Lightweight Usability Testing

Hi, I'm Robin

"Please don't make me think!"

http://sensible.com/index.html
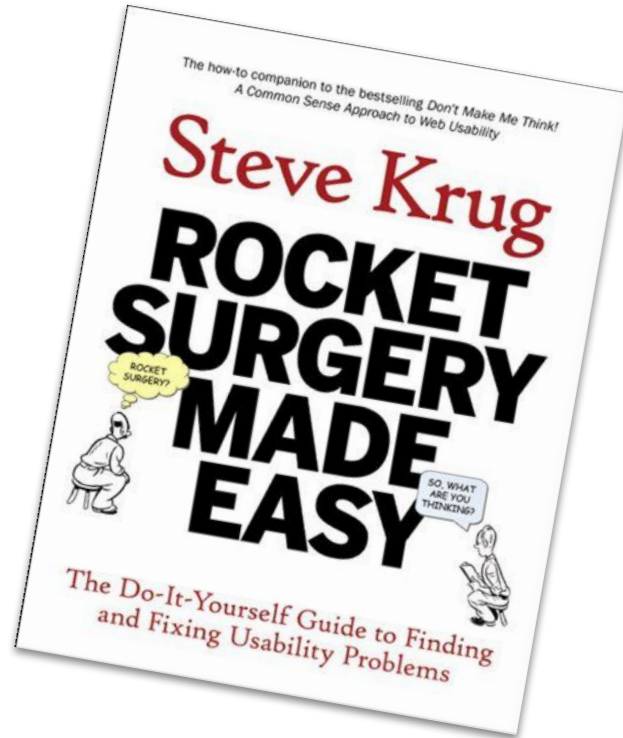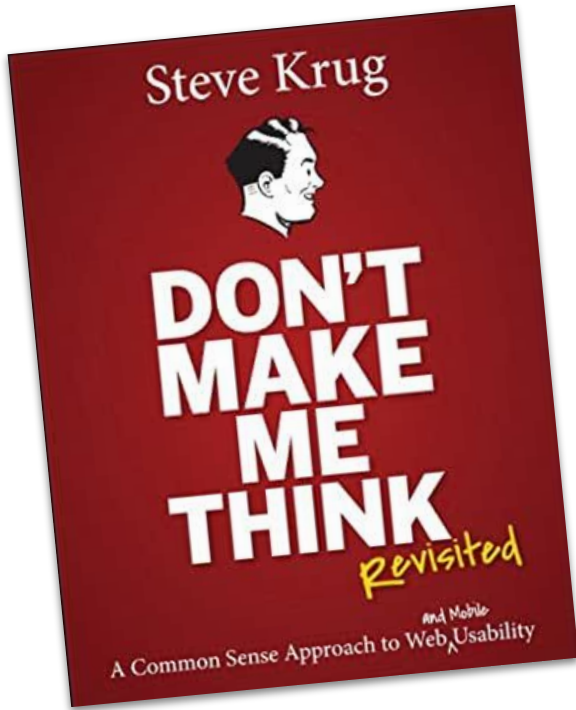
Agenda

Usability and Usability Testing

Moderated Usability Testing

Recruiting Test Participants

Unmoderated Usability Testing

Hands-On Testing

Sense Making

Usability Testing

Usability Testing

You want your product to be intuitive therefore you need to test it with real users

Ideally with people who haven't seen the product before

Usability testing is no rocket science

You can rely on some basic rules, methods and templates

It requires some discipline to do it - but it's not hard

Why "lightweight" usability testing?

"Is it easy to use?"   "Does it do what the user needs?"

Definition of Useful = Usability + Utility

First Rule of Usability: Don't listen to users

Watch what people actually do.

Do not believe what people say they do.

Definitely don't believe what people predict they may do in the future.

How to improve Usability?

Usability Testing in a nutshell

Step 1
Get hold of some representative users, such as customers or employees

Step 2
Ask the users to perform representative tasks with your prototype or product

Step 3
Observe what the users do, where they succeed, and where they have difficulties with the user interface.
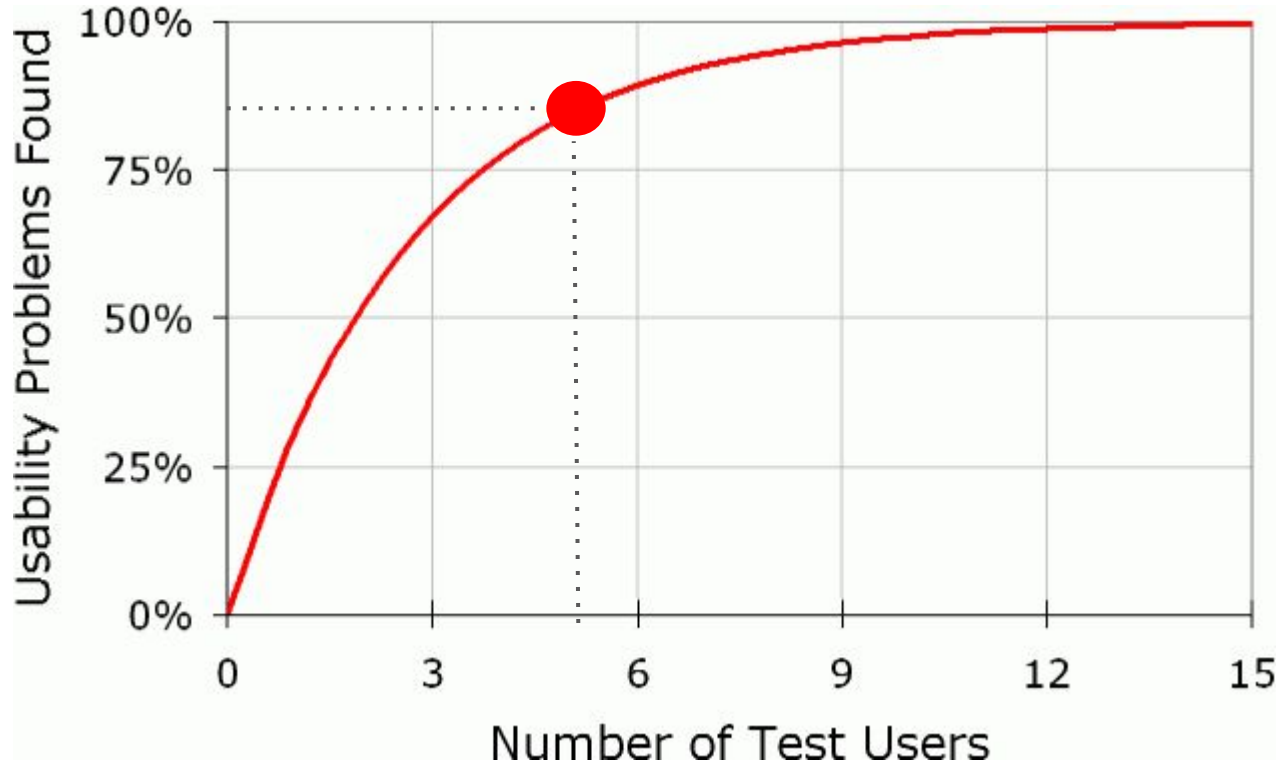
Shut up and let the users do the talking!

With how many users should you test with?

Please type your number into the chat.

5

Why You Only Need to Test with 5 Users

Testing with zero users gives zero insights

Test often

Rather than running one big, expensive test study,
run many small tests and revise the design between each one.

Why Usability Test?

Uncover Problems
in the design

Discover Opportunities
to improve the design

Learn About Users
behavior and preferences

Core Elements of Usability Testing

Facilitator
Guides the participant through the test process

Tasks
Realistic activities that the participant might actually perform in real life

Participant
Realistic user of the product or service being studied

MODERATED **VS** UNMODERATED

Moderated Usability Testing

Moderated Usability Testing

Facilitator

That's you!

The facilitator **guides the participant** thru the usability test process.

The main responsibility of the facilitator is to make sure that the participant **feels comfortable** while being observed.

Tasks

The tasks in a usability test are **realistic activities** that the participant might perform in real life.

They can be **very specific** or **very open-ended**, depending on the research questions and the type of usability testing.

Task Examples

- Your printer is showing "Error 5200". How can you get rid of the error message?

- You're considering opening a new credit card with Visa. Please visit visa.com and decide which credit card you might want to open, if any.

- You've been told you need to speak to Jane Smith from the Project Management department. Use the intranet to find out where she is located.

- You want to update your payment method. Find the place where to do this and change it to "Pay via Invoice".

Participants

The participant should be **a realistic user** of the product or service being studied.

That might mean that the user is already using the product or service in real life.

Alternatively, in some cases, the participant might just have a **similar background** to the target user group, or might have the **same needs**, even if he isn't already a user of the product.

Let's observe a simple test

Act 1: Friendly Welcome

Act 2: Context Questions

Act 3: Introduce the Prototype

Act 4: Tasks

Act 5: Quick Debrief

That was it.
Simple right?

"Think Out Loud" Method

Ask test participants to use the system while continuously thinking out loud.

It's not that simple for most people to keep up a running monologue.

The test facilitator typically has to prompt users to keep them talking.

The facilitator script

Follow a script when facilitating the test.

No need to make it up - use a free template like this one.

Project Name:

Moderated Usability Test Script Template

Date of interview	
Interviewer	@mention interviewer
User name	
User contact info	
Company name	

Top takeaways
- List your 2-3 top takeaways from the interview
-

Introduction

Thank you so much for talking with me today. I'm _____ and I'm going to walk you through the session today. This is _____ who will observe in silence and help us take notes during our interview.

Today I want to get your feedback on a new product/feature we're working on. I'll start by asking some background questions to get to know you. Then I'll show you an early prototype of the product/feature and ask you to do some tasks.

As you work on these tasks, please think out loud as much as possible. That means to tell us what you're looking at, what you're trying to do, and how you think you will do it. If you get confused or don't understand something, please tell me. If you see things you like, tell me that too.

I want to make clear that we are testing the prototype and not you - so there are no wrong answers you can give. The more candid you are with your feedback, the more helpful it would be for us.

1

But how do you find users to test with?

Recruiting Participants

Recruiting Participants

Recruiting test participants sounds simple but it unfortunately isn't.

- You need to identify suitable users
- Contact them
- Convince them to invest their time into talking with you (e.g. via incentives)
- Schedule a meeting
- Follow up with them
- Run the test session

This process can potentially take **60-80%** of the time for the whole usability study.

Recruiting via external agencies

usertesting.com

Price: $4375/month for two seats (1 power user ~unlimited studies)
Turnaround time: First candidate within hours

Target: your audience with UserTesting's diverse <u>panel</u> or connect with your own audience.
Engage: get self-guided videos of customers interacting with your prototype or app - or conduct live interviews.
**Discover:** Browse transcripts, tag themes and review metrics to uncover insights
Share: Build a shared understanding of your customers. Create highligth reels and share

User Testing®

Platform ⌄   Solutions ⌄   Customers

Great customer experience starts with human insight

See, hear and talk to your customers as they engage with your products, apps and messaging. Make better decisions. Build more customer-centric experiences.

▶ SEE DEMO   ▶ WATCH VIDEO

userinterviews.com

Price: $30/consumer participant, $70/professional participant
Turnaround time: First candidate within 13 hours

Userinterviews offers a straightforward pricing plan both for recruitment and management of research participants. On their platform you can define criteria, build your screener survey, and approve candidates in real time.
You can message and communicate with participants, maintain a schedule and even manage incentives (amazon gift cards) right through the app.
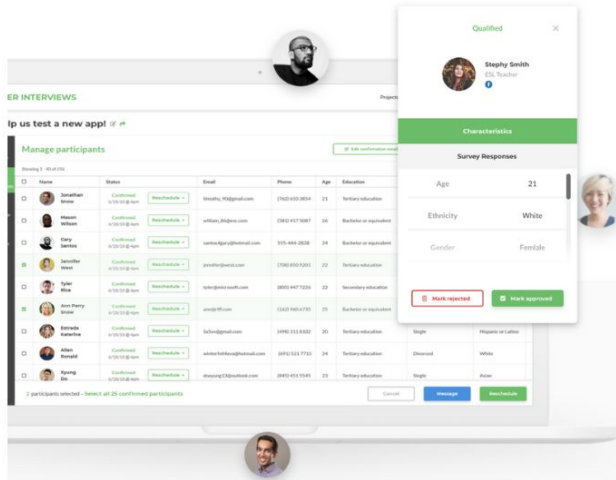
RECRUIT

Recruit participants for any kind of research, on-demand

Recruit from our community of over 125,000 vetted participants.

Target by profession, geography, demographics, or any criteria you choose.

Fast, affordable, flexible. All the support you need.

Are you a researcher looking to recruit participants?

respondent.io

Price: Incentive + 35% service fee
Turnaround time: 3 days

Respondent verifies participants via public available data and allows users to phone screen participants
Much like User Interviews, they also offer a management portal where you can organize candidates, manage schedules and send invites.
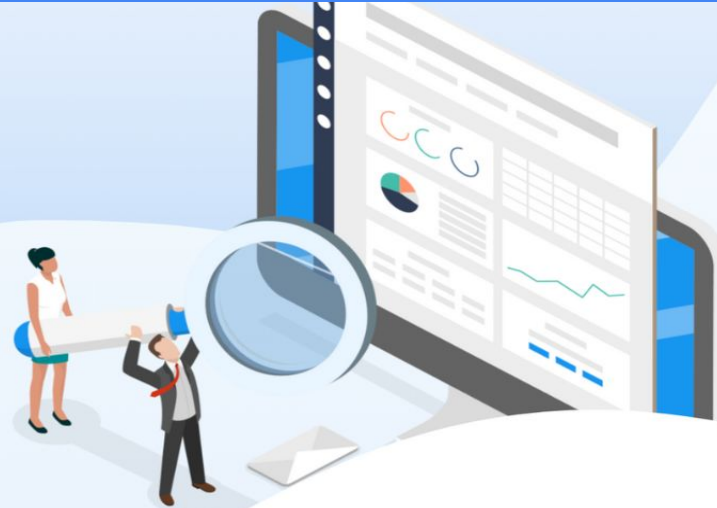
Manage your own users with our RMS (F...

RESPONDENT   For Respondents   Products   Se...

Get the highest-quality research participants you need, for any research study

Easily source research participants for in-person, remote, or online research studies

START FOR FREE

validately.com

VALIDATELY
a userzoom company

Pricing   Customers   About

Learn from Users.
Collaborate with Teammates.

Thousands of UX teams use Validately to conduct 2x the user testing in 50% less time.

Start Your Free Trial

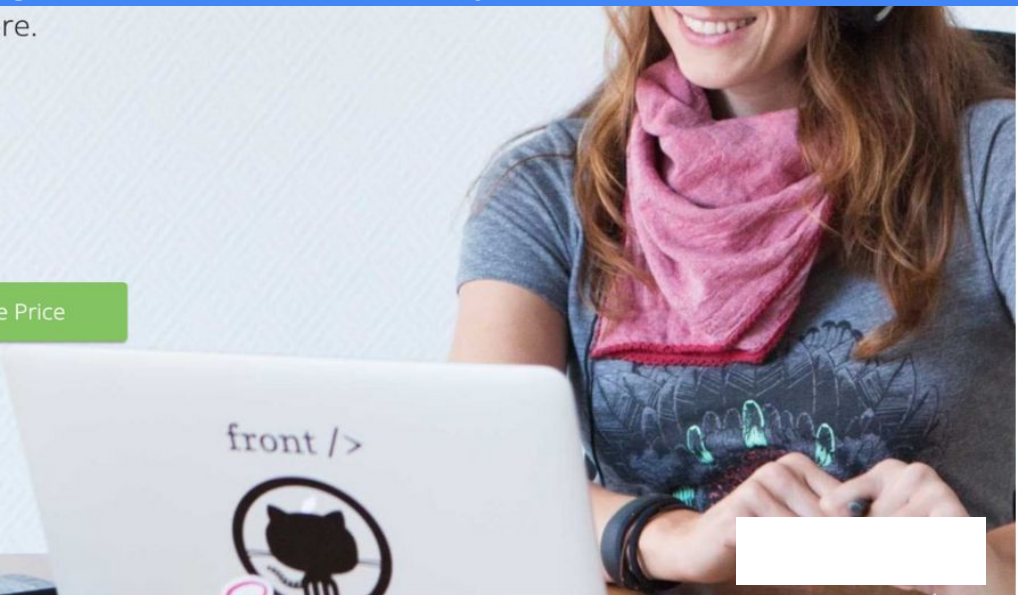Schedule a Demo

testingtime.com

Price: $57 per user (user test), $23 per test user (diary study)
Turnaround time: 48 hours

If in Europe, TestingTime can be a relevant alternative. Their pricing is a bit more complex as they charge extra for various participant criteria. Demographic criteria like age, gender etc. will set you back an extra ~$7/participant while specific criteria like "shops online twice a month" will add ~$11/participant.
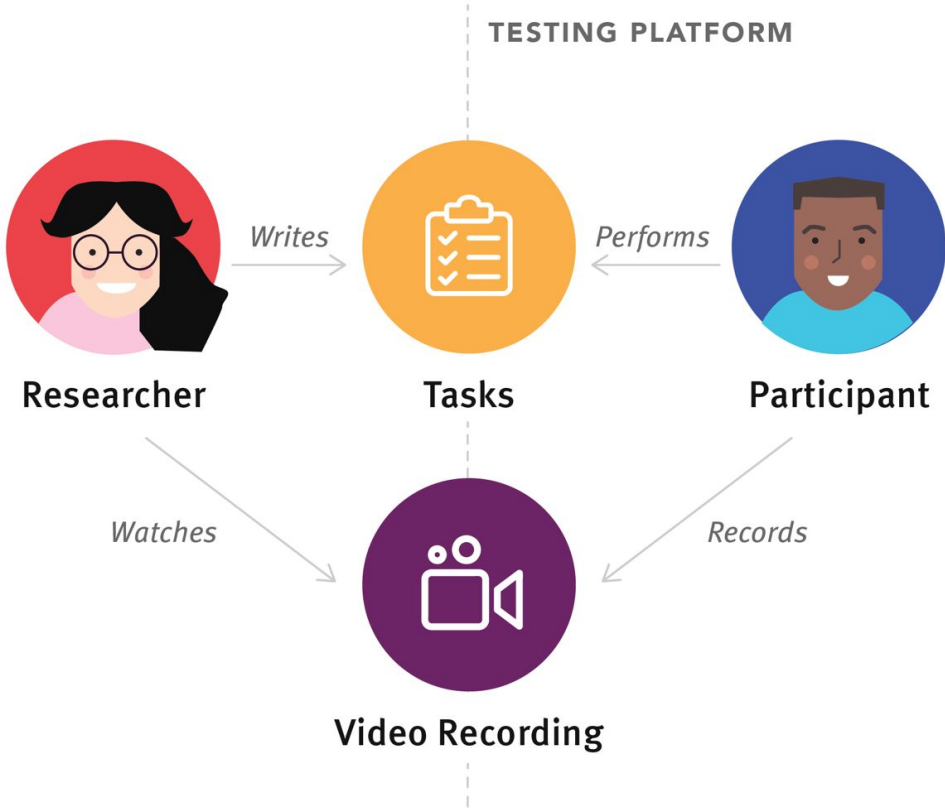They offer an online calculator to help estimate the cost.
They have more comprehensive criteria filters and coordinate/schedule on your behalf. They replace no-shows free of charge and handle incentives via PayPal.

TestingTime

Our Service   Pricing

WE RECRUIT TEST USERS

For usability tests, focus groups, interviews, surveys and more.

- Test with people from our growing pool of 250,000+ individuals.
- Choose a date and time. We can deliver within 48 hours.
- Never a charge for no-shows. Free replacement.
- We pay all test-user incentives. No extra charges for your company.

Amount   For what type of study?

5 participants   User test   Calculate Price

View example

front />

Unmoderated Usability Testing

Unmoderated Usability Testing

TESTING PLATFORM

Researcher

Writes

Tasks

Performs

Participant

Watches

Records

Video Recording

Qualitative Data
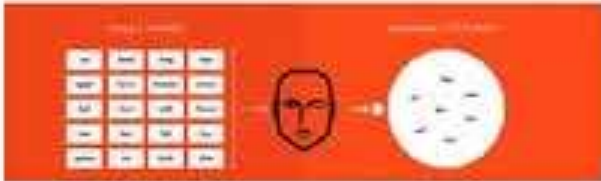
Recorded Videos of the participants performing the tasks and thinking out loud

Watching and analyzing videos can be very time-consuming.

The best alternative when you cannot test in person.

The Most Important Rule in UX Design that Everyone Breaks

In Product Design, and Possibly Life...

Quantitative Data

Metrics are recorded for dimensions like time spent, success rate and perceived difficulty

Metrics do not reveal why users did what they did and what motivated them.

Great to quickly assess an interface or workflow with a lot of users to reveal common problems and behaviours.

Limitations of unmoderated usability testing

Early-prototype testing is difficult without a moderator to explain and help participants **recover from errors or limitations** of the prototype.

Without a moderator, participants tend to be **less engaged** and **behave less realistically** in tasks that depend on imagination, decision making, or emotional responses.

Unmoderated tests are appropriate for studying activities that don't require a lot of imagination or emotion from participants.

Which tools can you use for unmoderated testing?

Playbook UX

- Unmoderated Usability
  Tests
- Moderated Usability
  Tests

Usability Hub

- First Click Tests
- Design Surveys
- Preference Tests
- Five Second Tests

UsabilityHub · Become a tester

Product · Customers · Pricing · Resources

Design confidently.

UsabilityHub is a remote user research platform that takes the guesswork out of design decisions by validating them with real users.

Get started
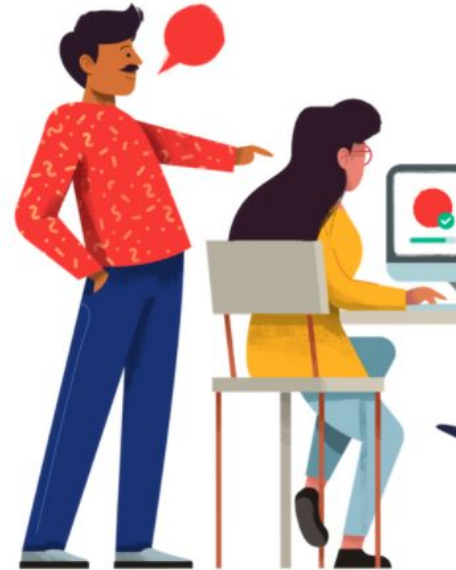
The world's best companies rely on UsabilityHub to make better design decisions.

amazon · Google · TaskRabbit · Airtable · box

Optimal Workshop

- Unmoderated Usability Tests
- Card Sorting
- Tree Testing
- First-Click Testing
- Online Surveys

OW OPTIMAL WORKSHOP

Product ⌄   Solutions ⌄   Pricing   Team plans   Learn

Put people at the heart of your decisions

Understand what matters most with our user research platform — transform insights into action, and make decisions with confidence

Get started for free

It's Research Month at Optimal Workshop

This month we're celebrating all things user research. W

Let's try some unmoderated test methods

A first quick test

Let's give it a try

https://app.usabilityhub.com/do/a02d7c6e202c/7fcb

This was a "Preference Test"

Use this test to

- measure aesthetic appeal
- judge designs based on their trustworthiness
- how well the design communicates a specific message or idea

Typical questions to ask

- Which design do you prefer?
- Which design looks the most trustworthy?
- Which design looks the most modern?
- Which design looks the easiest to use?

Average time: 2-3 minutes

Average number of participants: 20 – 50 participants

Another very quick test

Let's give it a try

https://app.usabilityhub.com/do/6a8bf7ce0cdd/f3b4

This was a "5-seconds Test"

Use this test to

- Measure how well a design quickly communicates a message
- Collect data regarding a user's first impression and reaction to a design

Typical questions to ask

- What main parts of the design can you recall?
- What do you think you can do on this page?

Average time: 5 seconds

Test with: 20 – 50 participants

Another type of test

Let's give it a try

https://app.usabilityhub.com/do/d523e2dabe61/4bd5

This was a "Navigation Test"

Use this test to

- analyze how users navigate through your website or application
- discover if a user can complete a multi-step task
- check if your audience understands what is clickable
- compare the performance of an original design to an improved version.

Average time: 2-5 minutes

Test with: 20 – 50 participants

Let's try a "card sorting" test

Let's give it a try

https://wi6x6f83.optimalworkshop.com/optimalsort/8q18jw3l

This was a "Card Sorting Test"

Use this test to

- optimize your navigation structure
- understand how your users would organize certain product or services into categories
- understand if your current information architecture is intuitive

Average time: 20 minutes to 30 minutes

Test with: 15 participants

Great but what do you do with your findings?

Sense Making

Write down the findings

Users did not find the messages section

Users were struggling with completing the checkout process as they did not want to enter their credit card details

Users had problems to find their latest orders in the order list

Turn them into "How might we" questions

Use
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sec

How might we
better highlight
new messages ?

Users w
struggl
comple
checko
as they

How might we
enable users to
complete the
checkout without a
credit card?

How might we build
more trust so that
users are willing to
enter their credit
card details?

Users had
prob
their
in th

How might we
highlight the latest
orders so that
users can easily
find them?

Brainstorm Actionable Solutions

How might we better highlight new messages ?

How might we build more trust so that users are willing to enter their credit card details?

How might we enable users to complete the checkout without a credit card?

How might we highlight the latest orders so that users can easily find them?

Use a different icon for Messages

Add a "Trusted Shop" certificate

Accept "Pay per Invoice" as a payment option

Change the sort order to "latest on top"

Show a pop-up with the 3 latest messages

"Money back " guarantee

Divide the order list into different sections

Catch low hanging fruits

Impact/Effort Matrix

Impact/Effort Matrix

Impact

Effort

DO NOW

Use a different icon for Messages

Show a pop-up with the 3 latest messages

Change the sort order to "latest on top"

MAKE A PROJECT

Accept "Pay per Invoice" as a payment option

Divide the order list into different sections

MAKE A TASK

Add a "Trusted Shop" certificate

FORGET FOR NOW

"Money back" guarantee
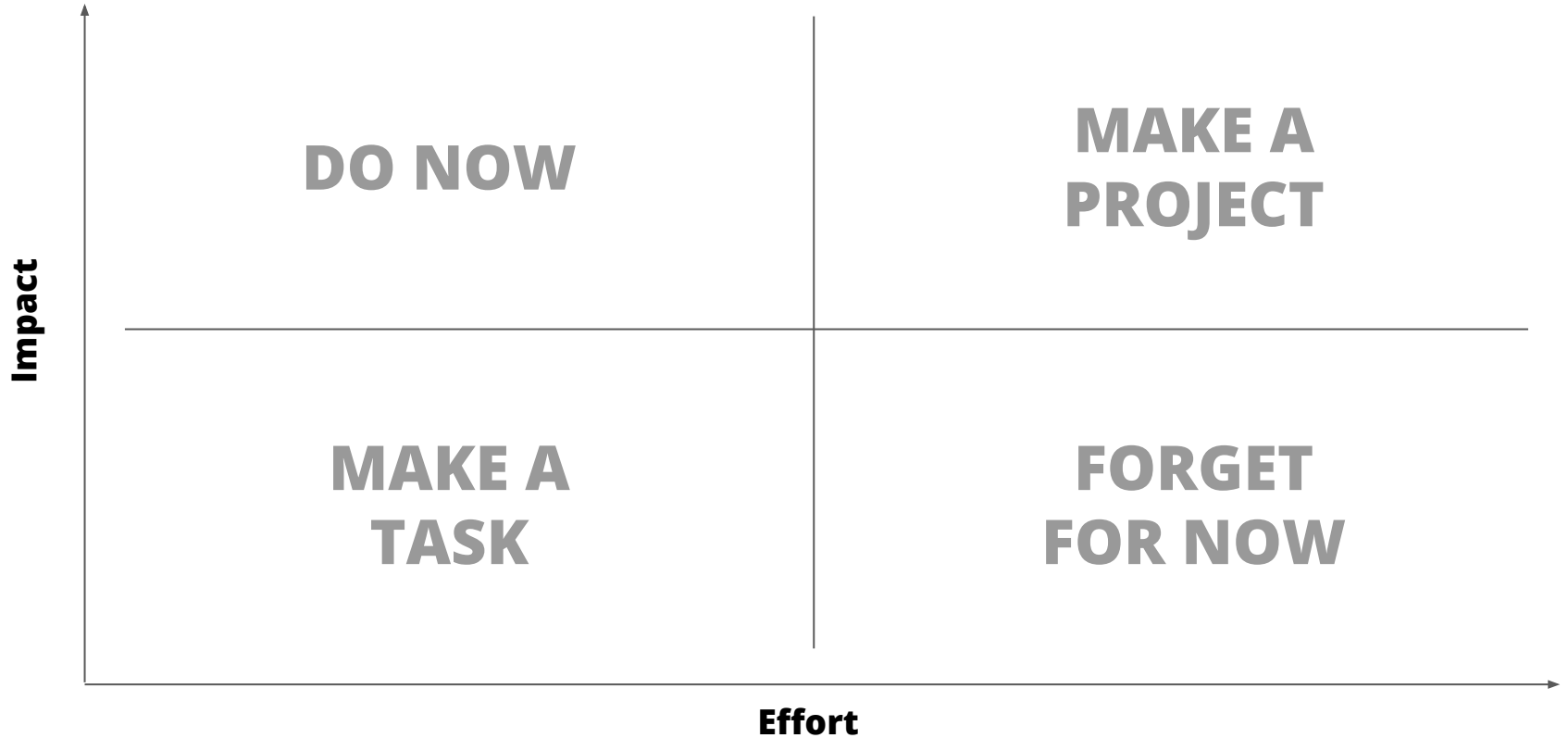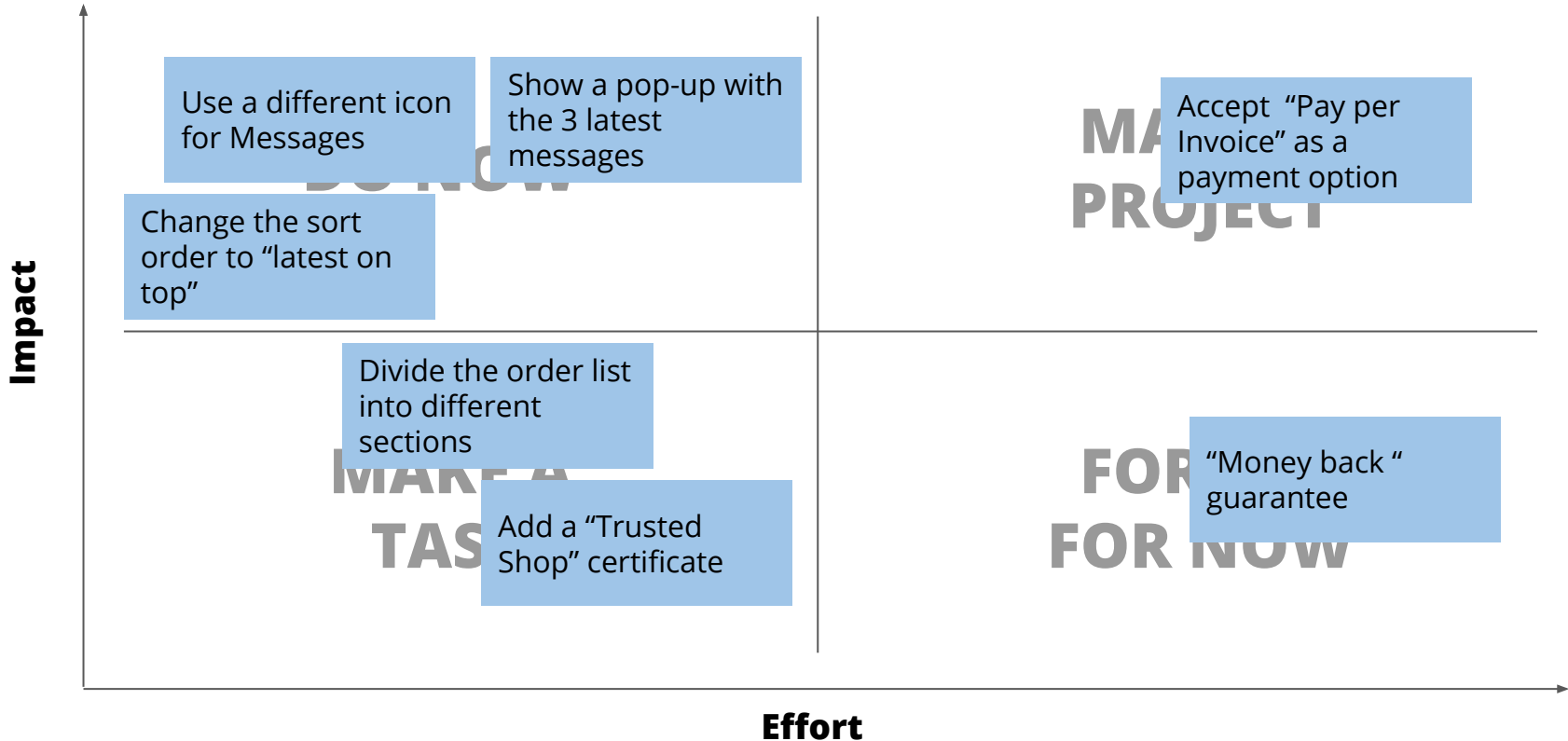
Let's summarize

Testing in person with real users will always give you the most insight

Recruiting participants takes most of the time so consider outsourcing this

Unmoderated test methods can deliver fast feedback but be aware of limitations

Make testing a habit

Final Call to Action

Please provide feedback about this session.

Contact me if you are interested in setting up and running real tests for your product.

Thank you
for participating