

5 – Second Test

»Get Users First Impressions Quick«

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Introduction

- The 5-second test is a great way to get a user's very **first impressions** of a website, product, or app. In this test, facilitators briefly show users a product, typically for **only 5 seconds**. After this showing, facilitators then ask a series of follow up questions in order to understand the user's **perception** and initial **impression** of the product.

Design Phases





Introduction

Why: First impressions matter... a lot! Studies have shown that users take as little as **3.5 seconds** to make a decision of whether to stay on a page or abandon it. 5 second tests are incredibly **easy**, **fast**, and **cheap** to run. They will help you see users initial perception of your brand, product, website.

Benefits: The entire exercise, including follow up questions, can take **as little as 5 minutes**, meaning this method is great for small teams, or teams that are short on time. It also **does not require any tools** besides a device to share the website or app, and note-taking tools, like pen and paper.

Preparation

- By preparing and practicing a few of prompts, facilitators can help users better share their thoughts and reactions.
- Here's a few example prompts:
 - Please describe the site you just saw.
 - What, if anything, stood out to you?
 - Which, if any, colors do you recall?
 - What product would you expect from this site?

Remarks & Limitations

Do not warn users that you will only show the design for 5 seconds, nor that you will ask them to recall what they see. This would cause them to focus and behave differently than they would otherwise.

5-second tests do not replace A/B testing, user interviews, or analytics.

Instructions

1. Let your participant know you will show them something on the screen
2. Show them the design for 5 seconds only
3. After showing, ask the participant about their first impression
4. Use the prompts and follow up questions you prepared
5. Take notes of their answers
6. End the test when satisfied
7. Evaluate your findings



Links

[Data36.com Five Second Test](#)

[5-Second Test Nielsen Norman Group 5-Second Usability Test](#)

[UsabilityHub.com An introduction to five second testing](#)

[Nielsen Norman Group How Long Do Users Stay on Web Pages?](#)



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