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Testing

Objectives

- What is Usability testing?
- User vs. Usability Testing
- Benefits of Usability Testing
- Remote Moderated vs. Unmoderated
- When to know when Design is finished

Phase 5: Testing

Usability Testing

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Usability Testing

- Usability testing is a method of **testing the functionality of a website, app, or other digital product by observing real users as they attempt to complete tasks on it**.
- The users are usually observed by researchers working for a business during either an in-person or, more commonly, a remote usability testing session.
- The goal of usability testing is to reveal areas of confusion and uncover pain points in the customer journey to highlight opportunities to improve the overall user experience.

User Testing vs Usability Testing

- **User testing** is a research method that uses real people to evaluate a product or service by observing their interactions and gathering feedback.

- By comparison with usability testing, user testing insights reveal:
  - What users think about when using your product or service
  - How they perceive your product or service
  - What are their user needs

Why is Usability Study Important?

- Usability testing is done by real-life users who are likely to reveal issues that people familiar with a website can no longer identify—very often, in-depth knowledge makes it easy for designers, marketers, and product owners to miss a website's usability issues.

Why is Usability Study Important?

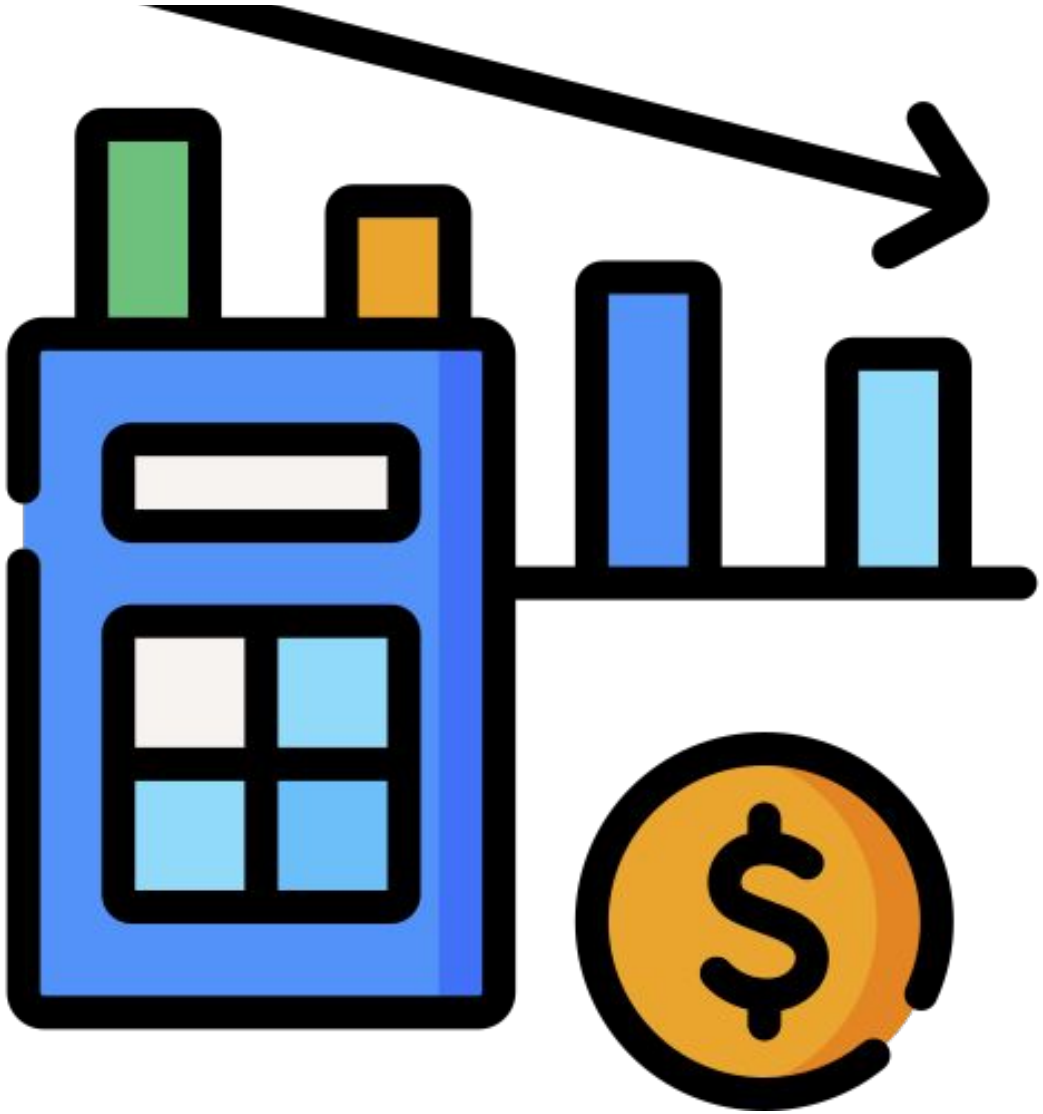
- Bringing in new users to test your site and/or observing how real people are already using it are effective ways to determine whether your visitors:
  - Understand how your site works and don't get 'lost' or confused
  - Can complete the main actions they need to
  - Don't encounter usability issues or bugs
  - Have a functional and efficient experience
  - Notice any other usability problems

5 Benefits of Usability Testing

1. Reduced Developmental Cost
2. Tailor Products to your users
3. Increase accessibility
4. Increase user satisfaction and brand reputation
5. Combat Cognitive Bias

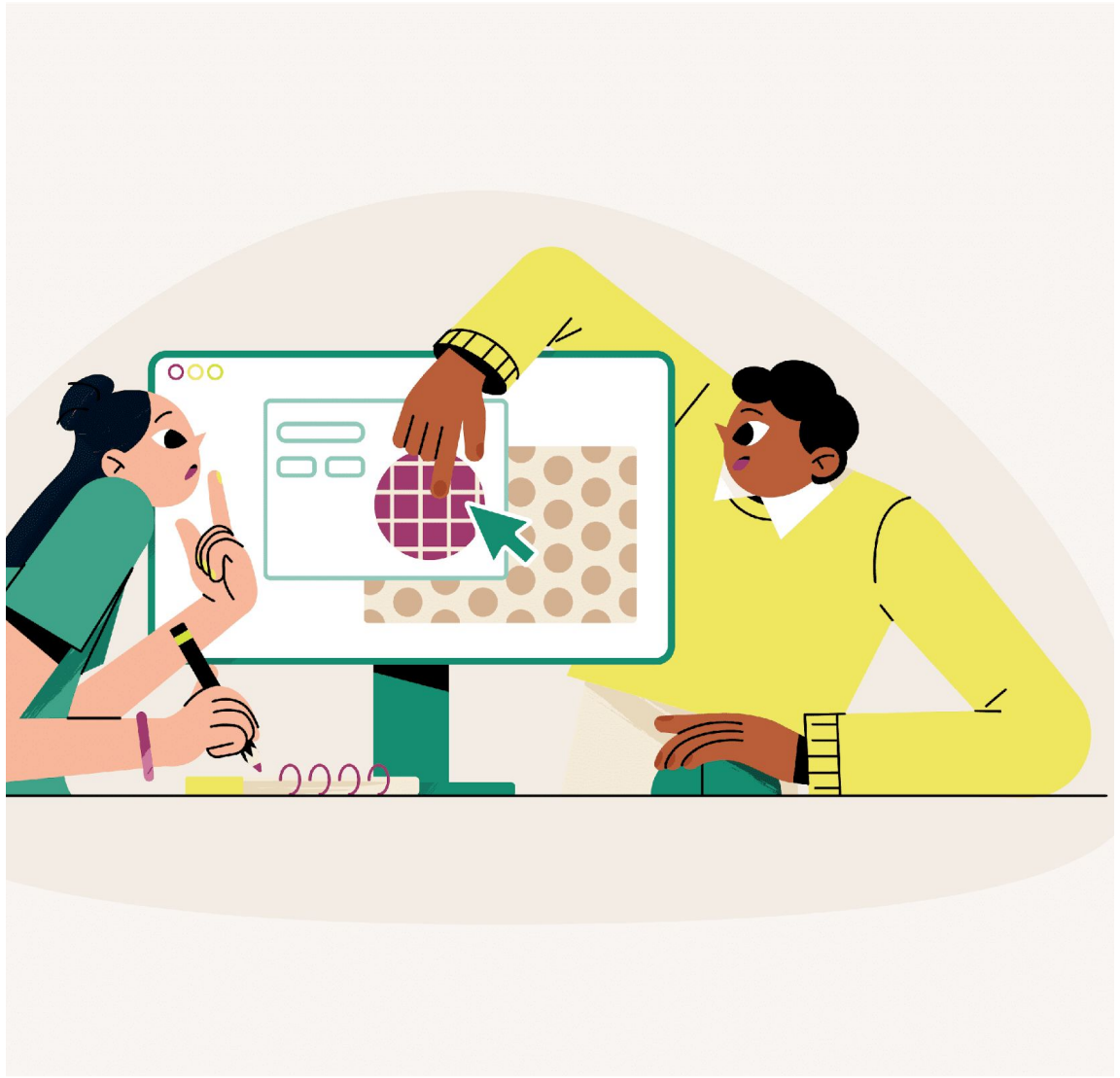
Benefit: Reduce Developmental Costs

When you run usability tests, you save time and money by avoiding costly development mistakes.



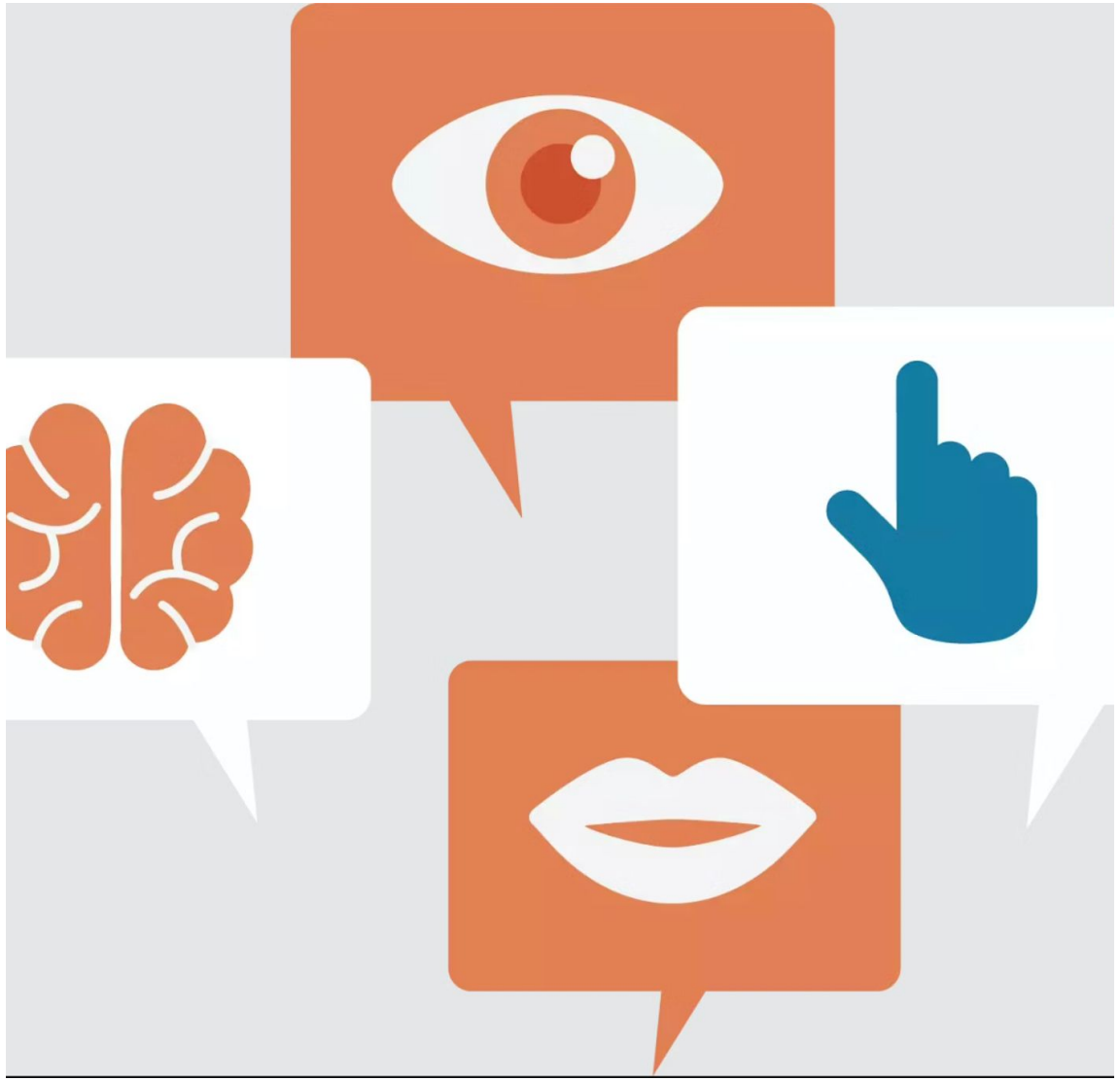
Benefit: Tailor Product to your users

By talking to users directly and observing how they experience your product, you can better understand their needs and tailor the product to work for them—ultimately serving their needs and solving their problems more effectively.



Benefit: Increase Accessibility

Accessible products are designed and developed to be usable for as many people as possible—including those with physical, visual, auditory, or cognitive requirements.



Benefit: Increase user satisfaction and Brand reputation

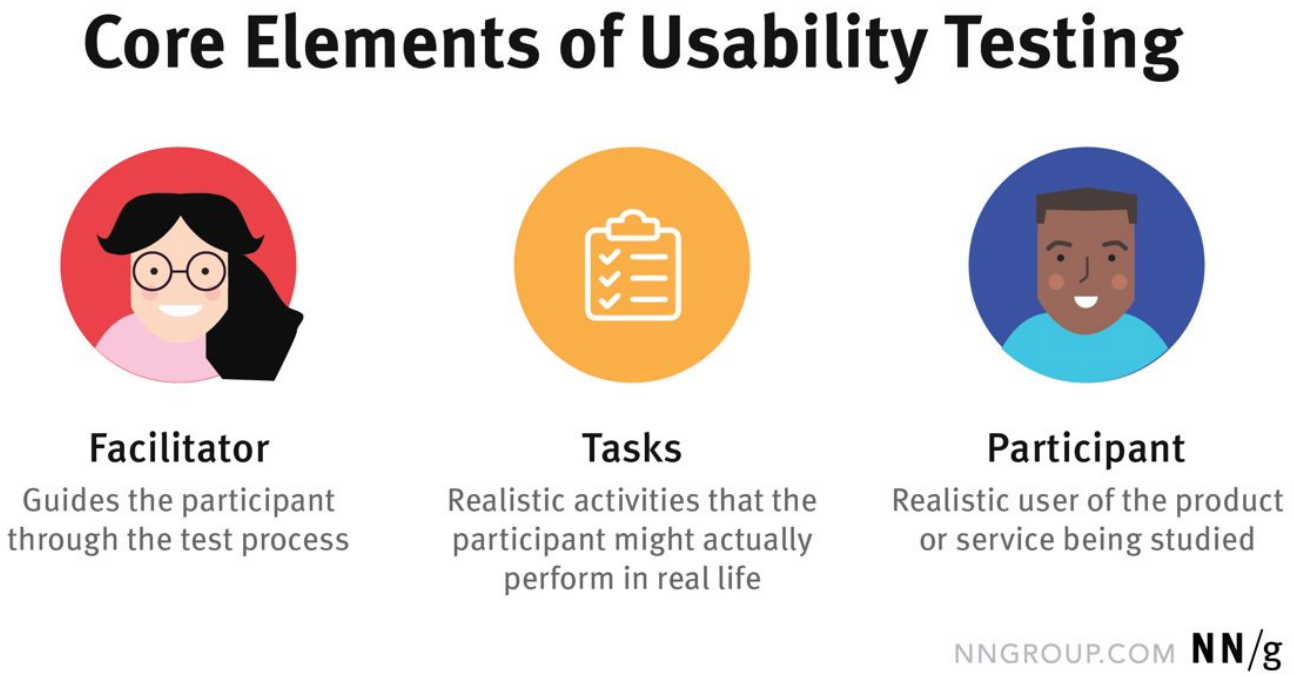
Usability testing enables product teams to identify potential issues and make improvements *before* releasing a new product or feature. This can lead to better user experiences, more consistently—creating a loyal user base, and reflecting your overall brand reputation positively.

Benefit: Combat cognitive biases

Usability testing helps combat biases by providing objective feedback from real people, ensuring that design decisions are based on authentic user behavior rather than assumptions or opinions of those already-familiar with the product.

Elements of a Usability Study

Elements of Usability Testing



A usability-testing session involves a participant and a facilitator who gives tasks to the participant and observes the participant's behavior.

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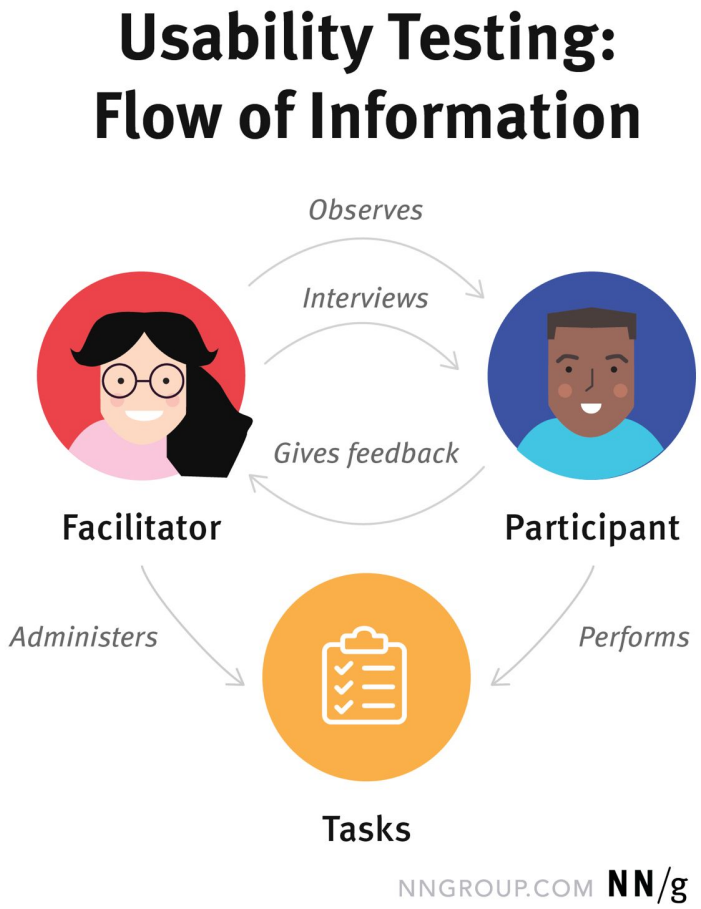
Usability Testing



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The Facilitator

- The **facilitator** guides the participant through the test process. She gives instructions, answers the participant's questions, and asks follow-up questions.
- The facilitator works to ensure that the test results in high-quality, valid data, without accidentally influencing the participant's behavior. Achieving this balance is difficult and requires training.
- (In one form of remote usability testing, called remote unmoderated testing, an application may perform some of the facilitator's roles.)

Tasks

- The **tasks** in a usability test are realistic activities that the participant might perform in real life. They can be very specific or very open-ended, depending on the research questions and the type of usability testing.

Tasks

- Task wording is very important in usability testing. Small errors in the phrasing of a task can cause the participant to misunderstand what they're asked to do or can influence how participants perform the task (a psychological phenomenon called priming).
- Task instructions can be delivered to the participant verbally (the facilitator might read them) or can be handed to a participant written on task sheets.

Participant

- The **participant** should be a realistic user of the product or service being studied. That might mean that the user is already using the product or service in real life.
- Alternatively, in some cases, the participant might just have a similar background to the target user group, or might have the same needs, even if he isn't already a user of the product.

Participants

- Participants are often asked to **think out loud** during usability testing (called the “think-aloud method”). The facilitator might ask the participants to narrate their actions and thoughts as they perform tasks. The goal of this approach is to understand participants’ behaviors, goals, thoughts, and motivations.

Usability Study: Typical environent

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Remote vs. In-Person Testing

Remote vs. In-Person Testing

- Remote usability tests are popular because they often require less time and money than in-person studies.
- There are two types of remote usability testing: **moderated and unmoderated**.

Remote moderated

- **Remote moderated** usability tests work very similarly to in-person studies.
- The facilitator still interacts with the participant and asks her to perform tasks. However, the facilitator and participant are in different physical locations.
- Usually, moderated tests can be performed using screen-sharing software like Skype or GoToMeeting.

Remote unmoderated

- **Remote unmoderated** remote usability tests do not have the same facilitator–participant interaction as an in-person or moderated tests.
- The researcher uses a dedicated online remote-testing tool to set up written tasks for the participant.
- Then, the participant completes those tasks alone on her own time. The testing tool delivers the task instructions and any follow-up questions.
- After the participant completes her test, the researcher receives a recording of the session, along with metrics like task success.

When to know when the design is done

Simple 14-point checklist

1. Do you feel proud of the design?
2. Has the design been tested with real users?
3. Does the design work properly in the context of use?
4. Does the design work with realistic data?
5. Does the design work on the intended target resolutions?
6. Does the design follow your company's design principles?
7. Is the design using elements from your company's UI kits / templates?

Simple 14-point checklist

8. Is the design coherent with the rest of the product?
9. Have edge cases / corner cases been considered?
10. Have the ”no content” design states been considered?
11. Has accessibility criteria been considered?
12. Have you discussed with a developer and confirmed that we can support all the data in the design?
13. Has the writing been reviewed by a content writer / copy writer?
14. Have you prepared (and presented) relevant hand-over documentation / assets for the development team?

Thank you :)

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