Remote Testing Guide

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Introduction

Remote
Testing Guide

Hey there,

Well, the unprecedented events of early 2020 have caused many teams to go remote and work from home. The team at Askable have worked with the UX community to create a guide to help make the most of remote testing and ensure it is both efficient and fruitful. The primary purpose of this guide is not to run you through detailed steps of creating a test, discovery interview or research session from scratch, but rather to zoom in on the components specific to remote testing such as: Recruitment, Technology, Tools and Software, Etiquette, Challenges and Processes unique to remote testing.

The guide will cover techniques, tips and ideas for many types of remote moderated and self-moderated testing including: video sessions, screen sharing, in context, testing with dedicated tools, surveys, automated tasks, card sorting and more. Depending on your experience with remote testing, you might find it easier to use this guide as a reference tool rather than an end-to-end read.

We wish you all the best as remote testing becomes the new normal.

Askable

Getting Prepared

Step —— 1

Define
your goal

A. **Purpose**

What's the point of testing if you don't have a purpose? Every test or research session needs a clear purpose - a reason for the research to happen in the first place. Identifying this purpose early on helps you streamline every subsequent step. Sometimes you'll have a succinct hypothesis, while other times you'll be tackling a higher level challenge that benefits from a broader statement or question - either way, get it down. Examples of an effective purpose:

Narrow (Evaluative) Purpose:

To understand the key roadblock causing 22% of users to exit their profile setup at step 3 of 4.

Broad (Exploratory) Purpose:

To objectively answer the following: Are trying to capture too much information through our user onboarding process?

B. **Assumptions**

Detailing your assumptions regarding the defined purpose will help you structure your test effectively, select appropriate technologies and define questions / prompts. Assumptions leverage intuition, past experience and previous insights to define possible explanations for the purpose statement. These assumptions are near meaningless unless they are validated, and each assumption should be stated in a way that it can be proved or disproved. To ensure no time wastage - it's important to fully explore prior research before defining assumptions to ensure that they have not

previously been validated or invalidated. Some examples of assumptions:

- **Assumption 1:** Users drop off at step 3 of the sign up process because they are overwhelmed by the amount of information they need to provide.

- **Assumption 2:** There's a technical issue preventing users from proceeding to step 4.

- **Assumption 3:** Users think they have actually completed their profile setup and are attempting to start using the product.

With these defined, ensure that any assumptions that can be validated or invalidated using an alternative method (reviewing HotJar, Google Analytics or internal testing) are removed - these only bloat the actual research session. Assumption 2 in the above may be able to be removed by reviewing technical data or running internal QA testing.

C. **Objectives**

Objectives ensure that at the end of testing you aren't wishing you asked a number of other questions. These objectives might be directly related to the assumptions defined, but may also include a range of 'softer' goals. Examples:

- Objective 1: Gain sufficient insight to categorise the user into one of our key 5 personas

- Objective 2: Test assumptions

- Objective 3: Record peripheral qualitative insight on the sign up process

D. **Audience**

By now it should be clear who the audience is for the upcoming remote testing. An underlying challenge of remote testing is to remove the skewing caused by the requirement of technical literacy (are they competent at using video conferencing software) and technical comfortability (are they willing to install software). This can be minimised by using the right recruitment partner, and at this stage should not affect the definition of the ideal audience you would like to test with. Define the key attributes of your audience including demographics, behaviours, brand affinity, key internal data attributes (status, loyalty, experience etc.) and interactions with the product / software you are testing.

Step —— 2

Select
test type

There are many remote testing formats and many different ways to categorise them. Broadly speaking remote research falls into 2 categories: Moderated and Self-Moderated (Unmoderated). Let's quickly summarise them:

Moderated Remote Research

This is as close as you'll get to in-person testing. In its fullest version, remote moderated research consists of:

- Video, allowing the researcher and participant to both see each other

- Audio, allowing the researcher and participant to communicate

- Chat, to share links

- Screen sharing, allowing either the participant to see the researcher's screen, or the researcher to see the participant's

- Observation, allowing stakeholders, colleagues or clients to view the research as it is happening

- Administration tools, allowing the researcher to take notes, record snippets, manage questions, etc.

Usability testing, in-context interviews, discovery interviews and focus groups can be completed using a combination of the above remote unmoderated tools and tech.

Self-Moderated Remote Research

This category spans from automated research tools like Lookback that guide the participant by using in-browser prompts, all the way to quantitative surveys through SurveyMonkey which are completed at the participant's own pace. Self-moderated research can be used to gain qualitative insights, quantitative data or a combination of both. Types of self-moderated research include:

- Video recorded testing

- Card sorting

- Tree testing

- Click testing

- Surveys

- Diary studies

The following section runs through a curated list of options for both moderated and self-moderated remote research. With your purpose, assumptions and objectives defined, it's now time to find a format that achieves your goal while matching your technology and your audience's capability.

Top 5 Moderated Tools

zoom

1. Zoom

Zoom is a powerful video conferencing platform that has been used as a research tool since its inception. Although it's not a fully fledged research platform but it's simple URL based invite system makes it easy enough for participants to interact with. If you're after a stable platform for remote moderated sessions with 1 to 100 participants, this is it.

Quick how to: Open your Zoom software and select "schedule a meeting". This will either invite your participant to that session or provide you with a link to share directly with the participant.

Pros: Stable, familiar to many, great with high volumes of participants / observers, easy to screen share, minimalistic, capable free version

Cons: Although in-browser video calls are possible, Zoom's default is to get users to download the Zoom desktop application. This can be a significant barrier to participants not familiar or comfortable with installing software.

Video ✓   Session recording ✓   Max Participants 100   Audio ✓
Chat ✓   Screen sharing ✓   Observers ✓   Mobile compatible ✓
Desktop compatible ✓

2. Google Hangouts / Meet

Once known as Hangouts, now known as Meet, but still kinda known as Hangouts Meet (who knows?). Despite its name, this is a super simple, browser based platform for remote moderated testing. Being part of Google and being integrated with Gmail, Hangouts Meet benefits from large-scale familiarity and rock solid video and audio quality.

Quick how to: If you're a Google Suite user you'll have access to Meet, if not, you'll be using Hangouts. You can start a session then use the "add someone to a meeting" option to bring them in. Once you start a call, you'll be provided with a link to share with others so they can join. Alternatively, you can create a Meet session through a google calendar event, just select location and then choose video.

Pros: Browser based, simple, familiar material design UI makes navigation easy for participants, stable, neat focusing feature based on audio

Cons: Not the easiest to schedule sessions particularly if you are not using Google calendar for your schedule. Not

specifically designed for research so lacks peripheral tools like note taking and question management.

> Video ✓   Session recording ✓   Max Participants 25   Audio ✓
> Chat ✓   Screen sharing ✓   Mobile compatible ✓   Desktop compatible ✓
> No download required for initial experience ✓

3. Lookback Live

The first tool on the list specifically built for researchers. All the features you'll need to conduct in context interviews or full scale usability testing. Originally making a name for themselves in the unmoderated space, Lookback Live now provides a powerful moderated suite. When you have a combination of moderated and unmoderated sessions, this should be your go-to tool.

Quick how to: If you've created a Lookback Live project, you'll have a unique link automatically generated. All you need to do is share this with your user and join the session.

Pros: Made for researchers, fully featured, great support, seamless between moderated and unmoderated, great scheduling management

Cons: Requires participants to download the Lookback plugin / tool. Occasionally stability issues for video, occasional experience bugs on participant application.

> Video ✓   Session recording ✓   Max Participants 25   Audio ✓
> Chat ✓   Screen sharing ✓   Observers ✓   Note-taking ✓
> Question management ✓   Mobile compatible ✓   Desktop compatible ✓

askable live

4. Askable Live

The greatest barrier to effective remote testing is the technical literacy of participants. Askable Live was built to deliver an in-browser participant experience that required no downloads and could be completed on desktop or smartphone. Askable Live integrates the recruitment phase with the testing phase which minimises communication and technical difficulties

Quick how to: On any Askable booking, you can generate an Askable Live link to share with your participants, alternatively you can set a booking up to automatically send links to each participant upon their invite being accepted.

Pros: Super simple for participants to operate even with limited tech understanding, minimalistic interface, specifically built for UXers and researchers to minimise skewing

Cons: Works better with the Askable recruitment platform, not fully featured with research tools.

Video ✓   Session recording ✓ Max Participants 10   Audio ✓
Chat ✓   Screen sharing ✓ Observers ✓   Mobile compatible ✓
Desktop compatible ✓ No download required for initial experience ✓

Skype

5. Skype / Skype for Business

Microsoft now offer 3 tools in the video conferencing space (including Microsoft Teams). Although each has its own feature set, they typically work in a similar manner. Skype was founded in 2003 as a social communication platform and

as a result, many participants are already familiar with how it works (as opposed to Zoom which is primarily a business tool). Calls can be completed in browser minimising participant confusion and on multiple devices.

Quick how to: Add a contact to your Skype, dial the contact when the session is about to start.

Pros: Widely known by participants, stable, works on most devices

Cons: Requires a decent account setup process which can be off putting for participants that are not users. Users are more familiar with the "call" approach rather than the newer "schedule a meeting" option often making the session kick-off a little bumpy.

Video ✓   Session recording ✓ Max Participants 50 Audio ✓

Chat ✓ Screen sharing ✓ Observers ✓   Mobile compatible ✓

Desktop compatible ✓ No download required for initial experience ✓

Top 5 Moderated Tools

	Video	Session recording	Max Participants	Audio	Chat	Screen sharing	Observers	Note-taking	Question management	Mobile compatible	Desktop compatible	No download required for initial experience
Zoom	✓	✓	100	✓	✓	✓	✓			✓	✓	
Google Hangouts / Meet	✓	✓	25	✓	✓	✓				✓	✓	✓
Lookback Live	✓	✓	25	✓	✓	✓	✓	✓	✓	✓	✓	
Askable Live	✓	✓	10	✓	✓	✓	✓			✓	✓	✓
Skype / Skype for Business	✓	✓	50	✓	✓	✓	✓			✓	✓	✓

Select test type | Step — **3**

Top 5 Self Moderated

OW OPTIMAL WORKSHOP

1. Optimal Workshop

If you're in UX, you've heard of Optimal Workshop. They've found the ultimate balance between speed and quality giving you deep insight from high volumes of participants with a fast turn around. OW has 5 main products, 4 of which are self-moderated testing tools allowing you to run: Tree Testing, Card Sorting, Surveys, Click Testing and more.

Pros: Beautiful, easy to use, well thought out, research-specific tools, born out of a UX agency - they understand the challenges first hand

Cons: In-built participant recruitment can be hit and miss, fairly steep learning curve for participants with Tree Testing and Card Sorting.

Card Sorting ✓   Tree Testing ✓   Surveys ✓   Click Testing ✓
Data Visualisation ✓

2. Lookback

The only platform to appear on our list twice. Lookback's self-moderated tools are just as powerful as the moderated allowing you to run comprehensive testing of live products or prototypes at large scale. Lookback prompts users to complete certain actions through their browser extension or native applications. Data can be quantified and all recordings can be reviewed at any time.

Pros: Focused on doing one thing well, built for researchers, finds the balance between high quality and high volume.

Cons: Still requires significant participant onboarding, reasonable learning curve, requires a decent internet connection.

> Prompt based live testing ✓ Prototype Testing ✓
> Data Visualisation ✓

3. Loop11

Loop11 allows you to insert your website, subdomain or prototype into their software, allowing participants to complete various tests on site usability. You can achieve this with or without coding knowledge. You can run multiple tests at a time and review results as soon as they come in. Integrations with platforms like InVision allow you to test products and prototypes that are not yet live.

Pros: Works on a wide range of devices, can be used with offline prototypes and pre-launch products, decent data visualisation

Cons: Steep participant learning curve, occasional challenges with different device sizes and types.

> Prompt based live testing ✓ Click tracking / heat mapping ✓
> Prototype Testing ✓ Data Visualisation ✓

SurveyMonkey®

4. SurveyMonkey

Although it sits in a slightly different category to the others in this list, SurveyMonkey is without doubt a brilliant tool for design researchers when seeking insights with statistical significance. Incredibly versatile, SurveyMonkey provides a plethora of question types and will even assist you with question formation. The collaboration feature allows you to work with others on your team to craft smart questions, while the visualisation provides you with a powerful report of all learnings.

Pros: Fast, nice completion rate estimation feature, great collaboration tools allowing multiple researchers to contribute to the survey, seamless integrations, feature-rich, brilliant visualisation, easy to share

Cons: Free version tries to get every participant to sign up to create their own survey which makes no sense in a testing environment. A little overwhelming for UXers upon first experience due to the sheer volume of features.

Surveys ✓   Data Visualisation ✓

☑ VALIDATELY

5. Validately

Although Validately also provides moderated tools, the unmoderated options are the most powerful. Use in-browser prompts to guide participants through think-aloud studies where audio, video and screen are all simultaneously recorded. You can then review your recordings, add notes,

invite collaborators and share substantial insight reports. Use it on mobile or desktop and test live sites or prototypes.

Pros: multi-device compatibility, live and pre-launch testing, powerful recording options, note-taking is built in

Cons: requires a download for participants, takes some time for participants to become familiar with the experience, can occasionally bug out with the prompts

Prompt based live testing ✓ Prototype Testing ✓
Click Testing ✓ Data Visualisation ✓

Top 5 Self Moderated

	Prompt based live testing	Click tracking / heat mapping	Card Sorting	Tree Testing	Surveys	Prototype Testing	Click Testing	Data Visualisation
Optimal Workshop			✓	✓	✓		✓	✓
Lookback	✓					✓		✓
Loop11	✓	✓				✓		✓
Survey Monkey					✓			✓
Validately	✓					✓	✓	✓

Other Useful Tools for Remote Testing

The above list is by no means exhaustive, however, they represent the tools that our team and our clients have proven to be most effective especially for UXers, designers and design researchers. Below is a list of some peripheral tools that aren't directly for running testing sessions, but may help support them:

Invision
Brilliant for creating prototypes for remote testing

Askable
Recruit the exact participants you need for any remote testing

Dovetail
Great for creating an in depth testing plan and collecting insights

Giftpay
Great for handling gift-card based incentives

Hotjar
Track users on your live products, create heatmaps, learn fast

Keynote
Surprisingly good for lo-fi prototypes with a minimal learning curve for mac users

UsabilityHub
Awesome for quick A/B tests (UI, branding, etc.) and click tests

Dscout
Super powerful remote video tool specifically built for in-context and diary studies

VideoAsk
A relatively new tool from TypeForm that allows participants to complete forms with video responses

Maze
Test prototypes with built in quantitative surveys to score each step of the experience

Step — 3

Create your test plan

Once you've selected your technologies, you're ready to create your testing plan. This is the plan you'll use to deliver all of the research and finalise insights.

A. **Tips For Your Moderated Testing Plan**

Stay on topic
Depending on your selection, you'll now need to craft a series of questions or activities to guide the user through the test or interview. This is where those assumptions come in handy - what questions can you ask to gain the necessary insight to validate these?

Go with the flow
Questions that are too rigid, or rely on previous answers can sometimes bring the session to a halt. It's important you have consistency in sessions, but don't forget to take natural conversational opportunities that might reveal more insight.

Less than you think

It's amazing how fast moderated sessions can fly by. Be sure to narrow your questions and prioritise them so that you're not stuck with only half of the answers.

Use your own format

There's an infinite amount of ways to structure a test plan, but it's probably not the time to go and find a brand new technology to manage it for you. To keep the conversation natural, use a format you're comfortable with. If that's a notebook, great. If you'd prefer to use Dovetail, go for it. Just don't end up confusing yourself because you're not yet familiar.

Testing Plan Checklist

☐ Detail researcher's names, roles and key activities for this plan

☐ Purpose

☐ Assumptions

☐ Goals

☐ Audience

☐ # of Participants

☐ Session Length

☐ Session Times

☐ Observers

☐ Technology (software and hardware)

☐ Time zone conversions (for interstate / international)

☐ Pre session comms

☐ Tech check plan

☐ Welcome script (ice breaker)

☐ Questions / tasks

☐ Instructions for what next
(incentive payments, follow up tasks)

☐ Thank you script

Step —— 4

Recruit Participants

With your plan in place, it's time to recruit the participants and start filling out your schedule.

Using Askable

This is where Askable really comes into its own. Whether you need super specific participants for lengthy discovery interviews, or a large volume of participants to complete a SurveyMonkey, the Askable platform can make it happen. Askable is self-service meaning you can set up bookings, create screeners, invite participants, create schedules, make incentive payments any time, anywhere.

Askable can be used to find participants you don't have access to, or alternatively, you can bring your own database and use Askable for recruitment, scheduling and payments.

1. Booking setup

Choose from in-person, remote, online tasks or surveys. Select consumers or professionals, and start configuring your booking. You can select:

- # of participants

- Test type

- Device restrictions

- Session length

- Askable's panel, or yours

- Handpicking (you select each participant manually), or Automated (for larger tests or surveys Askable can automatically invite eligible participants)

2. Audience

Define the demographics of your required audience and start setting up detailed screeners to filter participants in and out. There is no limit to how many screeners you use, just remember to ensure the filter-in answer is not given away in the question. Rather than yes / no questions, get participants to select from a range of options. Example:

Don't do this:
Do you use Spotify?

- Yes

- No

Do this:

What music streaming service do you use most regularly?

- Google Music

- Spotify

- Pandora

- Prime

- Apple

- Other

- I don't use a music streaming service

Ensuring questions aren't leading the participant will help get a balanced, unskewed sample of participants. For more on screener writing, see our 101 Guide in our resources section at askable.com

3. Schedule

Askable's scheduling tool provides heaps of flexibility so you can structure your sessions to suit yourself and your team. We also understand that things change, so if you need to move a session, you'll find it's just a couple of clicks away.

A couple of things to remember:

- Provide a buffer between sessions so you can regather your thoughts, in case a session goes over, or in case a participant arrives 5 minutes early / late

- Connect Askable to your Google Calendar so you can fit in with your existing commitments and other people's schedules

- Add a lot more slots than you need. Even though you might be running 10 sessions, providing 20 slots gives participants much more flexibility to find a slot that works for them. As soon as your 10 participants have accepted, no other participants will be able to accept.

- You can have multiple sessions in the same slot if you have multiple researchers running sessions

- Automated comms will be triggered when a participant accepts a session invite, no need to remind them to attend - all sorted.

4. Go live

Once your booking is ready to go, make payment (credit card or invoice) to go live. You'll typically receive approval in around 10 minutes, after the team has done a run through of your booking.

5. Select your participants, or don't

Once approved, you'll immediately see participants apply for your booking. You'll be able to review all of their responses and even listen to a voice clip. Once you've found your ideal participants you can invite them to specific sessions, or do a bulk invite and Askable will select the best session configuration.

Alternatively, for larger volumes of participants, you can have Askable automatically select eligible participants and direct them to the task.

6. NDAs and consent

Use Askable's native messaging tool to send NDAs, consent forms, homework and login details. If you intend to record the audio or video from the call, you'll likely need the participants consent - ask for this earlier rather than later.

7. Incentive payments

Providing the participant completed the task or session, they will automatically receive payment through GiftPay or PayPal

(depending on their preference). You'll be prompted to rate each participant and you'll receive a refund or replacement for any participants that did not show.

DIY

Rather than using a participant recruitment platform, you can recruit participants yourself. This is how many researchers started off, and there's plenty of free tools to get you going. It will certainly take more time, but if cost-saving is your focus, then this is your best option. Here's some technologies that will help you get the job done:

Gumtree
Great for recruiting participants, and it's free. It may take weeks however to find a sufficient volume of participants. Try reposting the add rather than updating it so your ad appears higher in searches. Tip: Occasionally Gumtree might say your ad is not appropriate for Gumtree, just repost the ad.

Facebook / LinkedIn
When finding niche participants, Facebook and LinkedIn ads are going to be more effective than Gumtree. You will be paying for these clicks, but if you get specific with your targeting, each click should come from a potential participant.

Calendly with Google Calendar
A lot easier than trying to manage 12 different participants across 15 different slots all with multiple availabilities - set up your availability and they can select what suits them - first come, first served.

SurveyMonkey

Use this to set up your screening questions. SurveyMonkey has a decent free option along with great filtering options and logic jumps.

GiftPay

Top up your GiftPay account, then send incentives to participants by just using their email address. You can do them one by one, or upload a list.

PayPal

You can manually process incentives through PayPal, just be sure their contact email is actually their PayPal email - many people use a different one.

Google Sheets

At some point you'll likely need to see all applicants in a single page so you can compare answers and select an appropriate spread of age, gender, location etc. Google Sheets can connect with SurveyMonkey or GoogleForms

to automatically pull all screener responses into a single spreadsheet.

Instapage

If you need to create a quick, code-free landing page to increase participant sign up rate, you need Instapage. It's drag and drop, comes with a load of templates and also has a capable free offering.

SMS

There's plenty of options for communication tools, but without a purpose built comms tool, SMS is likely your best bet as it won't require a learning curve for participants. There's plenty of bulk SMS platforms that might be easier than using Android Messages or iMessage.

Email

Email is your best bet for Consent, NDA's, etc as it has zero learning curve

Step —— 5

Pre Flight Checks

Preparation is without a doubt the key to any remote session running smoothly. Leave time at the start of each testing day to run through a series of checks.

Test your tech

Trust us, even the best tech setups can fail for whimsically mysterious reasons. We recommend testing your tech prior to commencing a series of sessions, and where possible having back ups in place. Tests to run (and have backup solutions for):

1. Internet speed test - even the world's greatest internet connection has its moments. Run Google's speed test to ensure you up and over the 10mbs up and down. Having a 4G hotspot device on standy can help get you out of a slow situation.

2. Microphone and webcam tests, this is built into any decent video call software, but preferably you run a test with a fellow researcher on a different device in a different room. This will help you understand just what the participant will be hearing. There's plenty of mic and webcam upgrades available, but if you're working on a decent laptop you'll have minimal troubles.

3. Just remember, if you use an external mic you may have to configure it so that the participant is not hearing an echo of their own voice - this can be incredibly off-putting. Explore your settings options to fix this.

4. Full battery, sounds simple, but a full battery and charger in is vital - running these video tests can drain your usage time fast

5. Ensure you're logged in, since you might find yourself on a different computer, ensure you are logged in to all of the tools you need for note-taking, recording, etc.

Test participant tech

If you're using Askable, this will already be done prior to the participant even connecting to any remote testing software. Askable participants need to get their 'Remote Testing Licence' before being able to apply for remote opportunities. If you're not using Askable, it's ideal to reach out to the participant prior to the session to confirm requirements, it's incredibly frustrating to have a session canceled at the last due to technical issues.

Prep your space

With video calls, it's important that your participants are not distracted by your environment. If you're testing from your office or home, it can be helpful to have a blank white wall behind you rather than a view of the office (or your backyard). Lighting also matters here. Unusual lighting can really distract, so either find a naturally lit room, or position a lamp at around eye level to light your face.

Remember that even the slightest background noise can come through very clearly on a laptop mic / speaker. If you have phones ringing in the office, crows squawking in the background, kids bashing on the wall, or a board meeting going on in the room next to you it might be best to find a quieter space. Headphones can help in a noisy situation for both you and the participant, however if they're your blingin' rose gold over-ear beats, you might find the participant is a little too bedazzled to respond.

Tidy your computer

We know, your kid is the cutest kid in the world, however having them as your wallpaper when you share your screen can take the session off track. Closing tabs and minimising

applications where possible will not only help the session run smoother but it will reduce time wastage.

This is also a good opportunity to turn off any notifications from Slack, email, Chrome, OS and anything else trying to steal your attention. Definitely switch off iMessage, you don't need Grandma's holiday pics rolling through mid session.
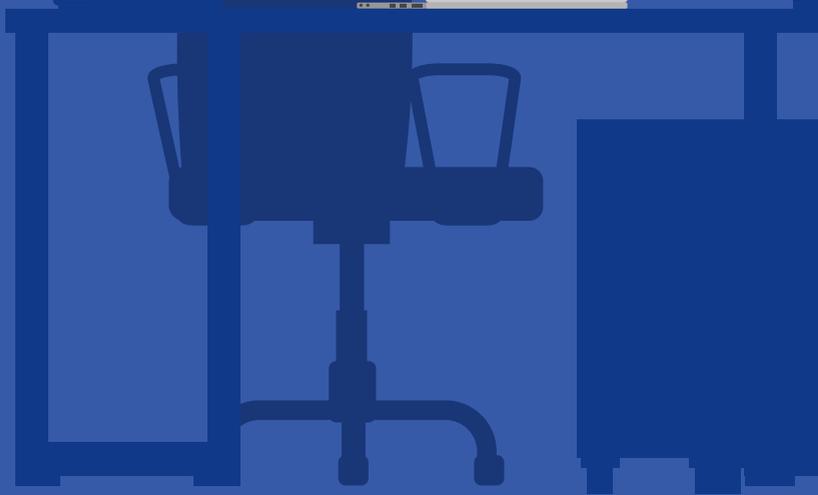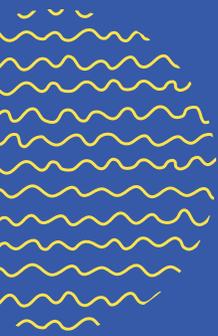
Running Your Test

Step — 6

Run your test

Etiquette

Remember, you may have done this 100 times, but it might be the participant's first. You're in charge of the meeting so make them feel welcome, give them a quick run through of what to expect and ensure them that you'll keep it all on time. Having a protocol for any technology failure can save you rattling off a 5 minute speech of which they heard none. Ask them to simply raise their hand if they lose audio, or interrupt if they cannot see video or screen sharing.

Slowing down can also be very helpful when it comes to remote video testing. The audio quality and millisecond lag can make things that little bit more difficult. Speak clearly and slowly to ensure the participant can follow along.

Go!

Okay, all this prep, and now it's go time! Speak slowly and articulately, don't assume any knowledge and stick to your plan. If you've prepped right, you'll have a quick ice breaker

to make the participant feel comfortable, and then you'll be ready to get underway. Run your test well, take notes or have an observer take notes, and don't rely overly on the fact that you have a recording - you'll likely not have endless time to go back and review.

Handling hiccups

How you handle technical hiccups matters. It can be quite stressful for the participant if they feel it is their fault. When technical difficulties come up, often SMS or web chat are easier than trying to interpret every 5th word you hear. If problems persist you may be able to proceed with a simpler technology such as a phone call, or you may decide to postpone or cancel the session. If technical challenges are persisting it's best to reschedule rather than push through as you'll often get to the end frustrated and with limited insight.

Running short, running long?

With a buffer in place in your scheduling, you should be right to handle an extra 5 minutes, and typically participants are very accommodating of this. As it pushes past the 10 minute mark, you'll likely find a participant eager to be gone. If you find your session is ending far too soon, use some open ended questions to get the participant talking, you'll never know what you'll find. If you find a session goes short, advise the participant that they will still receive the agreed incentive and they'll have no concerns at all.

Finish the call

A vital step. Before you start your grand discussion about the participant, ensure the call is actually finished :)

Step — 7

Wrap it up

Pay incentives

If you're using Askable, payments will be triggered upon completion of the session (unless you've marked a problem with the participant). If you are paying incentives yourself be sure to provide the participant with the exact process that will take pace to pay the incentive - if not, you'll find yourself taking a lot of phone calls. No matter the platform, payments aren't often instant so ensure your participants understand this. If they want to know how to treat an incentive from a tax perspective, it should be up to them to consult with their accountant - don't feel like you need to advise on this.

Review your sessions

Most video tools provide you with a way to record sessions (ensure the participant has agreed to this). Once your sessions are complete rerun your sessions to pick up on any insight you may have missed. If you were the only one taking notes, this is a great chance to add in the detail you may have missed the first time around.

Change the world

Although your remote testing stops here, what you do with your insights is what matters most. We believe UXers and researchers are the most important people in any organisation - no one else can amplify the voice of the user like we can. So do what you do best and use your insights to reshape products, improve experiences and change the world.