

Usability and interviewing

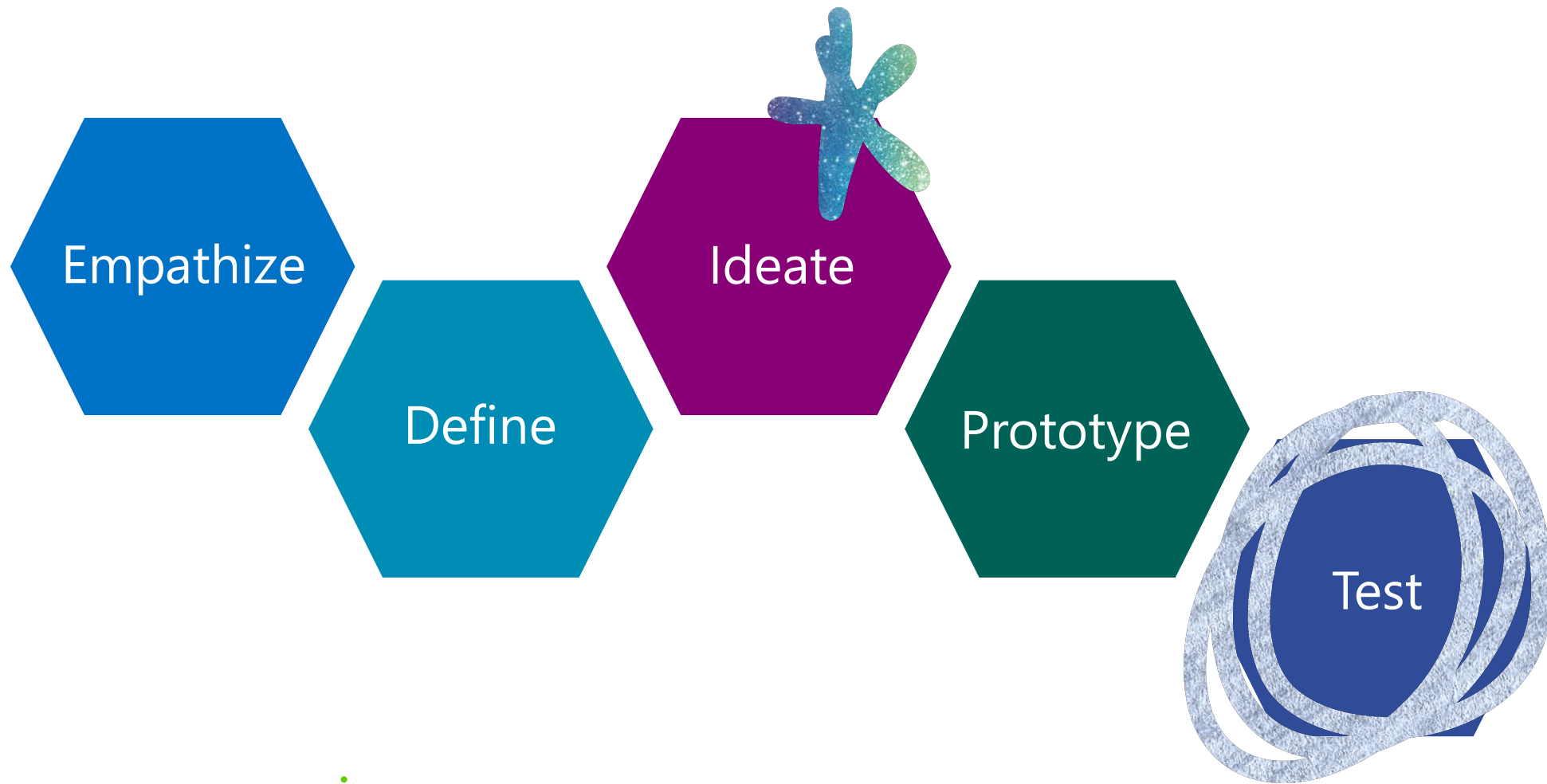


Agenda

- Revisit design thinking phases
- Introduce user interviews and usability testing
- How to prepare for a user study

Design thinking phases

Phases of design thinking



User interviews and usability testing

User interviews and usability testing

- User interview – asking a user about a topic of interest
- Usability testing – evaluate a product by testing it with users

Usability testing usually includes some aspects of user interviewing. The User Feedback Jamboree will be a combination of both interviewing and user testing.

User studies are usually managed by a UX researcher. All disciplines participate and talk to users.

Why?

The best way to get insight into what a user thinks is by talking to them and watching them use the product.

In the empathize phase, data is collected across sources and a direction is formed for the problem statement and product. Testing with users helps validate hypothesis.

Feedback from users can be applied to make the product better.

How to conduct a study with a user

- Bring structure and set a goal
- Articulate the hypothesis you want to evaluate
- It's not an informal discussion
- It's not a sales pitch
- Don't ask leading questions

What data is collected?

- Testing with users is a chance to collect both qualitative and quantitative data
- Users can tell you what they're thinking and how they feel
- Running the same study across multiple users brings in small sample size quantitative data to back up trends
 - If 1/10 people couldn't find the button, don't throw out the whole design
 - If 8/10 people aren't sure how to navigate the app, reconsidered the flow

Flow

	Pre-session	During session				Post session	
	Prepare	Introduction	Background questions	Prototype tasks	Conclude	Debrief	Apply feedback
Description	Set the goal and structure of the study to get the most value	Set expectations for the participant, make them feel comfortable	Get context from user on their related needs, product, use and habits	Participant tests the product	Wrap up with the participant	Feature crew circles back around and recaps	Iterate!
Key considerations	What's the goal? Why hypothesis do you have? What questions are you going to ask? What tasks will the users complete?	Thank them for their time, assure them their thoughts and feedback is appreciated	Ask open ended questions	Set 3-4 tasks for the participant to do, if a participant stuck ask them what they're thinking	Ask a closing question – referring to their pain points Thank the participant again	Look for trends in the feedback	Consider how the feedback helps further define your direction, what do you want to go address and improve, what worked well

Logistics

- 1 – person on point for leading through the script
- 1 – person taking notes
- Everyone else, observing
 - Lead should take breaks and solicit to see if anyone else has any questions
 - Feel free to take some notes or capture quotes, much more listening than typing or writing

How to prepare

Things to define

- Goal: what you want to learn
- Hypothesis: what want to validate or invalidate with user feedback
- Introduction questions: questions to gather context from the user
- Prototype flow: [to be defined tomorrow] – what tasks do you want the user to complete
- Conclude: what will you say to wrap up with the participant

Create a user interview guide

- Today you'll start your user interview guide and practice interviewing

User interview guide

- [SAMPLE]

Demo

- 1 volunteer as the participant
- Walk through the [SAMPLE] guide and a single task