

# Web Design - les 3

# Testen

Minor Web Dev 1920

# Web Design **Les 3**

- ~~1. Principles~~
2. User testen
3. Opdracht

Web Design 1920						
Week 2	Woensdag 15/4		Donderdag 16/4		Vrijdag 17/4	
	<i>ochtend</i>	<i>middag</i>	<i>ochtend</i>	<i>middag</i>		
	Principles, User Needs & Testen		Q&A over (remote) testen en web design		Kahoot over RTW en WD	
			Accessibiliity (Johan Huijkman - Q42 en Roger Ravelli)			
		User test met echte mensen		Coachen in groepjes	Code review	
	Design for Both Needs and Wants: User Experience Hierarchy of Needs		How User Scenarios Help To Improve Your UX			
	10 Usability Lessons					

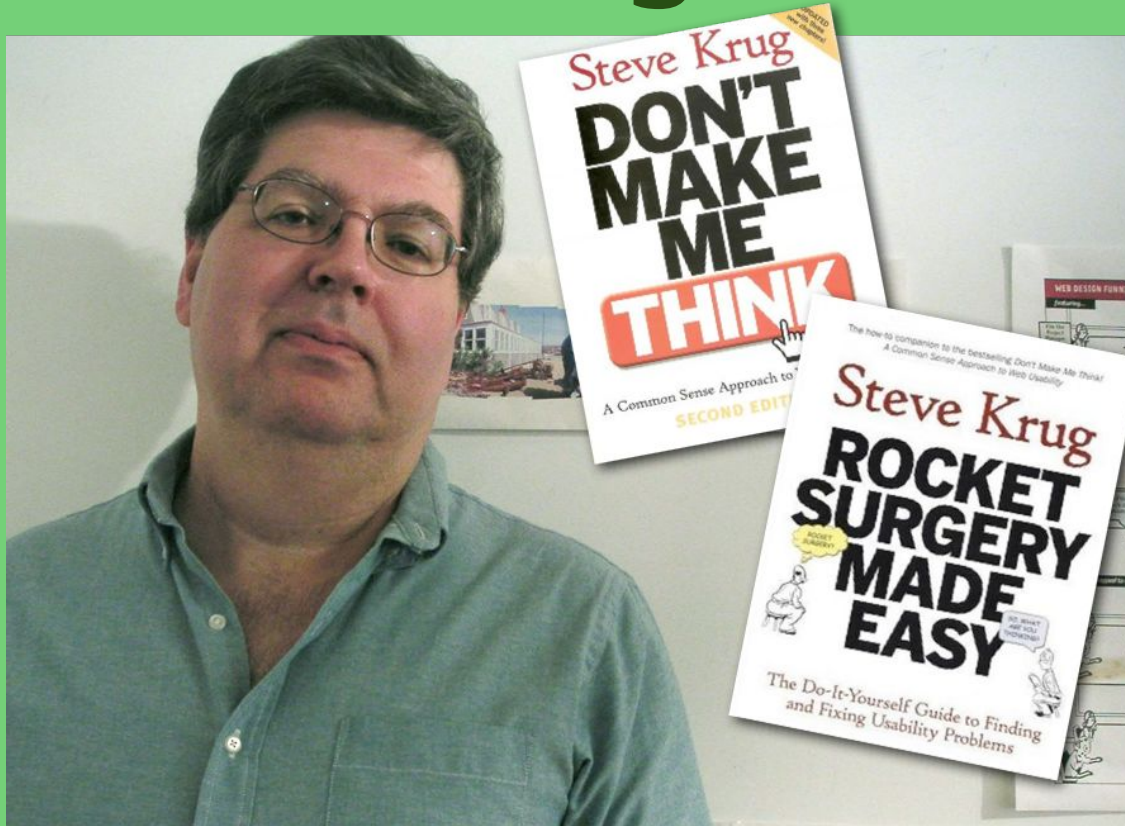
# Web Design **Testen**

Leren hoe je moet testen en de resultaten gebruiken  
voor het verbeteren van je ontwerp

*5 user test find 85% problems.  
Budget for 15? Test 5 users 3 times  
and iterate your design.*

- Jakob Nielsen

# Testen volgens Steve Krug



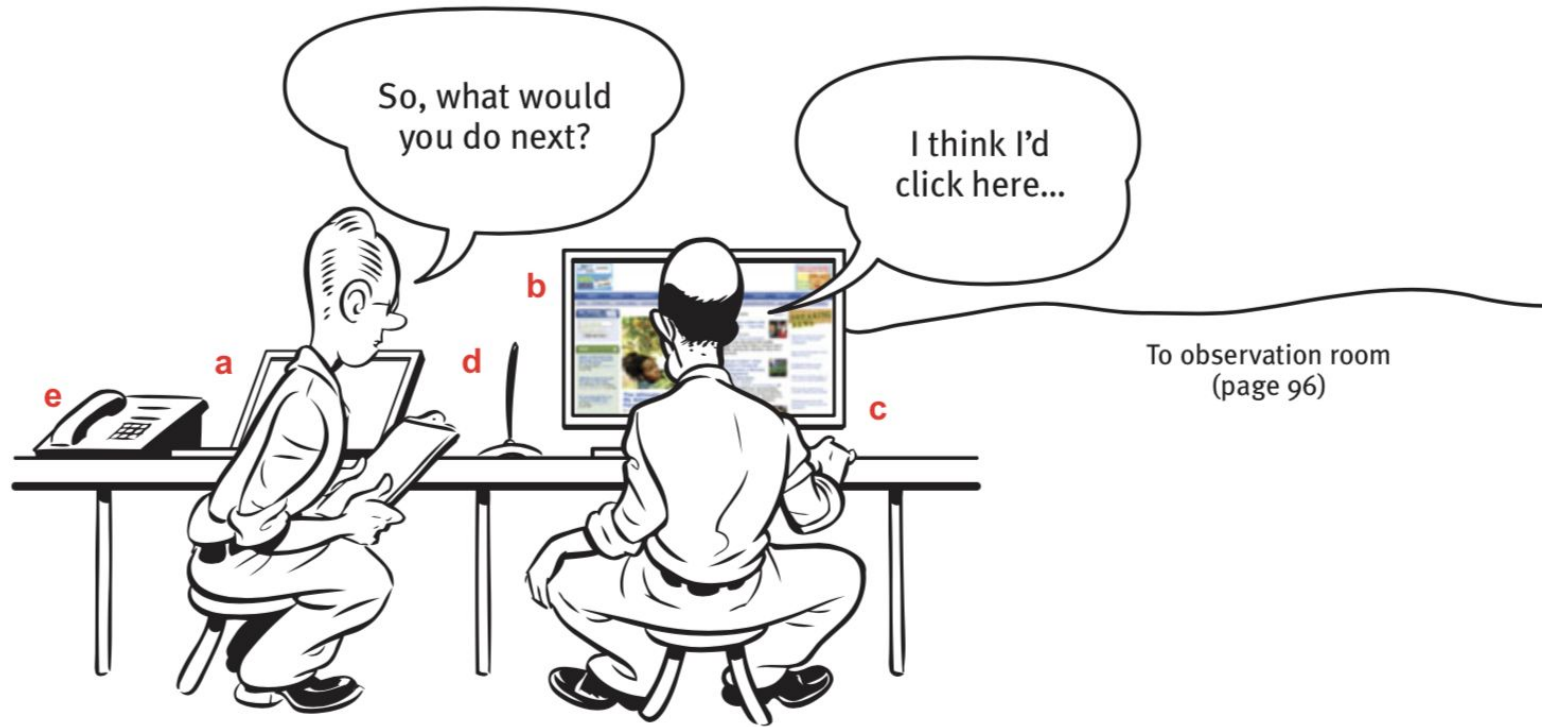
Rocket surgery made easy

*Testing with one user is 100% better than testing with none.*

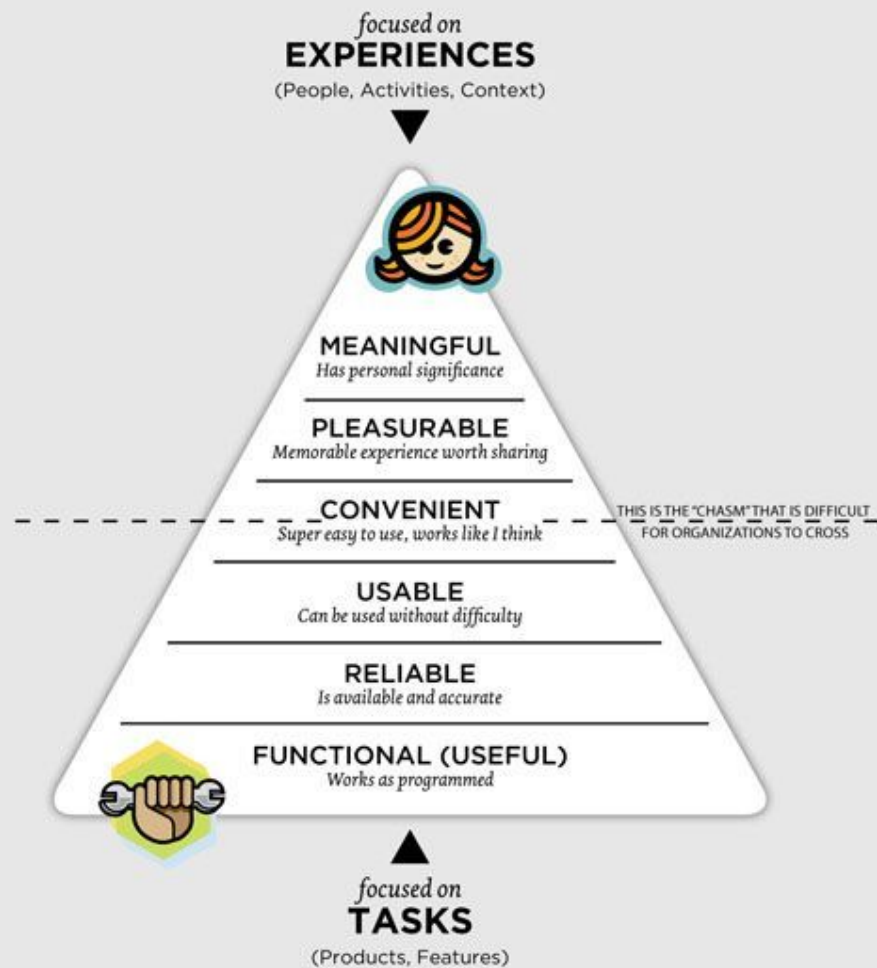
*-Krug's first law of usability testing*











Design for Both Needs and Wants: Applying Anderson's User Experience Hierarchy of Needs

*Study situation*

*Ignore conventions*

*Prioritise identity*

*Add nonsense*

# Web Design **Prototype testen**

1. Vanmiddag zoveel mogelijk testen: Hoe?
2. User scenario schrijven.



# Web Design **User scenario**

- Who is the user I'm designing for?
- What does this user want on my site?
- How is this user going to achieve his or her goals?
- (Why does this user come to my site and not anywhere else?)

# Web Design **User scenario**

User scenarios describe in detail what users do on a website and specifically why they do it.

A user scenario is like a short story of a person who visits a website with a certain motivation and a specific goal in mind. A good user scenario includes all information that is relevant to the process the user undergoes in order to reach his or her goal, and nothing more.

*The defaults suck*