Microsoft

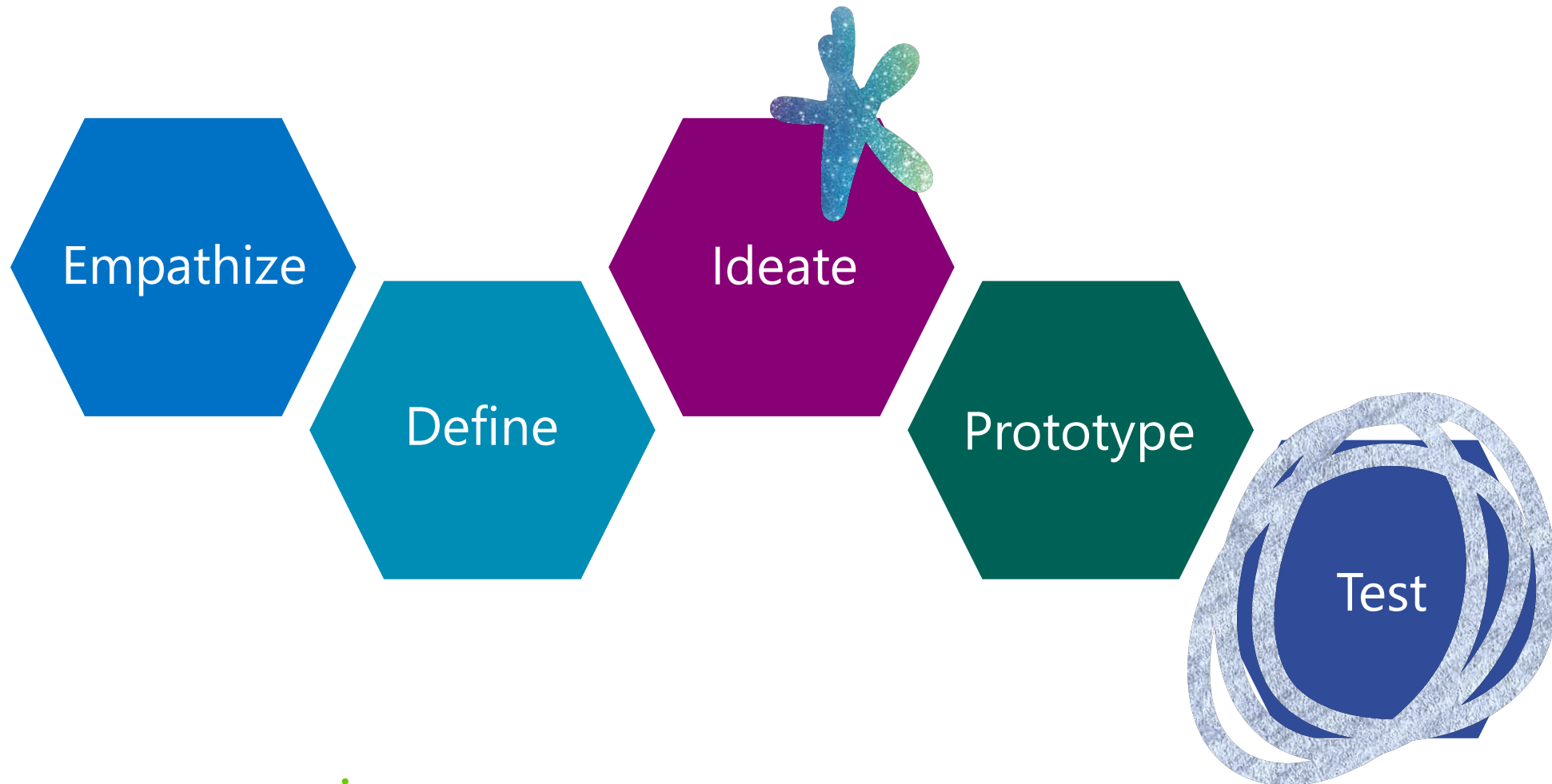# Usability and interviewing

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

We're starting the ideate phase to expand on app concepts. We'll use what's created to test and begin getting user feedback.

Empathize

Define

Ideate

Prototype

Test

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. With your app ideas and prototype you'll conduct both user interviews and usability testing.

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

KM0   [@Noel] need to update with whatever the user feedback jamboree becomes
Kristin McMeen, 2020-05-06T02:18:05.022

NH0 0   👍👍
Noel Hanzel, 2020-05-06T19:36:38.759

Why?

The best way to gain 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 hypotheses.

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
- Do ask open-ended questions

Leading questions

When a question prompts, encourages, or inserts an assumption that influences an answer it's a leading question. In usability studies these are dangerous because they bias data you're getting from users.

Leading question	Why?	Non-leading version
How much did you like that experience?	Assumes the user liked that experience, they could have a negative impression of it	How did you feel about that experience?
Do you set an alarm or timer when you want to set focus time?	Gives the user only two possible options of how to meet that need, there's a million ways to focus	What do you do when you want to focus?
Would you use the old version of the app or this new, improved, version?	New and improved insinuate that the second version is better	Would you use A or B? Why? (Letter or number multiple options)

Open-ended questions

When a question requires an explanation in the response, it's open-ended. Closed-ended questions can be answered with a yes, no or 1-2 words. Open-ended questions let you learn more from the user.

Closed-ended	Open-ended version
Did you find that easy or difficult to use?	How would you describe the experience you just had with the prototype?
Have you had problems with this in the past?	What problems have you experience in the past?
Would you recommend this app to family and friends?	What are the reasons you would or would not recommend this app to family and friends?

Helpful open-ended words: how, what, why, describe

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, reconsider the flow

Usability test 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 the 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 are appreciated	Ask open ended questions	Set 3-4 tasks for the participant to do. If a participant is 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 address and improve, what worked well

Logistics – multiple people

- 1 – person leading the participant through the script
- 1 – person taking notes

- Everyone else is observing
  - Lead should take breaks and solicit to see if anyone else has questions
  - Feel free to take some notes or capture quotes, much more listening than typing or writing

Logistics – one person

- Preparation is key when running a usability study by yourself. Make sure your script and prototype are ready to go.

- You will need to interview the participant, administer the usability test, and take notes.

- Use pen and paper to take notes, don't worrying about capturing everything. Typing and looking at a computer will prevent you from building rapport with the participant.

- If you'd like, ask the participant if it's alright to record the session using either audio recording or video.

- After you thank the participant for their time, immediately review and capture the rest of your notes.

How to prepare

Things to define in preparation

Your interview guide should include the following information: KM

Prep material, ensuring you design the study to learn:

- Goal: what you want to learn
- Hypothesis: what want to validate or invalidate with user feedback

Script, what you use in the actual usability study:

- Introduction and interview questions: questions to gather context from the user
- Prototype flow: what tasks do you want the user to complete
- Conclude: what will you say to wrap up with the participant

KM0   [@Noel] to be defined tomorrow?
Kristin McMeen, 2020-05-06T02:23:15.190

NH0 0   removed it. old note. thanks!
Noel Hanzel, 2020-05-06T19:37:24.874