

LAB 6: Usability Testing And Evaluation

Ms. Sana Ashraf

Usability Testing & Evaluation

Understand the importance of usability testing in UX design:

usability testing involves observing and gathering feedback from users while they interact with a website or app. understand that usability testing helps identify usability issues, gather insights into user behavior and preferences, and validate design decisions. By conducting usability testing, designers can ensure that their designs are intuitive, efficient, and provide a positive user experience.

Learn different **methods and techniques for usability testing**, which are,

- 1) **Think-aloud protocol:** Users are encouraged to verbalize their thoughts, impressions, and concerns as they navigate through a website or app.
- 2) **Observational studies:** Researchers observe and record users' behaviors and interactions with a website or app without direct intervention.
- 3) **Surveys and questionnaires:** Users provide feedback and rate their satisfaction with specific aspects of the design.
- 4) **Task analysis:** Users are assigned specific tasks to perform while their actions and performance are observed and recorded.
- 5) **Remote usability testing:** Usability testing is conducted remotely, allowing users to participate from their own location.
- 6) **A/B testing:** it is a methodology for comparing two versions of a webpage or app against each other to determine which one performs better.
Multiple design variations are tested simultaneously, and the data is analyzed to determine which version performs better.

Tasks (with report):

Analyze and evaluate the usability of a website or app based on the findings from usability testing. Identify usability issues, such as navigation problems, confusing user interfaces, or inefficient workflows. Explain how you interpret and analyze data collected during usability testing, including qualitative feedback, task completion rates, and time taken to complete tasks. Present usability findings effectively.

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In this lab, students will apply their knowledge of usability testing (steps) in a practical setting. The lab tasks include:

- 1) **Planning and conducting a usability test:** Students will plan and design a usability test for a selected website or app. They will define the research objectives, develop test scenarios or tasks, and recruit participants. Students will conduct the usability test, ensuring that participants' interactions and feedback are observed and recorded.
- 2) **Collecting and analyzing usability data:** Students will collect data during the usability test, which may include video recordings, observation notes, questionnaires, or task completion rates. They will learn how to analyze the collected data to identify patterns, trends, and usability issues. Students will interpret the data to gain insights into the strengths and weaknesses of the design.
- 3) **Identifying usability issues and providing recommendations:** Based on the analysis of usability data, students will identify specific usability issues and prioritize them based on their impact on user experience. They will generate recommendations for design improvements, considering usability principles and best practices. Students will provide actionable suggestions to address the identified usability issues and enhance the overall user experience.
- 4) **Presenting findings and recommendations:** Students will prepare a usability test report to present their findings and recommendations. The **report will include** a summary of usability test objectives, methods used, key findings, prioritized usability issues and recommended design changes. Students will effectively communicate their insights and recommendations in a clear & concise manner, **targeting different stakeholders such as designers, developers and project managers.**

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