Usability Validity Checklist for UX Research Studies

Use this checklist to ensure your UX research delivers reliable, unbiased, and high-quality insights.

1. Ask Objective, Neutral Questions

- ☐ Have I removed leading language from all questions?
- ☐ Are participants encouraged to share genuine responses, not just confirmations?
- ☐ Have I tested phrasing like "How easy or difficult was it…" instead of "Was that easy?"

Supports: Internal validity

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2. Pilot Test Before Launch

- ☐ Have I run the study internally with teammates?
- ☐ Did the pilot help uncover unclear tasks or instructions?
- ☐ Have I updated questions, flows, or tech setup based on pilot feedback?

Supports: Internal validity, reduces procedural errors

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3. Use Mixed Research Methods

- ☐ Am I combining qualitative (e.g. interviews) and quantitative (e.g. surveys or analytics) methods?
- ☐ Are multiple data sources pointing to the same insight?
- ☐ Can I cross-validate findings to improve reliability?

Supports: Construct & external validity

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4. Share Research Plans & Findings Early

- ☐ Have I clearly communicated the study's objective, method, and metrics to stakeholders?
- ☐ Did I include supporting evidence (e.g. quotes, clips, charts) in my report?
- ☐ Did others review the plan or findings to help spot inconsistencies?

Supports: Face validity

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5. Recruit a Diverse Participant Sample

- ☐ Does my participant group reflect a mix of devices, demographics, and use contexts?
- ☐ Have I avoided relying solely on convenience sampling (e.g. internal team)?
- ☐ Am I including a wide range of real user perspectives?

Supports: External validity

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6. Study the Entire Experience, Not Just One Task

- ☐ Am I framing tasks around real-world goals and workflows, not isolated features?
- ☐ Do I explore related tools, behaviors, or habits to get context?
- ☐ Did I go beyond surface usability to understand underlying needs and patterns?

Supports: Content validity