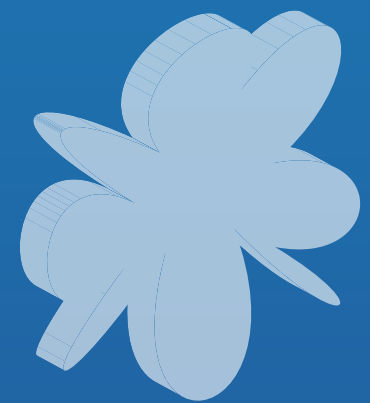


#usabilitytesting
@calum_ryan



Usability testing

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

#usabilitytesting
@calum_ryan



Why usability testing?

#usabilitytesting
@calum_ryan

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

#usabilitytesting
@calum_ryan



Usability testing / **research**

#usabilitytesting
@calum_ryan

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

#usabilitytesting
@calum_ryan

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

Erika Hall

Just Enough Research | A Book Apart

#usabilitytesting
@calum_ryan

Measuring usability

5 components of usability

Nielsen Norman Group

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

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

#usabilitytesting
@calum_ryan



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?

#usabilitytesting
@calum_ryan



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

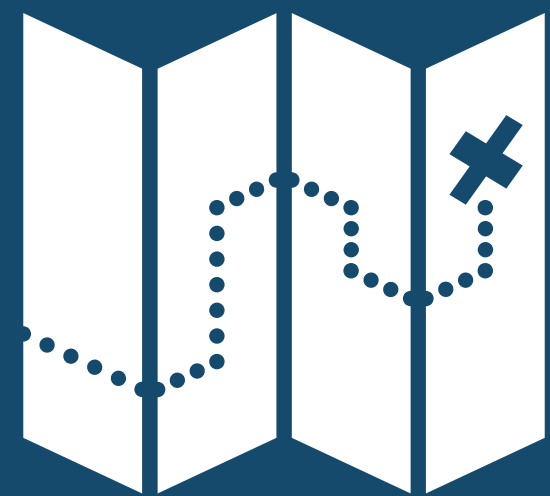
Is the website accessible and somewhere you'd happily visit again?

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

Hallway



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

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

Review-based



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

Assessment



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

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

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



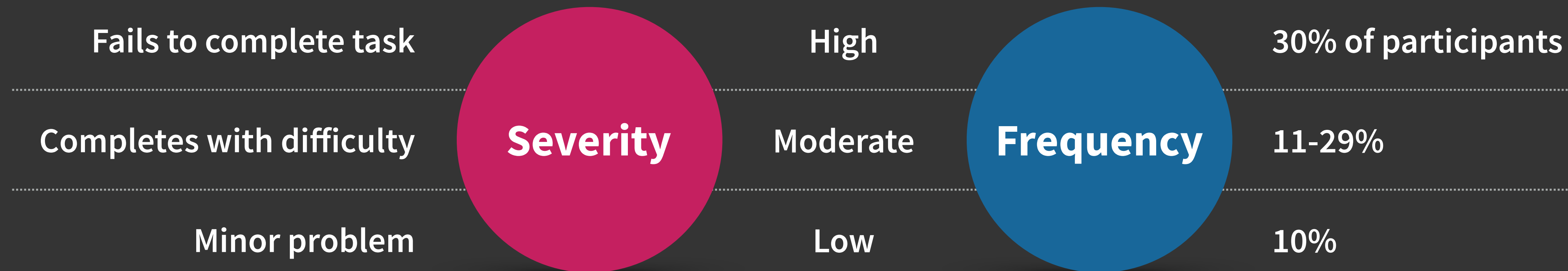
UserTesting[®]

usertesting.com



Rating the problems

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



#usabilitytesting
@calum_ryan

Participants

#usabilitytesting
@calum_ryan



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



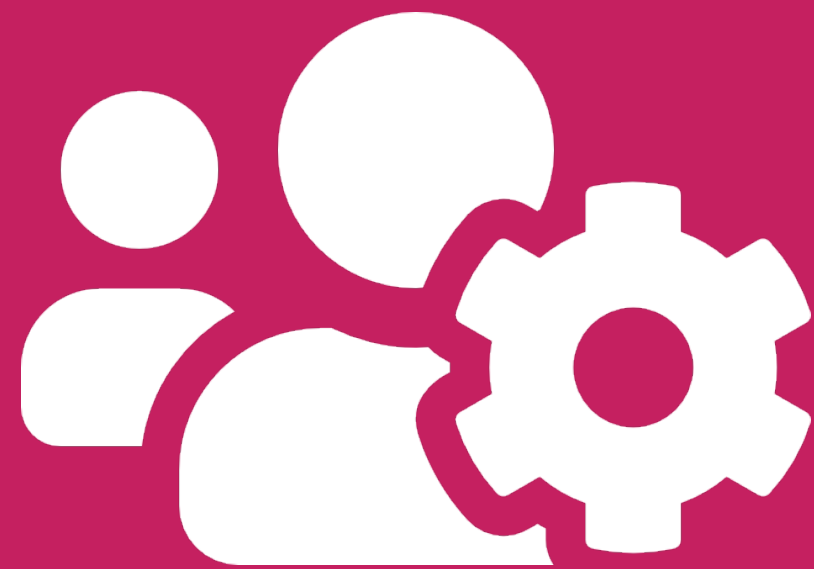
- ▶ Get to know your participants and build a rapport
 - ▶ Profile them and their web usage habits
-
- ▶ Have scenarios to work through
 - ▶ How would you do...?
 - ▶ What do you make of this?
 - ▶ What would you do here?

Handling feedback



- ▶ Choose a good facilitator
- ▶ Friendly but neutral
- ▶ Encourage honest feedback
- ▶ Stop if there's any discomfort/not learning
- ▶ Observe and listen to suggestions and wishes from user

Fixing problems



- ▶ Don't wait for a redesign to fix serious problems
- ▶ Make small/simple changes to keep people from having the problem again
- ▶ Make adjustments between users such as removing difficult tasks

#usabilitytesting
@calum_ryan

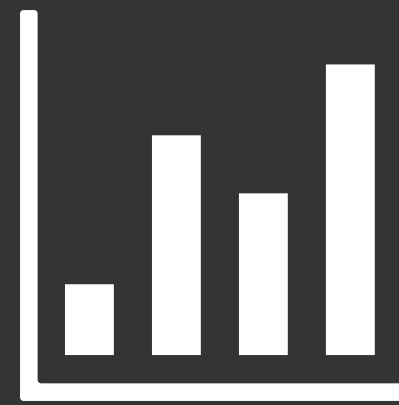
Final thoughts



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)

#usabilitytesting
@calum_ryan




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**

#usabilitytesting
@calum_ryan



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

Jaime Levy

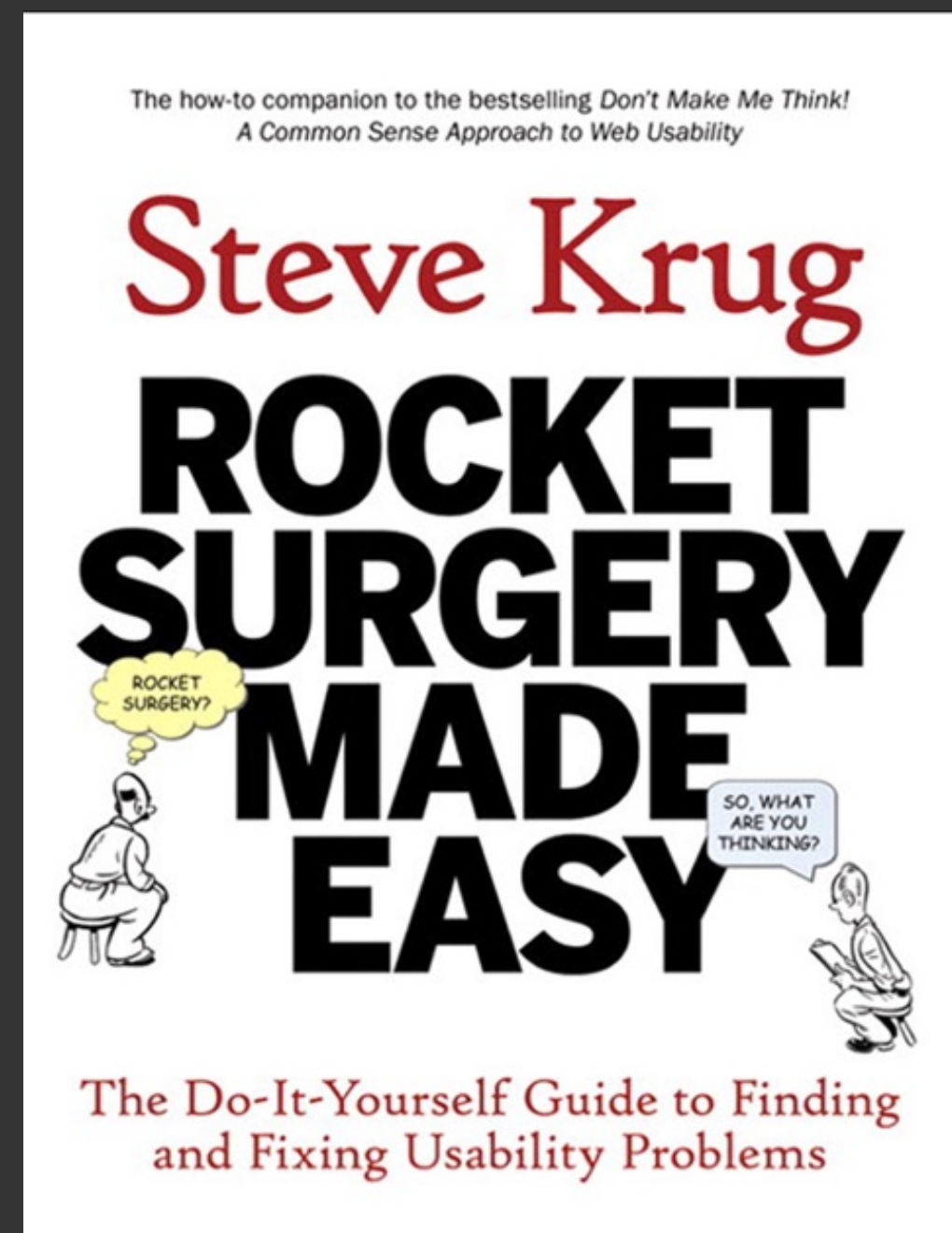
Chapter 8 | UX Strategy | O'Reilly

#usabilitytesting
@calum_ryan

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

Erika Hall

Just Enough Research | A Book Apart



Rocket Surgery Made Easy
Steve Krug



Just Enough Research
Erika Hall





UX Strategy
Jaime Levy

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



ROCKET SURGERY?

SO, WHAT ARE YOU THINKING?

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

Usability Demo

<https://youtu.be/QckIzHC99Xc>





thank you



[@calum_ryan](#)

calumryan.com

noti.st/calumryan