

FIRST-CLICK TESTING

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / QUESTION

Which entry point decision should this test inform?

02 / SCENARIO

Write the goal without using the target interface label.

03 / STIMULUS

Record the view, version, viewport, device and scrolling behaviour.

04 / VALID ROUTES

Mark every valid region and verify the task route behind each one.

05 / PARTICIPANTS

Define relevant users, experience and recruitment conditions.

06 / COLLECTION

Plan click capture, skips, timing, pilot checks and comparison order.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / DENOMINATOR

Record completed tasks, valid clicks, skips and technical exclusions.

02 / PATTERNS

Locate valid and competing clusters without changing the original regions.

03 / EXPECTATIONS

What did selected elements appear to promise? Separate explanation from inference.

04 / LIMITATIONS

How did wording, viewport, static content or learning constrain the result?

05 / REVISION

Choose a label, location or emphasis change linked to the observed pattern.

06 / NEXT TEST

Define the complete journey and recovery behaviour still requiring evaluation.