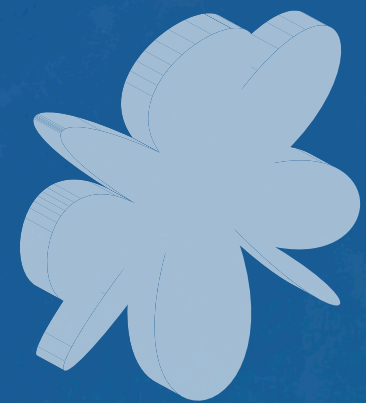


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Usability testing

Effective user research to make the web more usable for more people



Why usability testing?

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We make assumptions



Making too many
assumptions

- ▶ Our users have the latest devices/software
- ▶ Our users don't have any disabilities
- ▶ Our users should already know how to do that
- ▶ Our product isn't that widely used to matter
- ▶ Previous products/approach worked fine

Outcomes of **not doing** usability testing

- ▶ We build features people don't need or hardly ever use
- ▶ We may fail to consider different use cases, challenges/constraints
- ▶ Potentially break the law, get sued, bad press and reputation
- ▶ We turn people away to alternatives/the competition

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Usability testing / **research**

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We're testing the website/product. Not the user

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“The goal is to determine to what extent the
product or service as designed is usable”

Erika Hall

Just Enough Research | A Book Apart

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Measuring usability

5 components of usability

Nielsen Norman Group

nngroup.com/articles/usability-101-introduction-to-usability

- ▶ Learnability
- ▶ Efficiency
- ▶ Memorability
- ▶ Errors
- ▶ Satisfaction



Learnability

Do I need to consult documentation to use your website?



Efficiency

I have a 100-odd other tasks to do today. Will this take long?



Memorability

This website isn't how I remember it. How do I do that again?



Errors

Users struggle to find X resource. How can we make X easier to locate?



Satisfaction

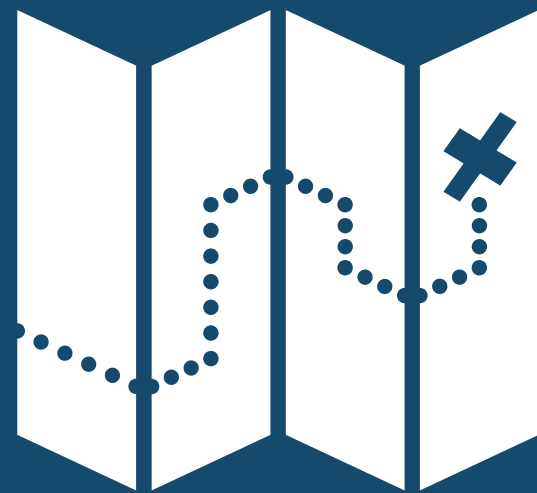
Is the website accessible and somewhere you'd happily visit again?

Methods of user testing

Consider one or more different approaches to user testing

- ▶ Explorative
- ▶ Comparative
- ▶ Thinking aloud
- ▶ Remote
- ▶ Hallway
- ▶ Assessment
- ▶ Review-based

Explorative



- ▶ Ideally performed by experienced testers
- ▶ Evaluate new or initial design ideas
- ▶ Iterative tests, defines future tests
- ▶ Test sessions are defined by goals

Comparative



- ▶ Two or more design variations
- ▶ Rate positives/negatives in user experience
- ▶ Typically A/B testing
- ▶ Combine best features

Thinking aloud



- ▶ Typically a series of pre-defined tasks
- ▶ Participant describes what they're doing
- ▶ Gather feedback as they progress (or struggle) to complete the task

Remote



- ▶ **Synchronous testing**
Real-time user testing via video link or remote sharing tools
- ▶ **Asynchronous testing**
Automated/prescribed tests the user may choose to do in their own time and in their own environment



Platform ▾ Solutions ▾ Customers Partners Resources ▾ Get Paid to Test

LOG IN

REQUEST TRIAL

A great customer experience starts with Human Insight

See, hear and talk to your customers as they engage with your products, apps and messaging.

Build better experiences and make more informed decisions by putting the customer at the center of your business.

TAKE A TOUR

WATCH VIDEO



Walmart

facebook

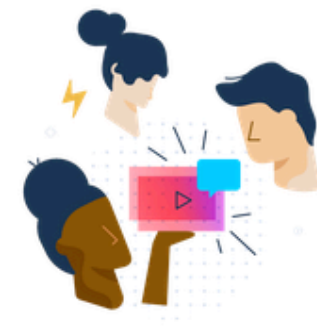
ebay

patagonia

intuit

ancestry

CITRIX



usertesting.com

Hallway



- ▶ Testing done in high footfall public places
- ▶ Voluntary participation random individuals
- ▶ Quick, low-cost way to get feedback

Assessment



- ▶ Testing of a prototype ahead of production
- ▶ Real-time monitoring often from another room
- ▶ Progress and reactions to series of tests

Review-based

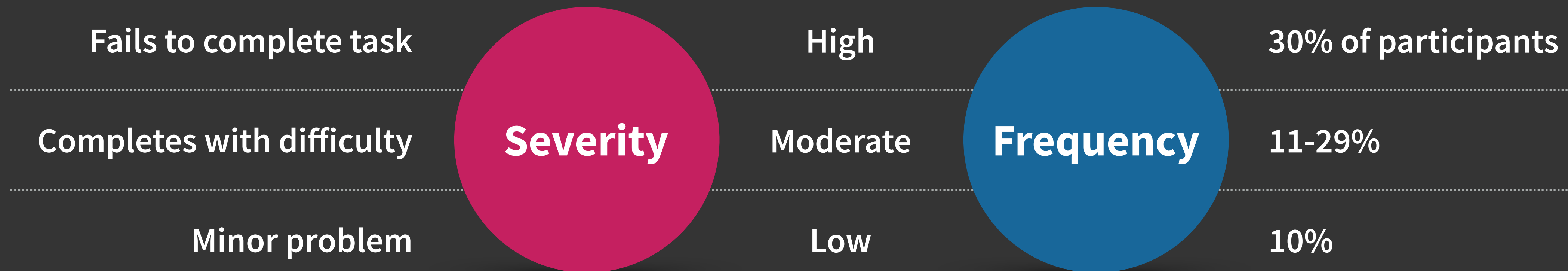


- ▶ Typically tested by experienced testers
- ▶ Pre-defined tests, often using automated tools
- ▶ Deep interrogation tests pre-production



Rating the problems

Rate each problem users encountered during the tests with a common scoring system



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Participants



Find the right participants and treat them well

Aim for 5-10 participants and usability tests

Avoid using your own team as participants

Testing for accessibility



- ▶ Get representative users
- ▶ Choose participants with a range of different disabilities and combinations of disabilities
- ▶ Allow users to test with their own aids such as screen readers, devices or other assistive tech
- ▶ If required to attend in-person, check the venue and transport to there is accessible

Testing environment



- ▶ Go to where the people are
- ▶ Have separate rooms for the participants and observers with good quality mics and network connections
- ▶ Choose a comfortable space: a relaxed, home-like environment away from distractions and lab-like conditions
- ▶ Encourage honest feedback

What to ask




- ▶ Get to know your participants and build a rapport
 - ▶ Profile them and their web usage habits
-

- ▶ Have scenarios to work through
- ▶ How would you do...?
- ▶ What do you make of this?
- ▶ What would you do here?

The how-to companion to the bestselling *Don't Make Me Think!*
A Common Sense Approach to Web Usability

Steve Krug

ROCKET SURGERY MADE EASY



The Do-It-Yourself Guide to Finding
and Fixing Usability Problems

Usability Demo

<https://youtu.be/QckIzHC99Xc>

Handling feedback




- ▶ Choose a good facilitator
- ▶ Friendly but neutral
- ▶ Encourage honest feedback
- ▶ Acknowledge problems/failures positively
- ▶ Be confidential and protect user data

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Guerrilla usability testing

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The image shows the front cover of the book 'UX Strategy' by Jamie Levy, published by O'Reilly. The cover is light blue with a dark blue spine and a dark blue diagonal band across the middle. On the band, the title 'UX Strategy' is written in large white letters, with the subtitle 'HOW TO DEVISE INNOVATIVE DIGITAL PRODUCTS THAT PEOPLE WANT' in smaller white letters below it. A detailed black and white illustration of a wolf or dog standing on its hind legs is positioned on the left side of the cover. The O'Reilly logo is visible in the top left corner. The book is resting on a wooden surface.

“help the participant visualise the future product clearly enough to give useful feedback on whether they can achieve their goals”

Jamie Levy

Chapter 8 | UX Strategy | O'Reilly



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- ▶ Validated research conducted in a short space of time on a small budget
- ▶ Small, structured experiments with a prototype and 5-10 participants
- ▶ Typically done at a coffee shop with good WiFi, power sockets, not too busy and acceptable to stay for the day
- ▶ 1 participant, 1 interviewer, 1 note taker

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The Art of Guerrilla Usability Testing

David Peter Simon

<https://uxbooth.com/articles/the-art-of-guerrilla-usability-testing>

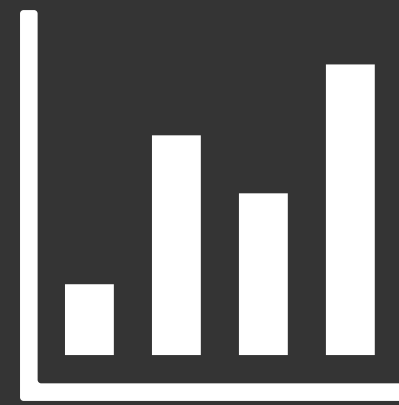
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Final thoughts



What usability testing
isn't going to do

- ▶ Provide a breakthrough design
- ▶ Guarantee a successful product in the marketplace
- ▶ Prepare you for every single scenario or use case
- ▶ Substitute for QA testing (but can help define QA tests)



Be **open** about your usability testing.
Share your findings



Some typical feedback from usability testing

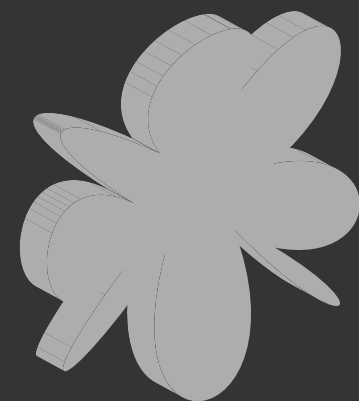
- ▶ Difficult to use and overwhelming forms
- ▶ Links and resources aren't highlighted
- ▶ Challenging/hidden navigation menus
- ▶ Content isn't presented or tailored for different audiences

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“approach usability testing with the right
expectations and conduct it early and often”

Erika Hall

Just Enough Research | A Book Apart



thank you



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