

## Design & Test

# 5-SECOND TEST

A five-second test is part of the usability test. It allows you to measure the impact of your message in the first few seconds.



PEOPLE	PREP. TIME	TIME	DIFFICULTY LEVEL
2 - 4	30 min	15 min	● ○ ○



### USE THIS METHOD / TECHNIQUE TO

Test the level of seduction, clarity and credibility of your product in a discovery phase.

### THIS IS WHY YOU NEED IT

To ensure that the user has a good impression and understanding of your product from the first seconds of use.

### MATERIALS

- None

### WHO SHOULD BE INVOLVED

- UX Researcher
- UX Designer
- User
- Product Owner (Depending of the case)

### VARIATIONS

- None

The tested subject is generally a landing page, but it can be a part of a website, a graphic design, an app, a prototype, anything that must communicate a message. But why not 10 seconds? Studies have shown that a new visitor only spends a few seconds on your website before deciding to stay or leave. To refine your research, the user will answer a series of questions about his memory and his first impressions of the design.

## PREP

For example, you can focus your questions on the following topics: Does the user understand the product or service? Does the user perceive meaningful content? If the answer is yes, ask him to explain. Does the user remember the name of the product? And finally, would he have stayed beyond 5 seconds and why?



### HOW TO INTERPRET THE RESULTS?

The 5 second test is a simple task, and so is its analysis. You can now sort the participants into 2 groups:

- The group of those who reacted quite positively to your product.
- The group of those who reacted quite negatively.

If you observe that more than 80% of the participants belong to the first group, it is because you are on the right track. If this number is much lower, try to find negative convergence points in order to find solutions.