

Confluence Executive Summary Template & Instructions



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Summary of Results

Write a 1-3 overview of the test, including number of participants, what was tested and purpose of the test (what you wanted to learn).

Do a short overview of the most important insights in a bulleted or numbered list. If you're making your data into charts or other visuals, this is the place to put those.

Link the full Insights report in Validately, as well.

Recommendations

Copy and paste the recommendations for each task from Validately into this section. Be sure to include your level of concern rating (low, moderate, high, critical).

Goals & Methods

Goals

These should be written ahead of time.

1. Example: To identify major issues with the usability of....
2. To gather qualitative information about user perception of...
3. Establish a baseline on the perceived level of difficulty....

Test Format

Describe how the test was designed and executed.

- Was it moderated or unmoderated?
- Did you have demographic or other requirements for participants?
- What platform was tested?
- What tasks were tested?
- A total of 6 tests were conducted on the user flow of activating an account with an existing Member ID.

Outcomes

List what metrics were tracked. For example:

Test Tasks & Metrics

The following data points were tracked:

1. Time on Task
2. Errors
3. Success Rate
4. Users' rating of perceived level of difficulty
5. Exploratory first-impressions of brand and business purpose conveyed in the initial app splash screen
6. Qualitative feedback on pain points
7. Qualitative feedback on points of delight

8. Qualitative feedback on ideas for improving the experience

Participants

Describe how participants were identified, grouped and recruited.

Additional Resources

Upload spreadsheets or other data taken from Validately to be made available across LegalShield

Link pages that related to the information about conversation preceding or following the test.

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