

# Usability Testing

1399 Web Development

# Answer the following:

- What is usability testing?
- Why is it important?

We're going to collect your work today for participation.  
Please put your name at the top of your document.

*10 points*

Please open our test site for today:

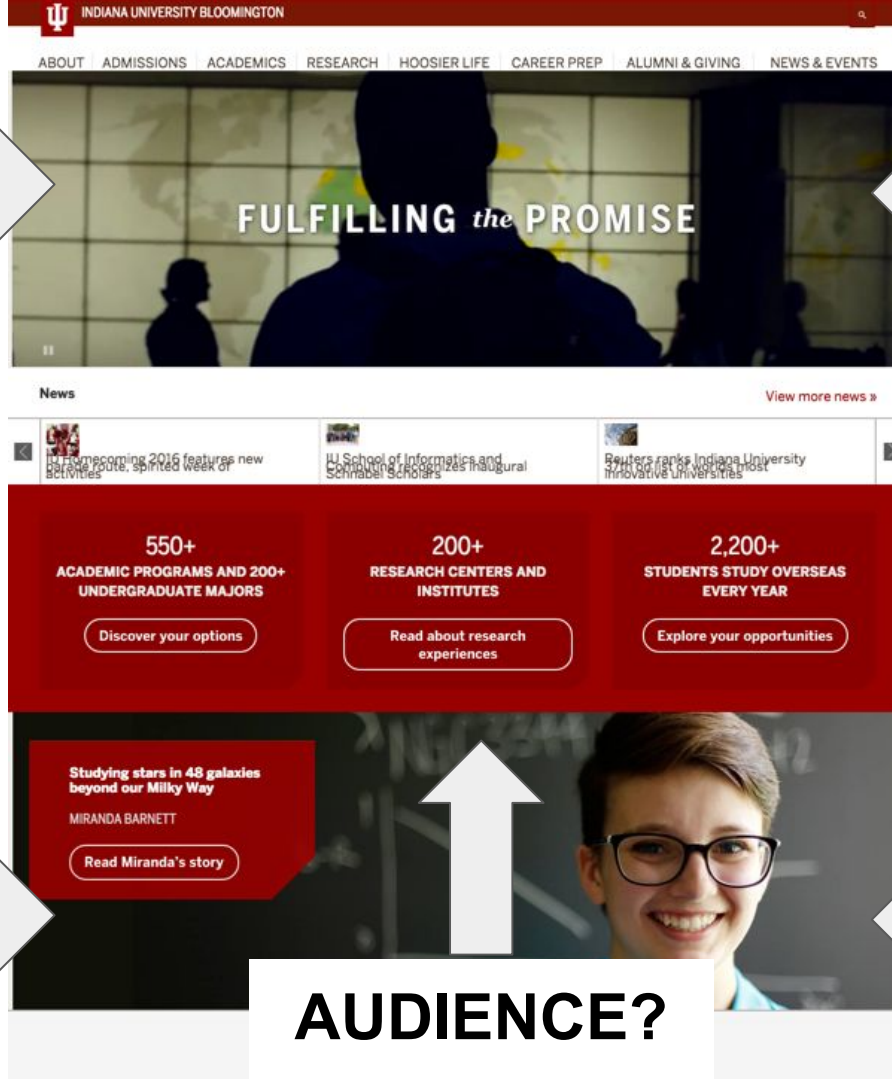
<http://www.apple-works.com/>



# Web Assets

The point of our **Web Assets** checklist is to pre-evaluate the website to see where we stand. *We want to know what areas or aspects of the site are not ideal.*

**GOAL:** Use this information to create tasks for our user



**DESIGN  
CONTENT**

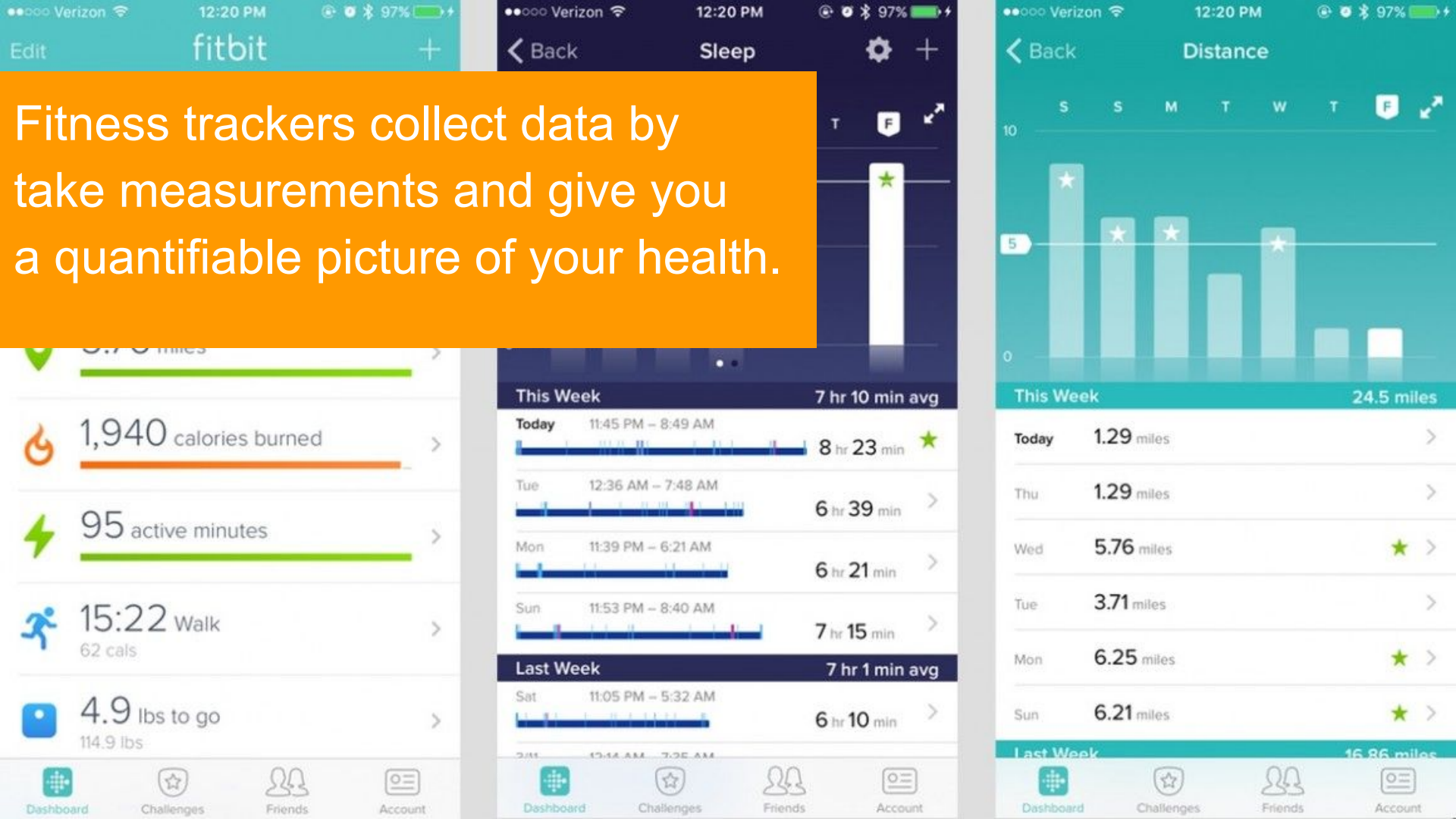
**LAYOUT  
NAVIGATION**

**AUDIENCE?**

## 2. Assess the website's overall usability.

Using the **Web Assets** checklist, evaluate the site's layout, navigation, design, content and overall structure.





Fitness trackers collect data by take measurements and give you a quantifiable picture of your health.





Like with a Fitbit, we may have an idea of how far we walk each day, but we don't really know. Let's collect data and take measurements instead of making assumptions.



# Let's use our user tests as a sort of Fitbit.

User testing asks you to **observe what people do**, and **measure their performance**. *You* are the expert who will **use the resulting data** to make decisions about design and content.

We want to now go from a checklist of usability plusses and minuses to a **set to user tasks** to test and find out:

1. *Does the site work as expected?*
2. *For aspects we thought might be issues, are they really?*

# General questions:

- *Have you visited this site before?*
- *What do you think the purpose of this site is?*
- *Who do you think the intended audience is?*

***GOAL: Test the overall usability of the site.***

# Specific questions:

When possible, ask questions where the user to Prioritize / Rank / List:

- *What are three things you noticed on the home page?*
- *What are important facts that you remember about the content?*
- *How difficult would you say it was to find the contact information:*
  1. *Extremely difficult*
  2. *Somewhat difficult*
  3. *Neither difficult, nor easy*
  4. *Somewhat easy*
  5. *Extremely easy*

[https://en.wikipedia.org/wiki/Likert\\_scale](https://en.wikipedia.org/wiki/Likert_scale)

# Specific: Tasks / Scenarios:

- Example Task: *Please find/do \_\_\_\_\_. Describe to me what you are thinking and doing.*
- Example Scenario: *You have 20 people in your dinner party. Is there a way to accommodate everyone at this restaurant? How would you find that out on this site?*

***GOAL: Test aspects of the site where you thought there could be a usability issue. Determine if the issue is truly a problem.***

# Follow-up questions:

**Prompt** during the test, as in... *What would you do next? How would you find this out? Did you find what you were looking for?*

## **Debrief** after the question/test...

- *Can you return to the home page from here (after completing a task)?*
- *Do you recognize any other functions on this page that might have helped you to do this?*
- *Was there something missing you were expecting to see?*

# Exit questions:

- *Is something about the site too obtrusive?*
- *Is something about the site too well hidden?*
- *If you could change one thing about this site, what would it be?*
- *Would you return to this site in the future?*

Asking questions:

## Encourage the user to talk / Don't judge.

- Repeat back what the user says so they know you understand
- If s/he ask you a question, ask a question back
- Don't show the user what to do
- Don't touch the mouse or do the task for her/him

<http://www.nngroup.com/articles/talking-to-users/>



Open the user task list.

Using your web assets findings to guide you, create a list of tasks to ask the user to perform during the usability test.

# Permission Form

If you'd like to record your session, make sure you ask permission to do so and have the subject sign a form.

- Anytime you need to take something away -- a photo, a recording, sensitive/personal information -- it's best to not only ask permission, but to have that person agree in writing.
- This doesn't just protect you, because it shows proof that you asked and he/she agreed, but it helps to protect your subject against misuse of that information.

# The Usability Test Script

A script allows you to control variability within the usability test. Each person will receive the same introduction, step-by-step process and conclusion. The idea is to keep the parts of the interview that we can the same.

## Tips:

1. **Read the script aloud** and modify the language as needed so it feels comfortable for you to say.
2. **Tailor the preliminary questions** to get a little more information about the test subject before beginning your usability tasks.

Open the usability test script.

Take a few moments to read through the script, then ADD TO or ADJUST the preliminary questions.

*Please add these to your task list for today.*

Find a partner and do a test.

Using your **test script** and **task list** perform a usability test. Take turns being the user.

*10 minutes per person*

**How did you do?**

# Usability report

- **The document included in your materials is a generic template meant to serve as a guideline.** Make the style and information shared in the report your own.
- **Attach your *Task List* and *Script* as Appendices** to your Report.

# Report

- **Purpose: convey specific information to provide the reader with information**
- Usually a description of events/results of research
- Introduction, arguments, conclusion and **recommendations**

# Essay

- **Purpose of an essay is to show how well you have understood the question and are able to answer it**
- Usually an argument in response to an essay question
- Introduction, argument, conclusion -- **but including recommendations is rare**



# Report

- Analysis by making points, providing supporting evidence, concluding with actions to be taken or how to apply the info to solve a particular problem
- **Formal sections with headers**  
Beginning, middle, end, but accomplished through sections with headings, each with a purpose

# Essay

- Analysis by making statements, providing supporting evidence and coming to a conclusion
- **Usually one main body of text**  
Text broken into double-spaced paragraphs, sometimes with section headers, but sections are for organization

**Questions?**