

Video transcript

The usability testing process

The UX design journey is an iterative process. To create exceptional experiences, UX designers must continuously refine and enhance their design solutions.

One important process is conducting usability testing. It helps UX designers evaluate and enhance their designs to meet users' needs.

Let's explore the steps in the usability testing process by reviewing an example.

Meet Chuck. He's an experienced UX designer, working on the UX design of a new mobile app for a fashion brand.

Chuck has already created the UI design and prototypes for the app. Now, he wants to validate his design decisions and identify improvement areas.

As the first step, Chuck defines the testing objectives. He asks, "What is the goal or purpose of the usability testing?" By clearly defining the objectives, Chuck can also decide on his testing approach. His objectives include testing all major interactions on the app, such as searching for a product and adding items to a cart.

Based on this, Chuck decides to use both qualitative and quantitative testing approaches.

The second step is to induct participants. Chuck's target user group includes tech-savvy shoppers who are between 25 and 40 years old. He wants the participants to match the user personas he created, so he decides to recruit six diverse participants. A participant group of this size can help him uncover usability issues.

The third step is to identify test scenarios and user flows. With these test scenarios, Chuck can ask the participants to complete tasks that real users perform while engaging with the app. As these scenarios must align with the testing objectives, Chuck uses two of the scenarios and user flows that he created at the beginning of his project. These include searching for a specific item and adding the item to the cart while checking out.

The fourth step is to conduct the test. To avoid biasing the qualitative data he wants to collect, Chuck provides clear instructions to the participants without giving any hints. He observes the actions, body language, and expressions of the participants. During the test, he uses predefined metrics, such as error rate and time on task to gather quantitative data.

The fifth step is to record the data. During the session, Chuck and his co-facilitator observe the participants' interactions with the app and their reactions. Based on the participants' interactions with the app and their verbal responses, Chuck notes down several valuable insights. He also assesses the app's performance by noting the number of errors made by the participants while completing a task and the time it takes them to complete a task.

The sixth step is to analyze the data collected during the usability tests. Chuck compiles the observations and data from the session to identify patterns and common issues. By analyzing this data, Chuck identifies users' pain points and areas for improvement in his design.

Finally, the seventh step is to iterate and repeat. Based on his analysis of the data, Chuck refines the features and functionalities of his UX design and enhances it to improve the overall user experience. He then tests the updated design again to validate his design decisions.

Through these standard steps for usability testing, Chuck can gain valuable insights into how users will interact with his app.

It's important to remember, usability testing is an iterative process that helps UX designers refine their design solutions and create more user-friendly experiences.