

Qualitative vs Quantitative Tasks

	Qualitative	Quantitative
Task characteristics	Open-ended Exploratory	Concrete Focused
Goal	Insights	Numbers
Task details	Only as much as needed to set the scenario	Enough to prevent ambiguity and limit task variables
Called activities, not tasks	Yes	Yes
Actionable by testers, not self-reported	Yes	Yes
Realistic tasks that fit the target user	Yes	Yes
Neutrally worded, without clues	Yes	Yes
Emotionally neutral tasks	Yes	Yes
Standard dummy credentials for logins provided	Yes	Yes
Pilot testing for all tasks	Yes	Yes
Only one way to accomplish the task	No	Yes
Only one success criterion per task	No	Yes
Focus on high priority tasks only	No	Yes
OK to change tasks mid-study	Yes	No
Randomization of task order	Nice to have	Required

<https://webwiseone.com/part-1-be-careful-what-you-ask-for-designing-the-right-tasks-for-usability-tests/>