

SEQ

Single Ease Question

Single Ease Question is a 7-point rating scale to quantify how easy or difficult it was to perform a task for a user.

Overall, this task was?

Very difficult Very easy

○ ○ ○ ○ ○ ○ ○

1 2 3 4 5 6 7

When is SEQ used?

SEQ is usually used during usability studies, right after users attempted to complete a task.

Why use SEQ?

SEQ is a simple and easy way to quantify task usability. It's also very useful when used in conjunction with qualitative feedback (if we ask a follow-up question "Why?"). Because the SEQ is asked right after a task is performed, the data is accurate and relevant to the task.

The SEQ question

On a scale of 1-to-7, with 1 being very difficult and 7 being very easy, how easy or difficult was the task to complete?

How to interpret SEQ results?

With SEQ, a researcher can compare usability across tasks and see the relative weight users give to the problems they faced in a task. UX researchers should use SEQ comparatively to find the areas of improvement that will make the biggest impact on the users. Usually, SEQ is used along with task completion rates and task time to provide more insights and context into these metrics. When a user is asked how and why a task was easy or difficult to complete, we can read better the results and understand the reasons behind the outcome.

Collecting responses

Table of SEQ results for 1 task

User	SEQ	Why?
User 1	5	The button was too small
User 2	2	I didn't understand the text
User 3	4	The link was hard to find
User 4	6	It was intuitive and clear
Average SEQ	4.25	

Task SEQ dynamics

