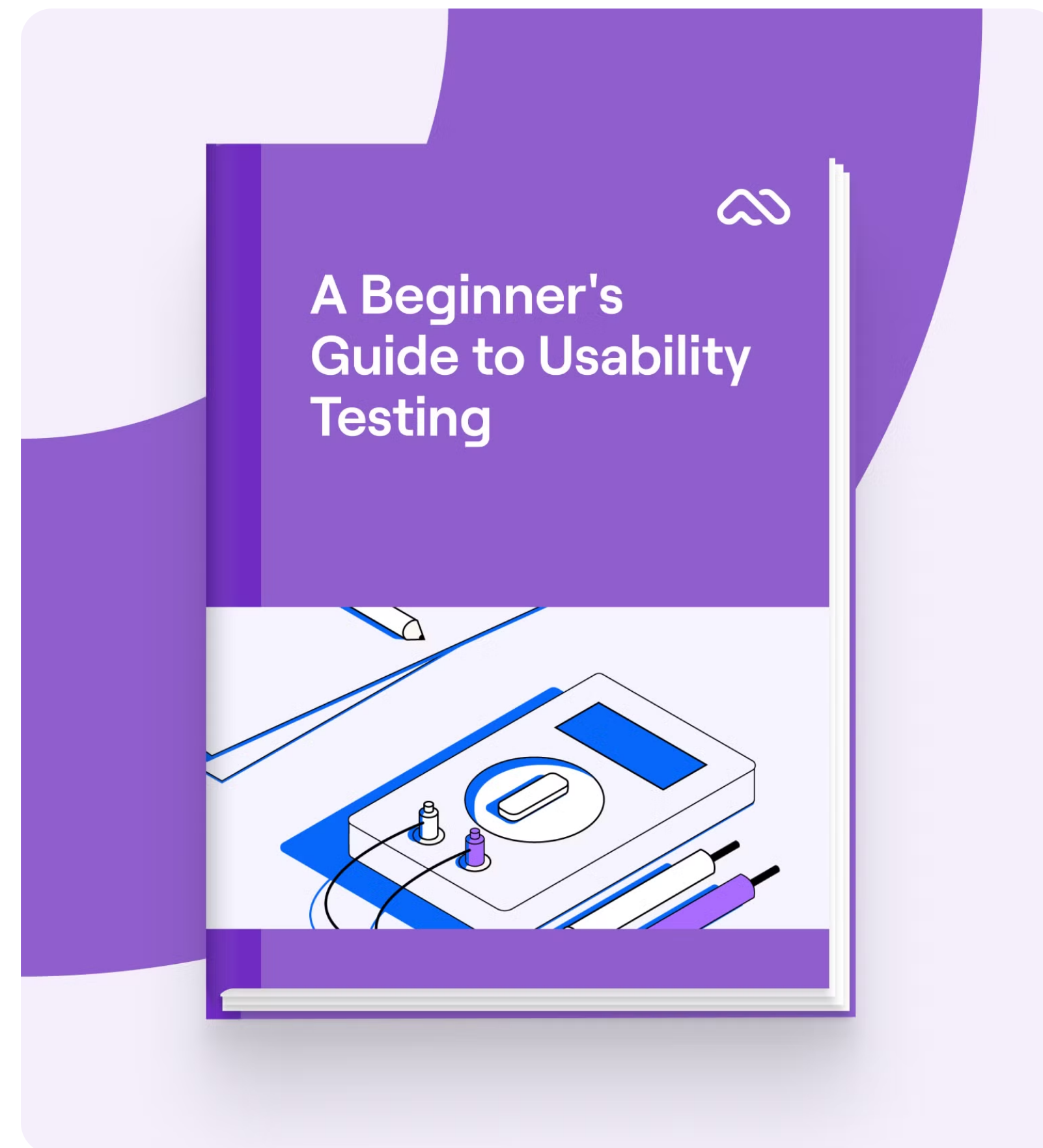
maze

Thank you

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Get Maze's free guide to usability testing

Usability testing is a proven method to evaluate your product with real people. In this complete guide to usability testing, we share everything you need to know to run usability tests and get actionable insights to create better user experiences.

Read the guide

A Beginner's Guide to Usability Testing