

# Usability and usability testing

Usability

Do you play cards?

What can you say about the usability of a playing card?





# Our challenge

Strive to make sites, apps, services,  
documentation, ... that match the usability of  
playing cards

# What is usability?

A quality of objects that shows whether an object is easy to learn and use, effective, efficient, and satisfying

for the specific **people**

who use the object to do specific **tasks**

in a specific **context**



# You need a dress: where do you click?

**koketna.com**

Потребител: ..... Запомни ме ☒ Вход Изгубена парола? | Регистрация

Търсене 1336 и 32

за поръчка: 0888 660 328 0888 568 555 0885 014 034 0884 404 094 , 02 44 11 821,  
kupi@koketna.com

НАЧАЛО ЗИМА 2012 ДЪНКИ СЕДМИЧНИ ОФЕРТИ СЕЗОННО НАМАЛЕНИЕ НОВА КОЛЕКЦИЯ Количката Ви е празна.

**NEW** **NOVO**

**На линия сме**

В момента сме на линия: Здравейте, ние сме на линия. Напишете въпрос или коментар и нашите консултанти ще се ви отговорят моментално ...

Wednesday, November 30, 2011

Бриана - koketna.com [оператор]

**БАЛНИ РОКЛИ!**

<http://bit.ly/balni-rokli>

Готови ли сте за горещ студентски празник?

Последното съобщение е от 3:17pm





БЕЗПЛАТНА ДОСТАВКА ЗА ВСЯКА ПОРЪЧКА, ПЛАТЕНА С КАРТА!



VIP BLACK *Friday* 23.11.2018



РОКЛИ

ДО **40** ЛВ.



Остави съобщение



Which knob controls which plate?



# What is the current price of an iPhone 5?



Само попитай

[Регистрация](#) | [Любими продукти](#)

МОБИЛНИ КОМУНИКАЦИИ | ДОМАШНИ ТЕЛЕФОНИ | ЦИФРОВИ ПРОДУКТИ | ВИСОКИ ТЕХНОЛОГИИ | ИГРИ

РАЗГЛЕДАЙ ПРЕДЛОЖЕНИЯТА НА МЕСЕЦА

Разгледай  
актуалния  
каталог



Бързо търсене:

Всички продукти

Ключова дума:



Търсене >>

Влез:

Потребител:

Парола:

Вход >>

[Забравих моята парола](#)

Искам да знам за

- [Компанията](#)
- [Най-близкия магазин](#)
- [Новините](#)

СПЕСТИ ПАРИ С НОВИТЕ ОФЕРТИ





ДВЕ СЕДМИЦИ  
НАМАЛЕНИЯ ДО 150 ЛВ.  
НА ИЗБРАНИ СМАРТФОНИ

[Защо Теленор?](#)[Смартфони](#)[Абонаментни планове](#)[Таблети](#)





You want to phone Jimmy: what do you say?






# Check your balance: where do you log in



[DOCUMENTS](#)[FAQS](#)[SECURITY](#)[PROMOTIONS](#)[CONTACTS](#)



**EASY  
AND SAFE  
BANKING**

**INDIVIDUAL CUSTOMERS**

User name

User name

Password

**ENTER>**

[Problems with login >](#)

**CORPORATE CUSTOMERS**

User name

User name

Password

**ENTER>**


[Problems with login >](#)

**SUPPLIER FINANCE** >

**Online**


**APPLY NOW!**

Registration for individual clients. ▶

**DEMO**

for individual customers

**Call Center** ▶

Support unit  
 **00359 2 933 7 333** or  
**15 333** for local mobile operators  
[Online.Support@UniCreditBulbank.bg](mailto:Online.Support@UniCreditBulbank.bg)  
> Branches > ATMs

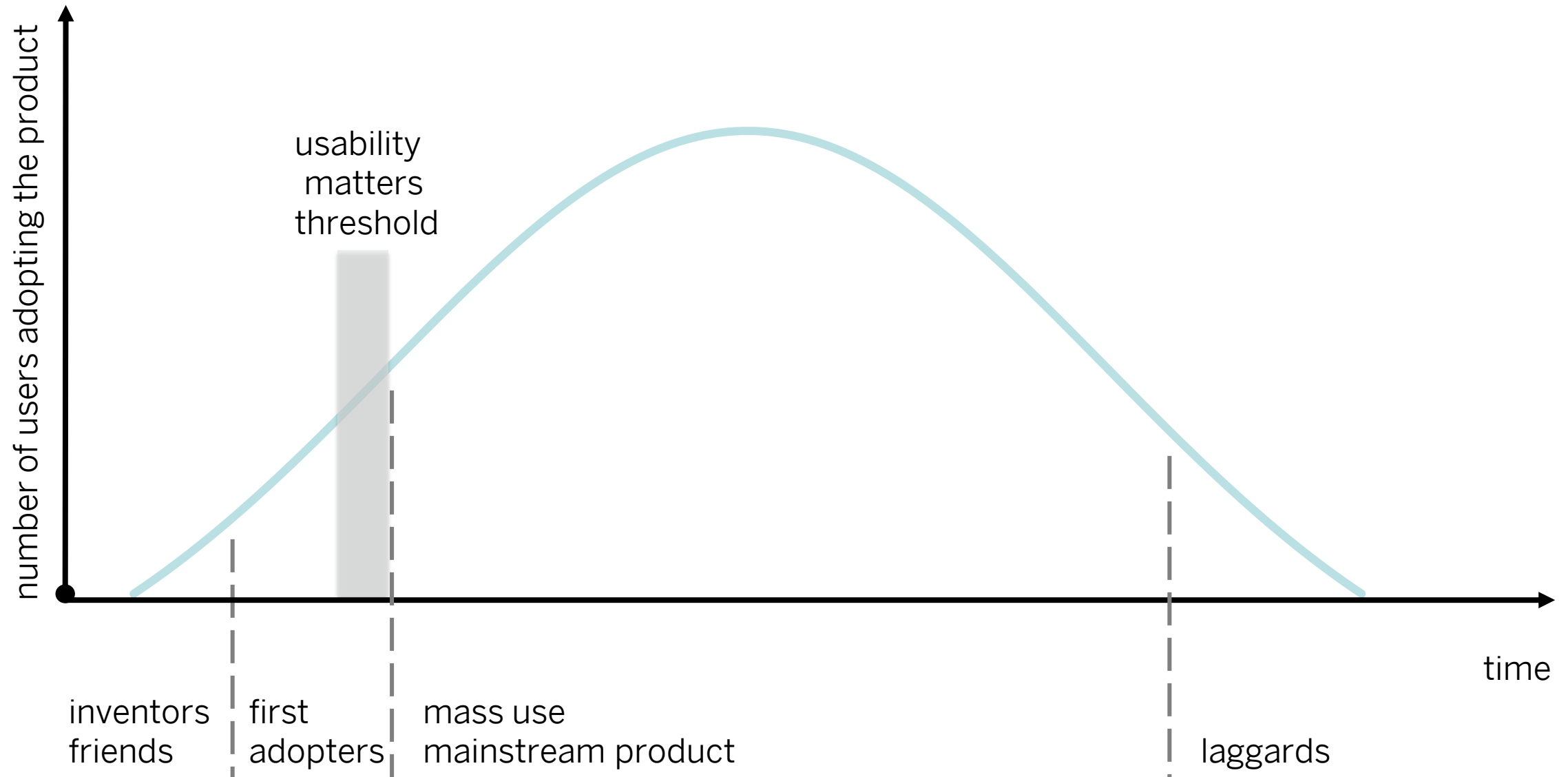
**EXCHANGE RATES**

	Buy	Sell	Date
EUR	1.9500	1.9585	28.05.2013

Which switch turns on the lights in this room?



# When does usability start to matter?



# When do we think or work on usability?

Any time

At any step in the development process

Best in the beginning

Worst at the end



# How do we make usable products?

Work with people and know their needs, tasks, skills, experiences, habits, limitations...

Adopt a user/usage-focused mindset

Follow a process that assures usability

# The ingredients of usability

## **effectiveness**

What users achieve and how often and how accurately they reach their goals

## **efficiency**

How quickly users perform their tasks after they learn how to use the product and what efforts they invest in achieving their goals

## **satisfaction**

How pleased users are with the product  
(also lack of inconveniences)

# The ingredients of usability

## **learnability**

How easily users perform basic tasks when they use the product for the first time

## **memorability**

How quickly and easily users restore their skills with the product after a period of not using it

## **errors**

How many mistakes users make, the severity of these mistakes and how easily users overcome them

a way to evaluate, with the help of users, how usable the thing is

# USABILITY TESTING



# Usability testing

**Research** involving users

Observation of **people who use** the product (or try to) :  
free exploration or controlled tasks

Our intent = **find problems** or prove it is usable

**Individual** sessions or pair testing (no focus groups)

**Representative** users from all user groups

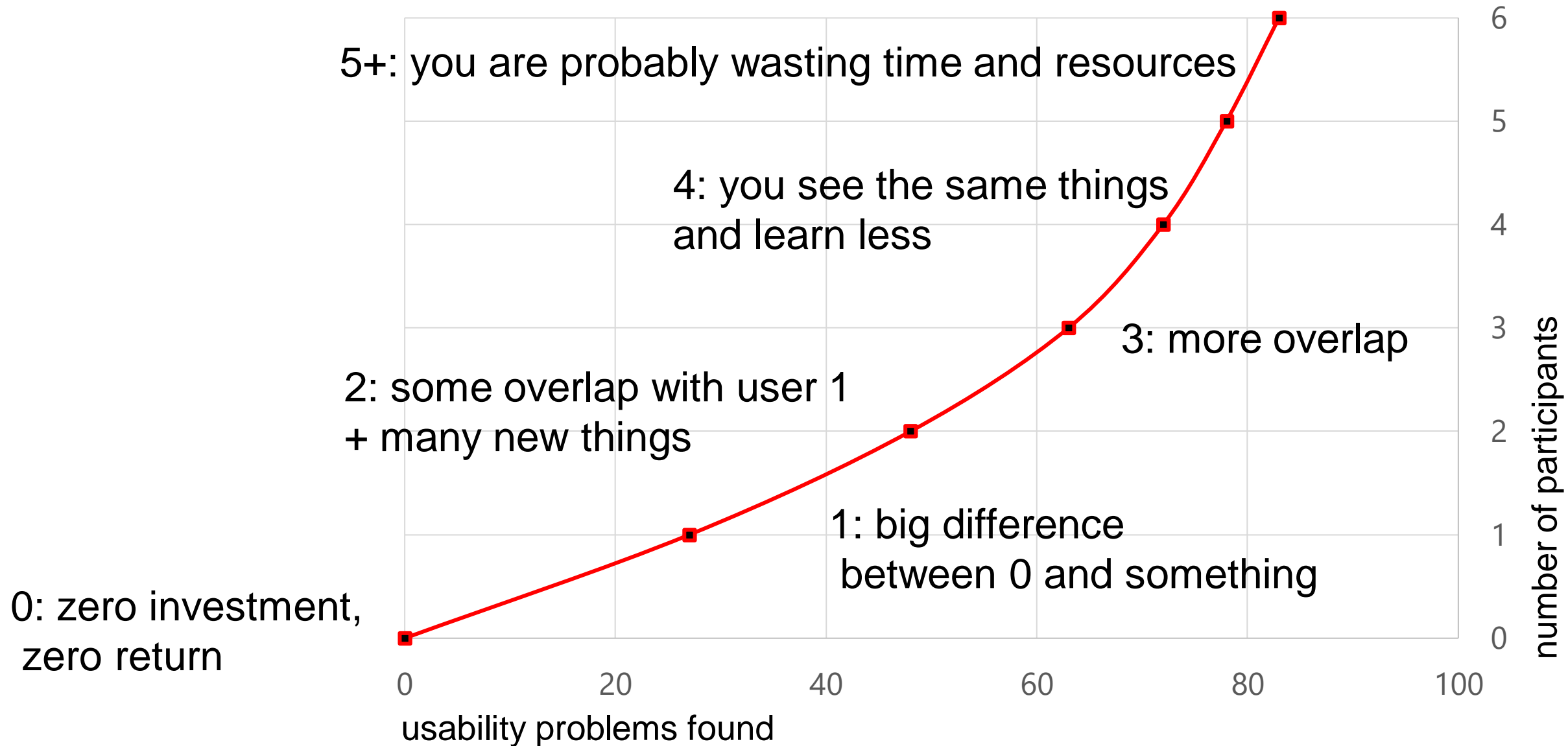
Small number of people: **5-6** from user group

## How we test

1. We have a design | working product | documentation
2. Gather representative participants
3. Give them representative tasks
4. Watch them do the tasks
5. Note down where they stumble
6. Fix the design | product | documentation

Repeat

# Return on investment by number of users



# What we test

**Homepage:** initial orientation, what it is about, what users can there

~~**Onboarding:** getting started~~

**Visual appeal:** attractiveness, associations, impressions

**Navigation and structure:** menu, ability to find information, order

~~**Functionality:** interaction with the interface~~

**Content:** readability, labels, descriptions, messages, images, charts

**Search:** ability to find the help



# The earlier we test, the better

Before design: existing products, competition

Before redesign

During design

Before release

After release

During use

## Why we test

Users will test it anyway; better fix the problems in advance

Gives you confidence that you are doing the right thing

Speeds you up

Makes you rich

(check out [The \\$300 Million Button](#) story)

## Exercise: Let's test

You want to conduct usability testing for your product and are searching for options

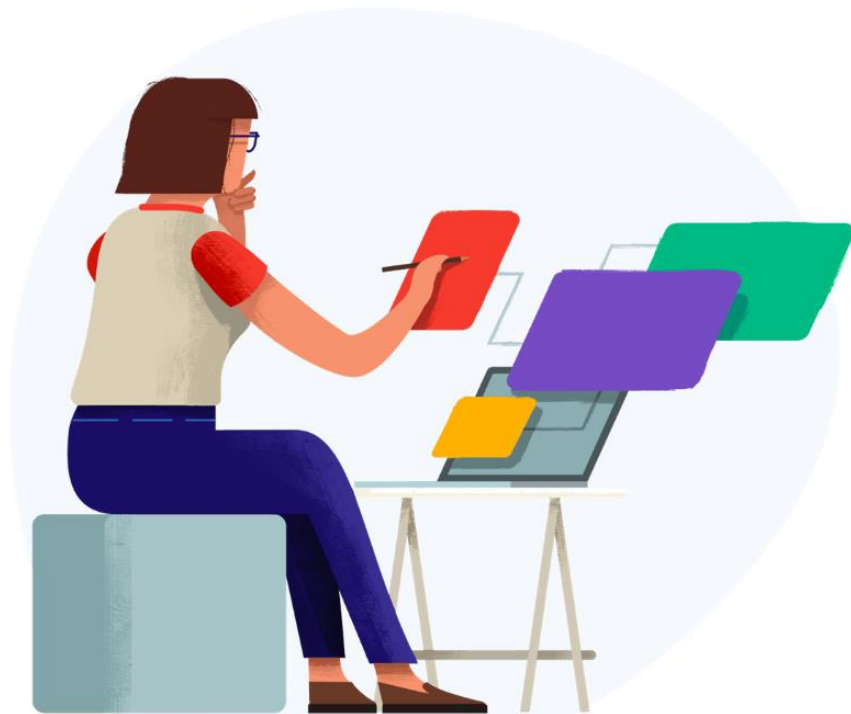
I will show you briefly a page from a site that offers usability testing services

Remember what you saw and we will discuss it



# Five second tests

Optimize the clarity of your designs by measuring first impressions and recall.



## What are they?

Five second tests are a method of user research that help you measure what information users take away and what impression they get within the first five seconds of viewing a design. They're commonly used to test whether web pages are effectively communicating their intended message.

Work alone. Write down your answers.

1. Your first impressions? What comes to your mind?
2. What is this site about? What does it offer?
3. What is the most important information?
4. Which is the company/brand behind the site?
5. How would you go about testing with this site?
6. Anything else you saw & remembered.





## 5-second test: It is what its name implies

Users decide whether to use a site on impulse, not after careful consideration

People need about 5 seconds (or even less) to form an opinion about a site

Decisions taken quickly can be as good as decisions made cautiously and deliberately

The homepage or any landing page thus needs to present the most important information in about 5 seconds

# Usability testing - details

# Process

1. Plan
2. Recruit participants
3. Test
4. Analyze and process results
5. Present
6. Follow up

# 1. Plan

Getting to know the product

Profiling the users

Test task/scenarios

Test script and questionnaires

Tools to use

Pretest

# Test script

List everything you want to do during the session  
(Helps you not to skip things)

Print it out on paper

For you, not for participants

If you have one per user,  
you can jot down notes

## Usability testing script

### 1 – Introduction to the test session

(the facilitator introduces the participant to the goals and procedure of the session)

[Hello, my name is ..... and this is .....  
(the facilitator's name and the name of the product being tested)  
...today we will be looking at the .....  
what you think. ....

We want to record this session ...]

Do you agree?

Do you have questions before we begin?

### 2 – Testing

(the facilitator gives tasks to the participant one by one)

[Task 1

Task 2

Task 3]

### 3 – Debriefing

(the facilitator asks questions)

[Question 1

Question 2

## 2. Recruit participants

Sources of participants: real users, recommendations, events, forums...

- Ask participants to suggest other test participants.
- Use agencies and market research firms.
- Ask for lists of people who have contacted customer service.
- Ask for help from the customer's sales department.
- Look for users in their natural habitat.
- Go to events, forums, organizations.
- Approach users through their managers, not directly.



# Scheduling

Scheduling: when, where, sequence

Reminding: by email, by phone; the day before

No-show rate: if you need 5, prepare for 7

# Other participants (roles)

## Moderator

- Facilitates the session
- Provides instructions, explanations, tasks
- Guides the participants
- Stays neutral

## Note taker

## Observer(s)

## Tool for screen sharing and recording

- Skype, TeamViewer, JoinMe, Camtasia, HyperCam, ...

## Watch out

Professional testers

Friends and relatives: avoid

Screen test participants carefully. Might want to screen out designers and programmers.

Include participants across age and salary ranges.

## 3. Test

1. Welcome and introduction of the participant
2. Preliminary interview
3. Tasks
4. Satisfaction questionnaire
5. Debriefing, discussions
6. Closing the session + award

## 4. Analyze and process results

Discuss the session and process your notes right after the session

Process each session separately (if there are videos, use them as a back-up, processing a video takes a lot of time)

For each task, describe the problems, calculate the metrics, make screenshots (prepare video clips)



# Summarize

Problems for all participants by task and user group

Metrics: success rate, time on task, satisfaction

Results: executive brief

Look for good things

# Sample problem on a bank site

**Task:** Find a particular bank office

**Problem:** office names hard to distinguish

- All begin with Sofia
- Random order

**Recommendations:**

- Skip the name Sofia
- Order alphabetically

**София - Ангел Кънчев**

ул. "Ангел Кънчев" №7

**София - Банишора**

бул. "Мария Луиза" №125

**София - Бизнес Парк**

Бизнес Парк София, сграда 10

**София - България 2000**

ул. "Йоан Павел II" №1, сграда 2000

**София - УАСГ**

бул. "Христо Смирненски" №1

**София - Витоша Балкантурист**

бул. "Витоша" №1

**София - Витоша Петьофи**

бул. "Витоша" №112

## 5. Prepare a report

Describes and analyzes the problems: text, images, videos

Prioritizes the problems and suggests actions

Provides recommendations

Gives user comments and opinions

## Present to team/client

Start with the most prominent problems

Emphasize the good sides

Discuss the next steps

## 6. Follow up

Work with the team on making improvements

Re-test



End