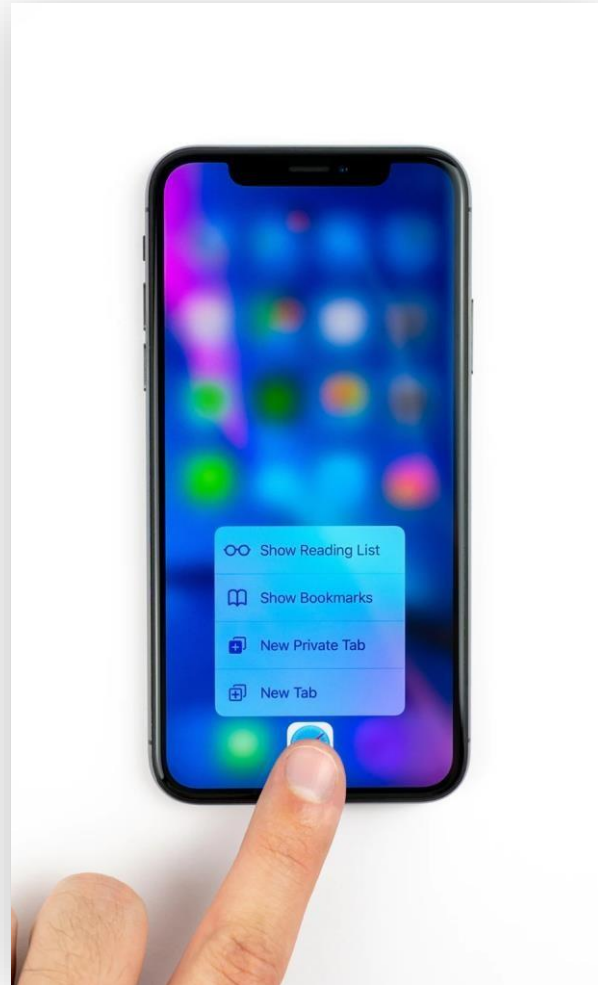# Usability Testing

Usability Testing

Practice of testing how easy a design is to use with a group of representative users

Involves repeated observation of users completing tasks through different types of designs

Usability Testing

Checklist

1. Determine the features to test
2. Set success metrics
3. Determine people to test on
4. Create task scenarios
5. Write a test script
6. Prepare test environment

Usability Testing

1.Determine the features to test

- What insights do you want to learn from your users?
- Know if you're building a new product or want feedback on a specific feature of an existing product.
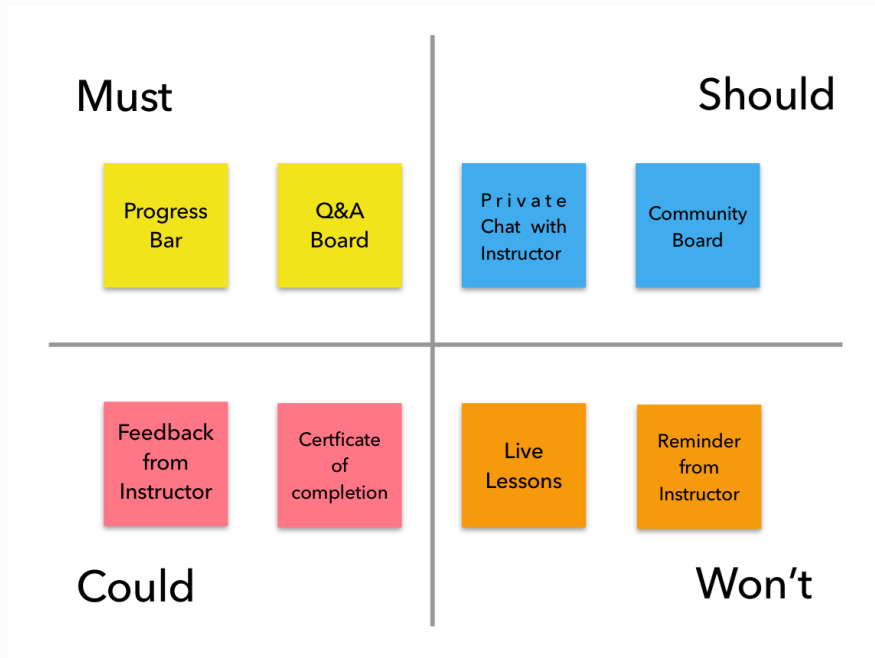- Not sure which feature to test first? Red Routes and MOSCOW might be the answer.
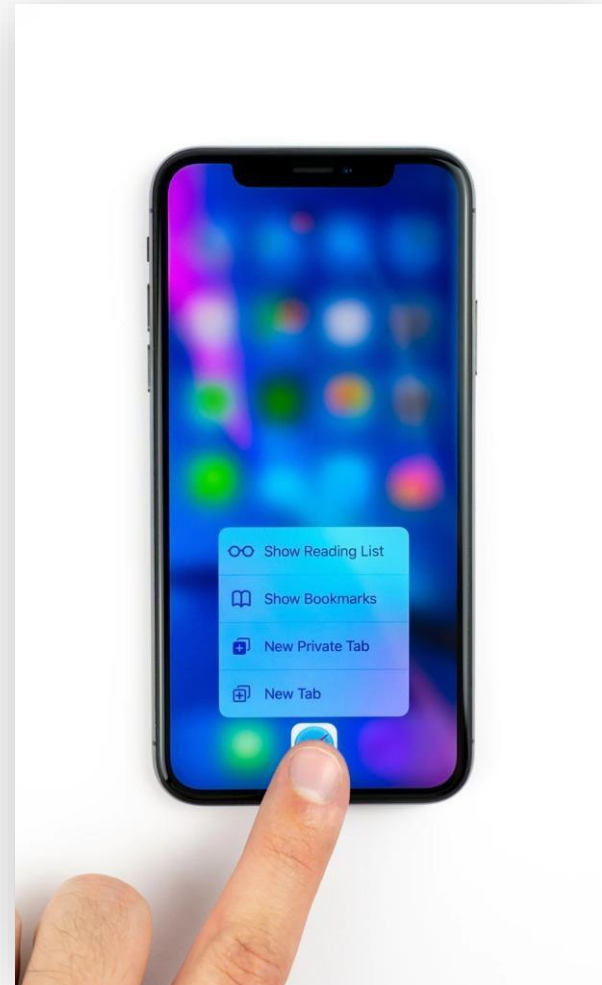
Red Routes

A tool used to help identify which features of an existing or new product need to be prioritized
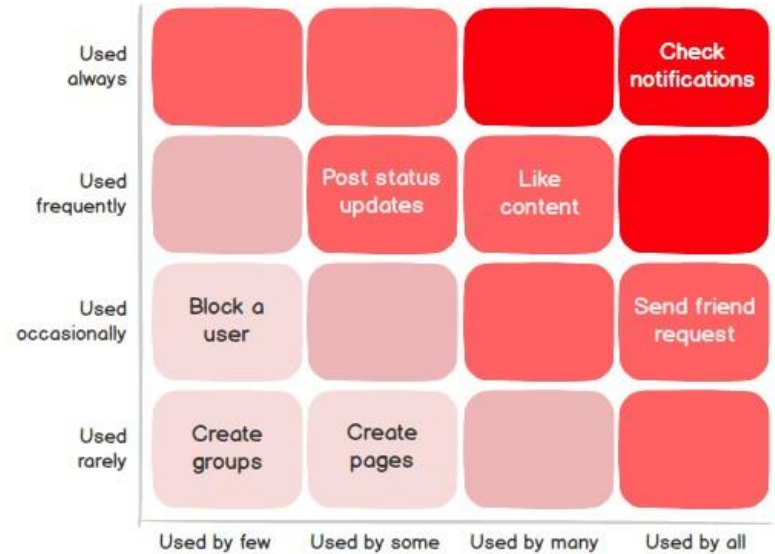
MOSCOW

Short for **Must Have**/**Should Have**/**Could Have**/**Would Have.** This tool is used to analyze the ranking of your product's features.

Must	**Should**

Progress Bar	Q&A Board	Private Chat with Instructor	Community Board
Feedback from Instructor	Certficate of completion	Live Lessons	Reminder from Instructor

|	
Could	**Won't**

Usability Testing

2. Set Success Metrics

- **Effectiveness** – 80% of participants finish applying for enrollment online
- **Efficiency** – Participants can complete their online enrollment within 5 minutes
- **Satisfaction** – 85% of the participants rated the online enrollment experience above 6
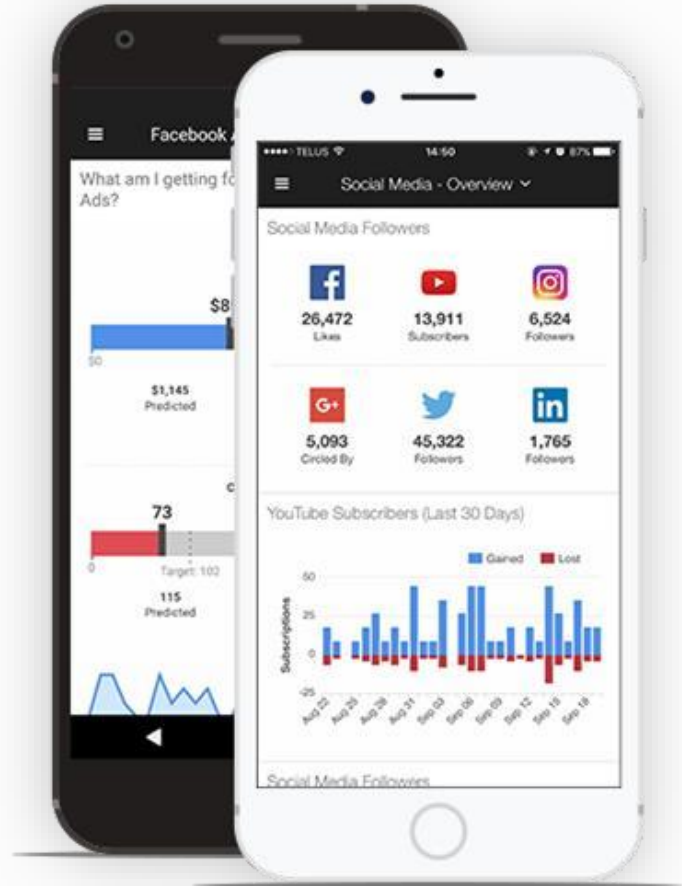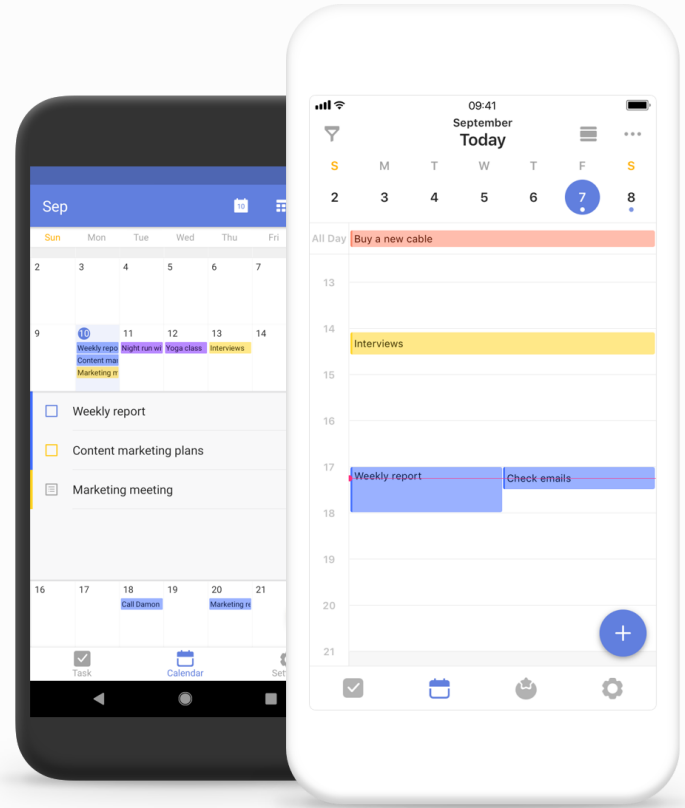
Usability Testing

3. Determine Who to Test on

- **Which users will provide the most valuable feedback?**
- Test with a wide range of people
- **5 people** per persona (one at a time!) is all you need
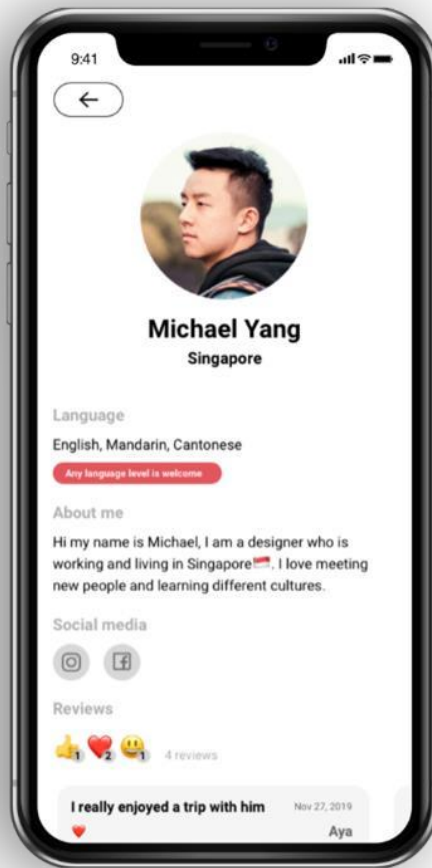
Usability Testing

4. Create Task Scenarios

- Give instructions to the user on what we want them to do (not how)
- Creating a task scenario helps make the usability test feel real, putting the user in the right mindset of the context
- A context-less task such as "Buy a product" lacks meaning and would not be likely to simulate a real-world situation
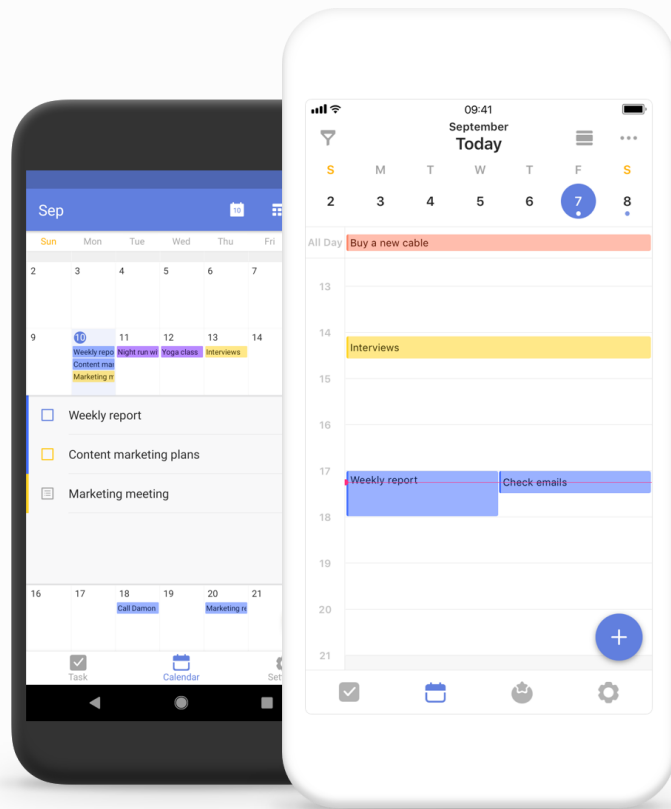
Usability Testing

4. Create Task Scenarios

- **Context-less:** Buy some food.
- **Make it realistic and actionable:** You've just finished a long day at the office which involved back to back meetings, zoom fatigue, and a difficult conversation with the client. You've just turned off our laptop and are hungry and want to order food for yourself. Navigate to the site and try to order something to satisfy your craving.
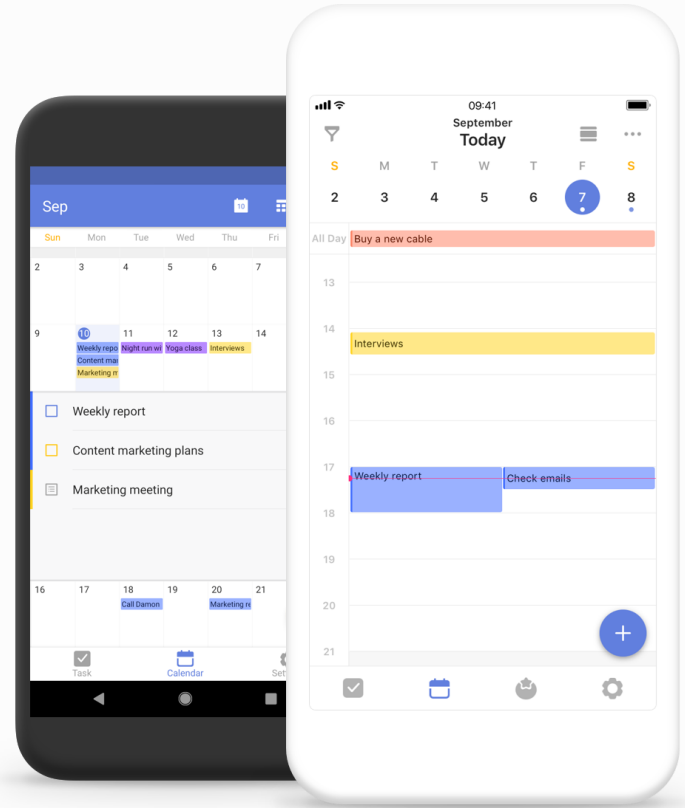
Usability Testing

4. Create Task Scenarios

- **Avoid giving clues or describing steps:** Click on view product, then click on add to cart then purchase the product
- **Avoid tasks that don't have definite end points:** Explore the credit card section.

Usability Testing

5. Write a Test Script

- Test Scripts are line-by-line descriptions containing information about the system

- A script typically has 'steps' that try to fully describe how to use the program

- The test script should list out each step that should be taken with the expected results.
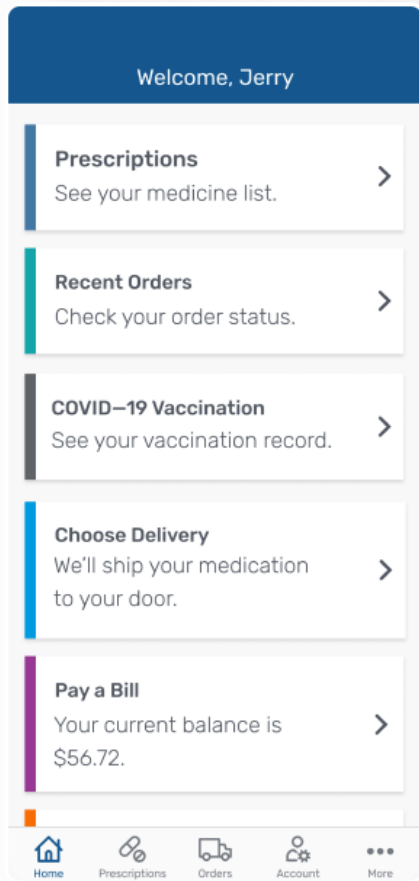
Usability Testing

5. Write a Test Script

Example of a Test Script

For example, to check the login function on a website, your test script might do the following:

Load the website homepage, then click on the "login" link. Verify that the Login screen that appears and the "Username" and "Password" fields are visible.

Next, type the username "Charles" and password "123456" identify the "Confirm" button and click it.

Verify that the title of the Welcome screen is visible.

Read the title of the welcome screen.

Insert that the title text is "Welcome Charles".
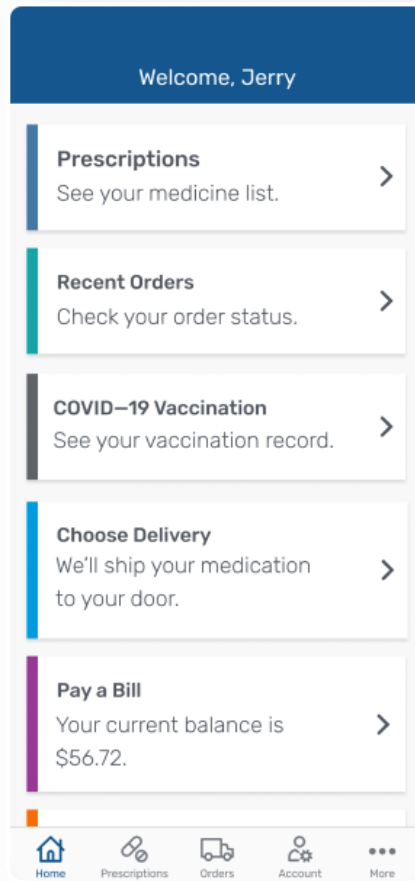
Usability Testing

6. Prepare your Environment

- Identify what tools you'll be using for the usability test:
  - How will you and the participant see each other?
  - How will you give access to the prototype?
  - Where/How will you take notes?

Usability Testing

6. Prepare your Environment

- **Video:** Any basic video conferencing app can work though note that not all come with record functionality on the free version so you may have to screen record separately. Ask consent first.
- **Prototype:** Figma? Marvel? Adobe XD? Something else?
- **Note taking:** Pen and paper? Miro? Google Sheets? Recommend against Notion as it doesn't let you do affinity mapping

Usability Testing

6. Prepare your Environment

- Who will be joining the test? Will anyone be observing?
- Ensure your participant has been well briefed to be in a quiet room. We usually onboard participants at least a day ahead.

Usability Testing

Overview

- Usability Tests take between 20-40 minutes
- Conducted face-to-face or online
- With a target user of your problem and solution

Usability Testing

Iterative Process

1. Complete Prototype
2. Identify User Types
3. Identify 5 Users for each User Type
4. Start First Wave of Testing
5. Gather and Synthesize Insights
6. Iterate Prototype
7. Repeat