

# **Testing your projects**

**Tips**

**Why is it important to  
test your projects?**

**What do you think  
could be tested?**

**When do you think is  
it best to test them?**

**Which aspects of your projects  
do you think should be tested?**

# **TESTING (USABILITY TESTING, USER TESTING ETC...)**

- WHAT?**
- WHY?**
- WHEN?**
- HOW?**

# **TESTING (USER TESTING ETC...)**

- **WHAT?**
- **WHY?**
- **WHEN?**
- **HOW?**

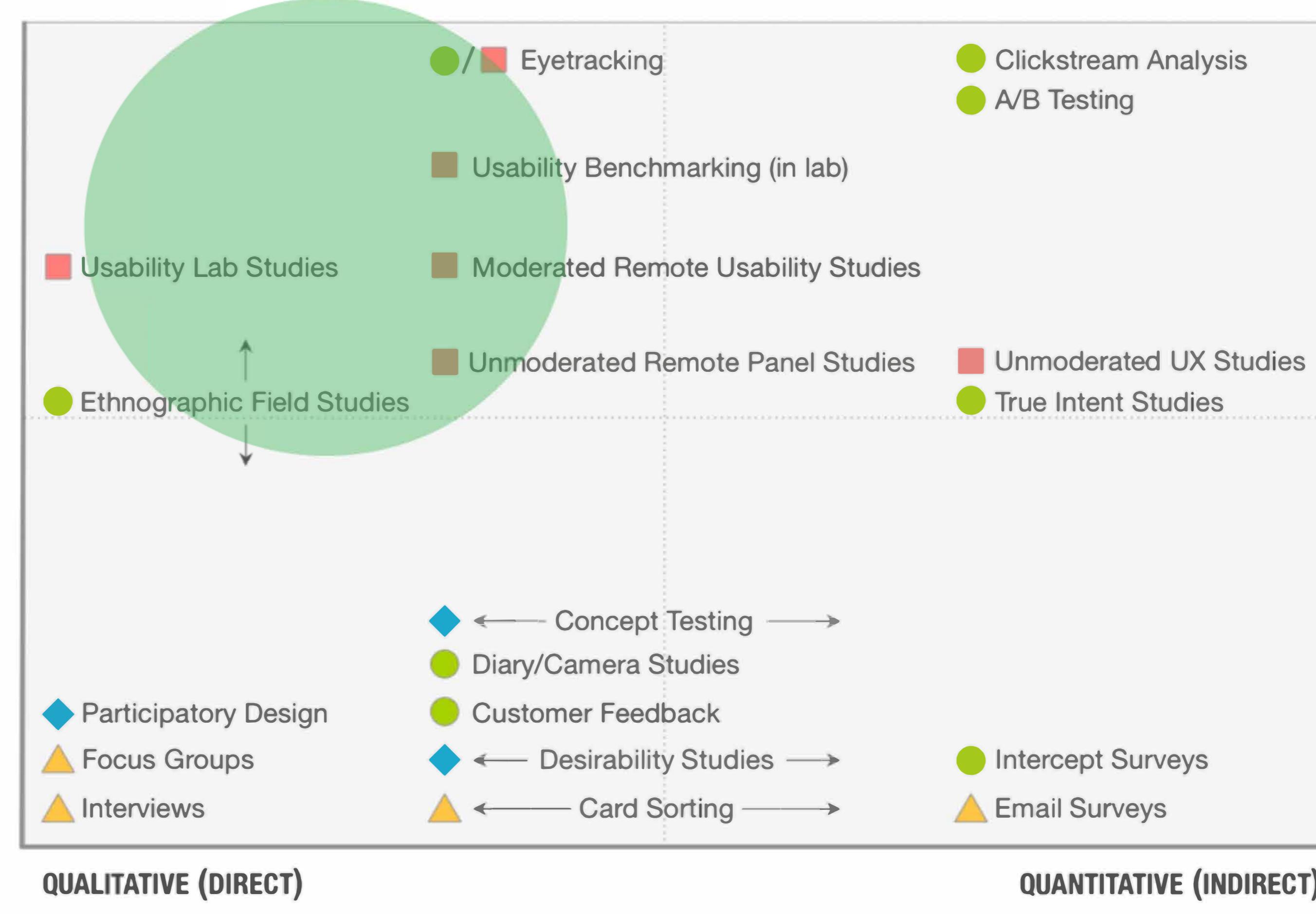
# A LANDSCAPE OF USER RESEARCH METHODS

Behavioral data can be used to understand how users interact with a product and what they do within it

Attitudinal data refers to information about users' thoughts, feelings, and opinions about a product or service.

## BEHAVIORAL

## ATTITUDINAL



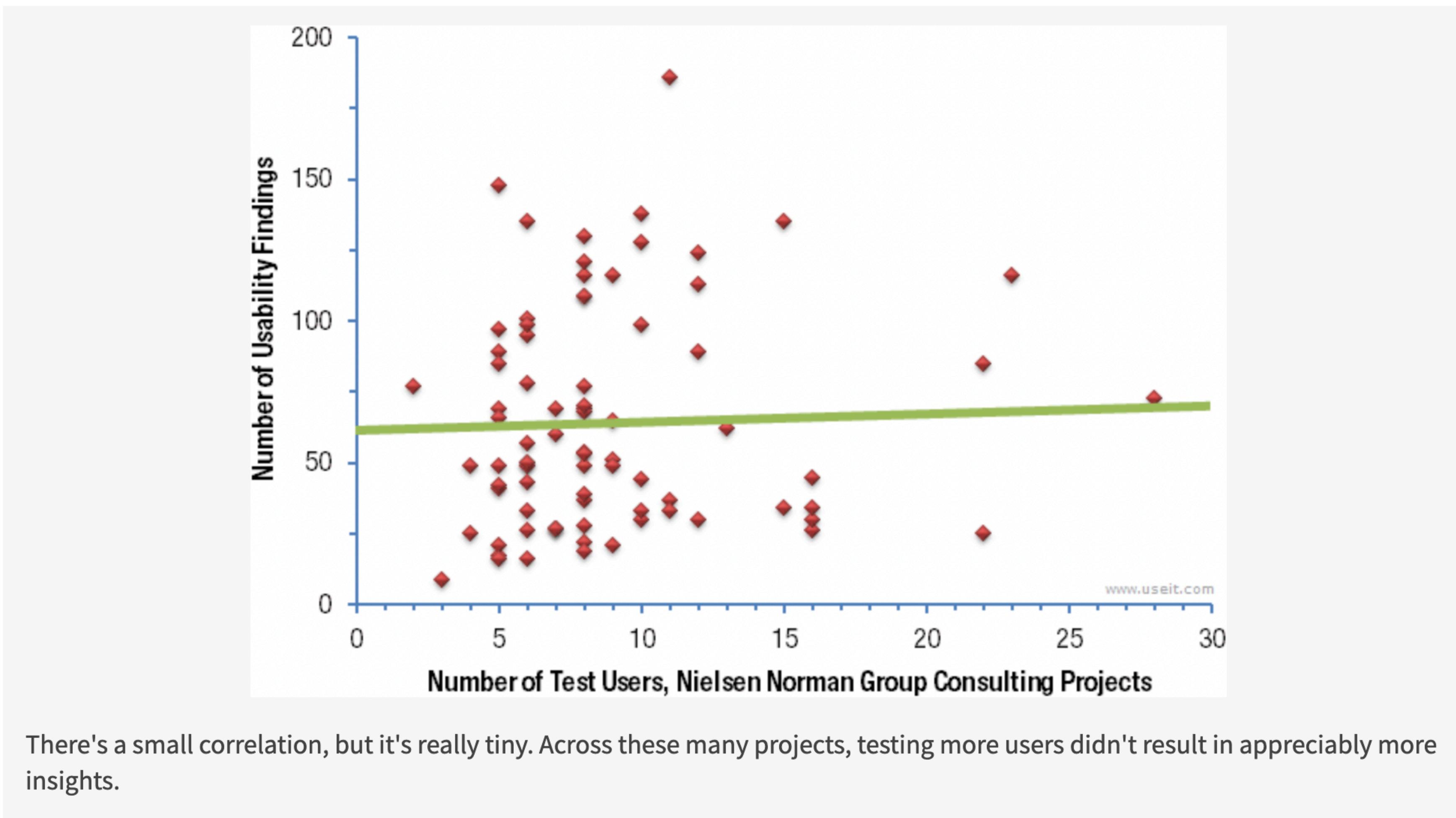
## KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

**Usability testing, is the process of testing a product, a game, an experience etc.. (or one aspect of it) on real or representative users.**

**It evaluates the experience of a product or service.** During a usability test, the test participants (who represent the target audience) are asked to **complete specific tasks.** This allows the designers and researchers to assess how easy it is for the user to complete those tasks **without any prior knowledge of the product.**

This gives great insight into **how usable the current design is** and enables the team to quickly **spot usability issues.**

# 5 TESTS WILL ALREADY TELL YOU A LOT!



# TESTING (USER TESTING ETC...)

- **WHAT?**
- **WHY?**
- **WHEN?**
- **HOW?**

Just like field research, testing is at the core of designing interactive products and experiences.

It allows us to make sure that we are creating experiences that actually meet your end users' needs, accessible and are...just well...usable.

# IN AN AGENCY/STUDIO CONTEXT:

- Gain a **deeper understanding of your audience**, including how they behave when interacting with your product or service and what they expect from the experience
- Ensure that **your designs function as intended** and actually meet your customers'/end users' needs
- **Spot problems** with the user experience and fix them sooner rather than later (saving time, money and potential damage to the brand reputation)
- **Identify areas for improvement and opportunities for innovation**, allowing you to continuously improve your product, fill gaps
- **Convince your team members or client** about the relevance of your design (justifying your design choices)
- Allowing **your team to be aligned around common goals** towards what needs to be achieve in your project scope

# IN A MORE EXPERIMENTAL CONTEXT

You can still create experiences with frictions or that do not make sense straight away.

But it means that **it is intentional** - so you still need to make sure that **people can understand how to interact with your object**, game, installation etc....or understand **how to follow along your experience**.

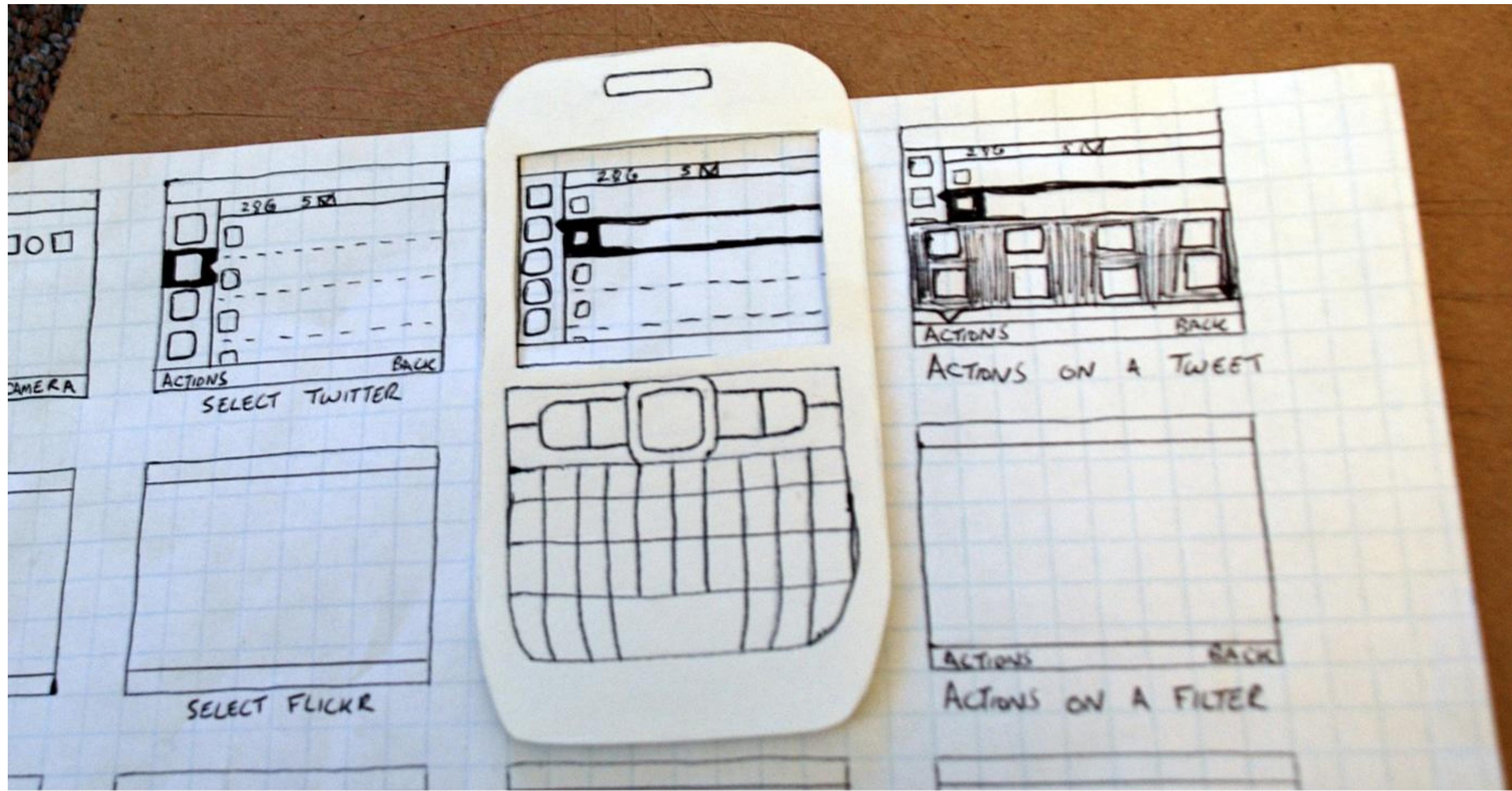
**You can play with frustration but to a certain degree...**

# TESTING (USER TESTING ETC...)

- **WHAT?**
- **WHY?**
- **WHEN?**
- **HOW?**

- **Before designing a new product or feature.** This helps you to base design decisions and priorities on real user insights.
- **Before developing and launching a new product or feature.** Once you've designed and prototyped a new product or feature, you can test it to spot usability issues before you take it to development and launch it to real customers.
- **After launching a product or feature.** Design is an iterative, ongoing process. Even once you've launched a product or feature, you should continue to run usability tests to identify areas for improvement. (In the context of an installation - you should always test it in its new environment to make sure that it is still meeting yours and the users' expectations.)

# **BEFORE EXAMPLE**



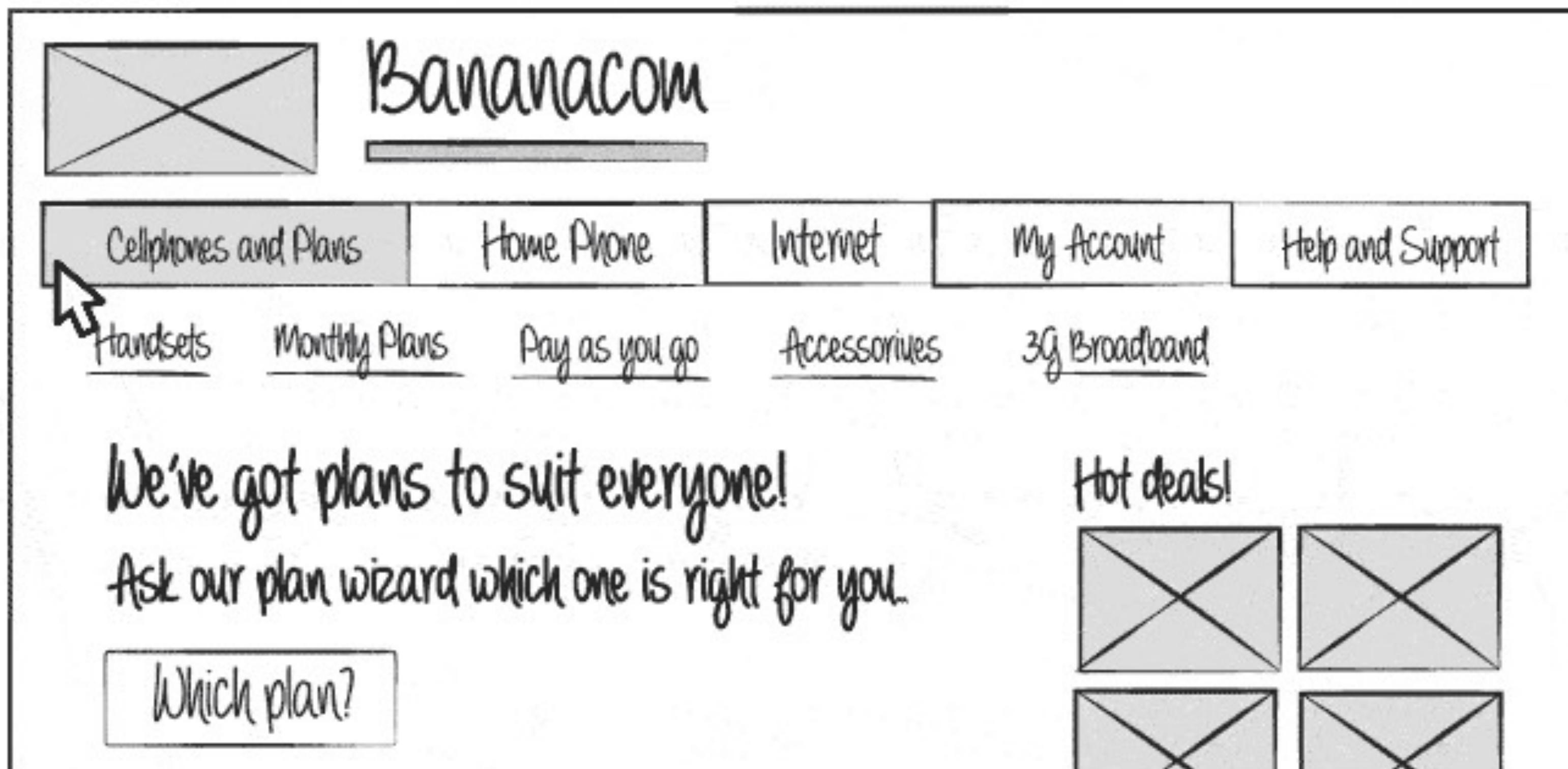


# Test your wireframes - specific tasks

Task 3 of 3

[Skip this task](#)

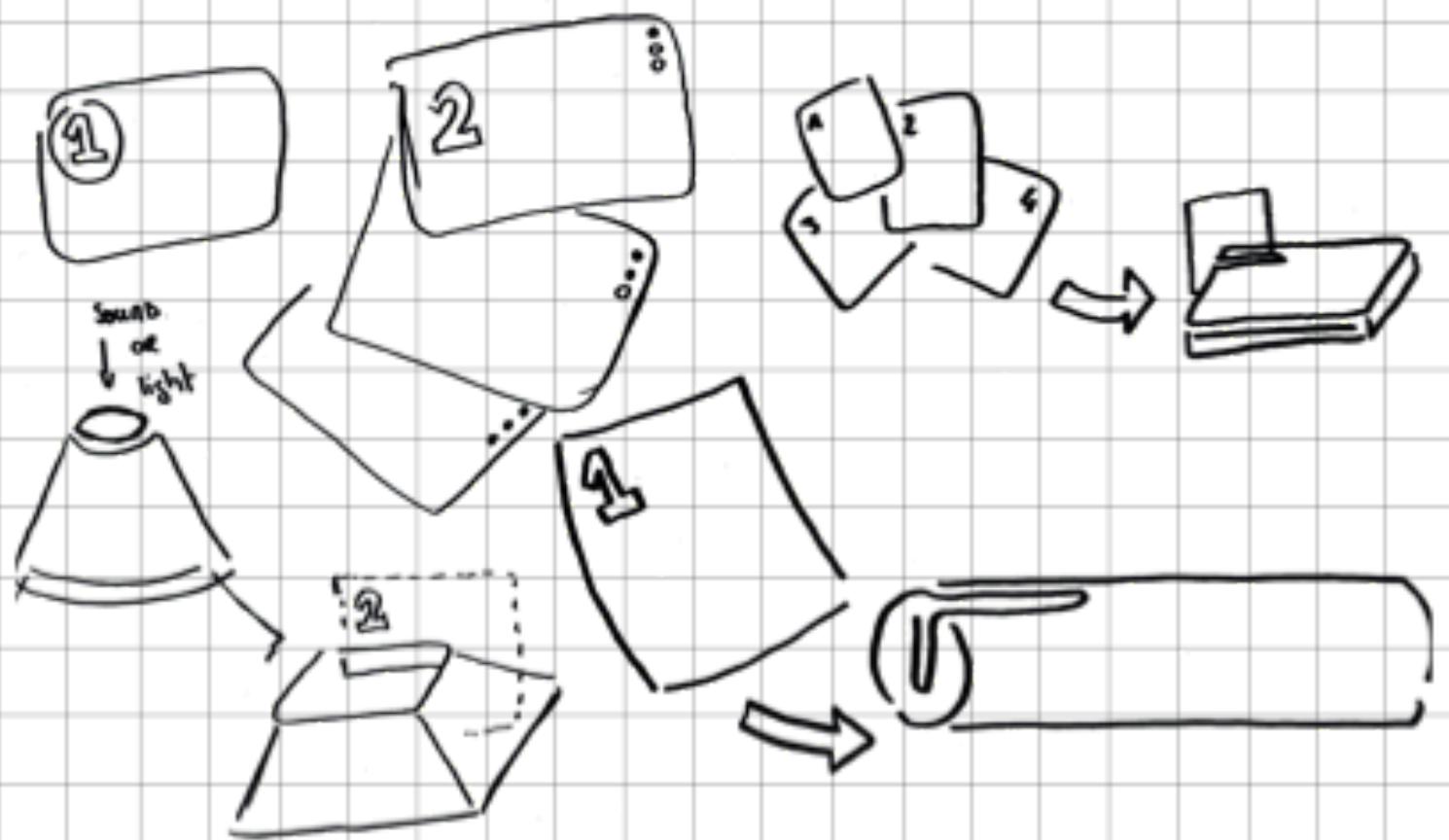
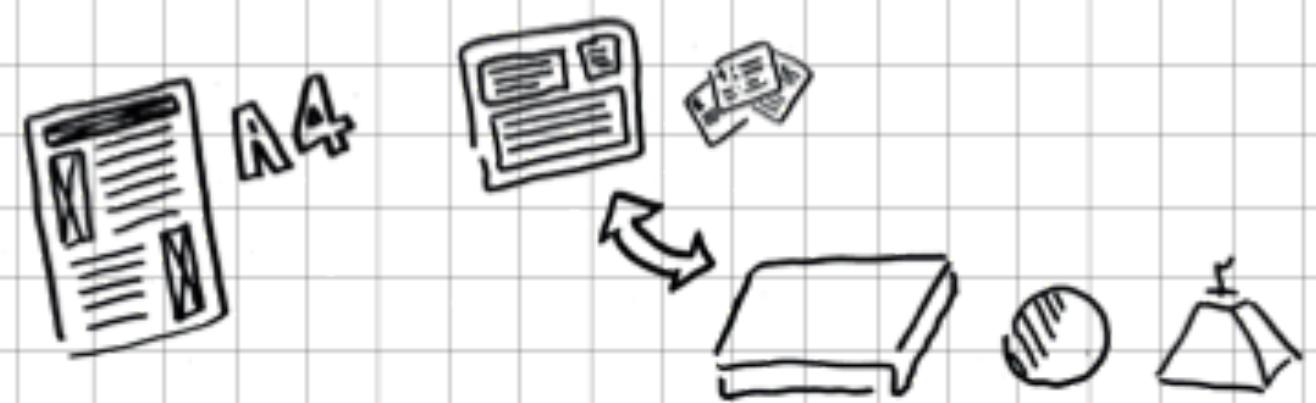
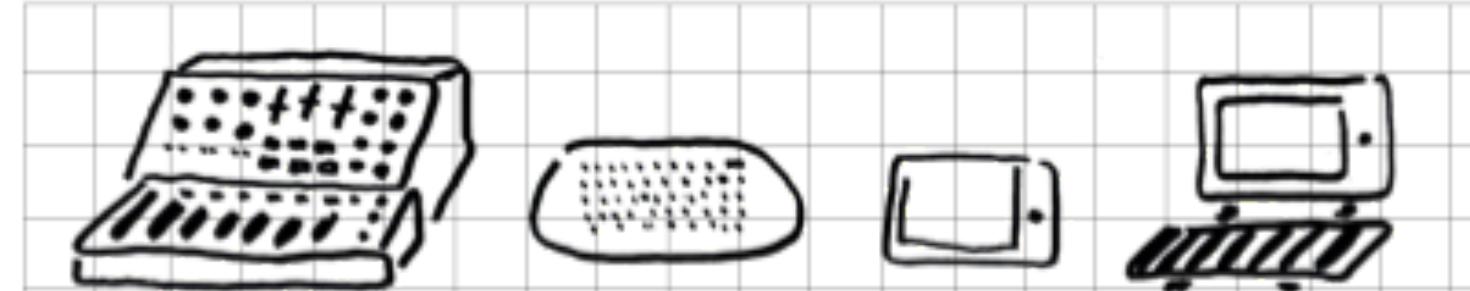
Try to buy a bluetooth headset for your cell phone.



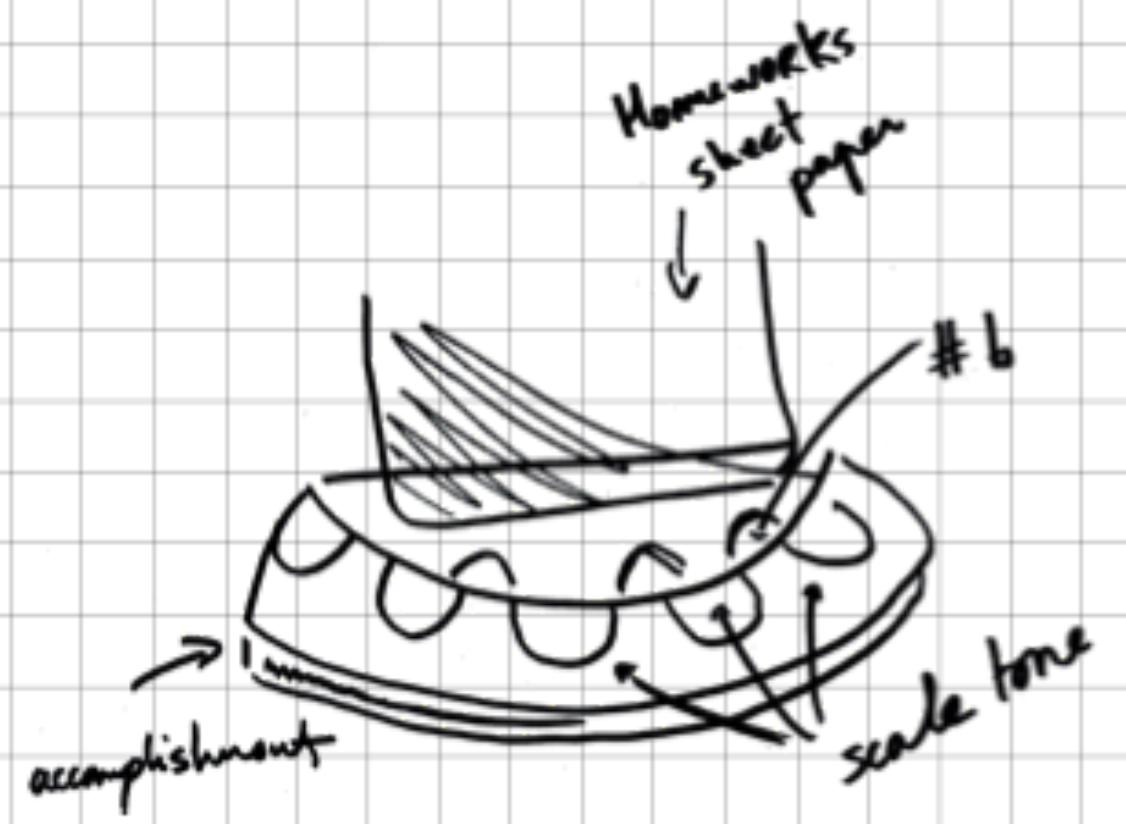
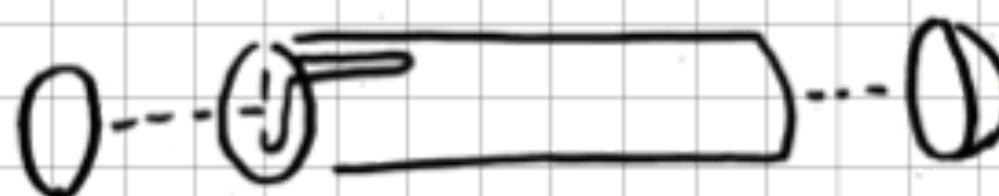
# **DURING EXAMPLE**

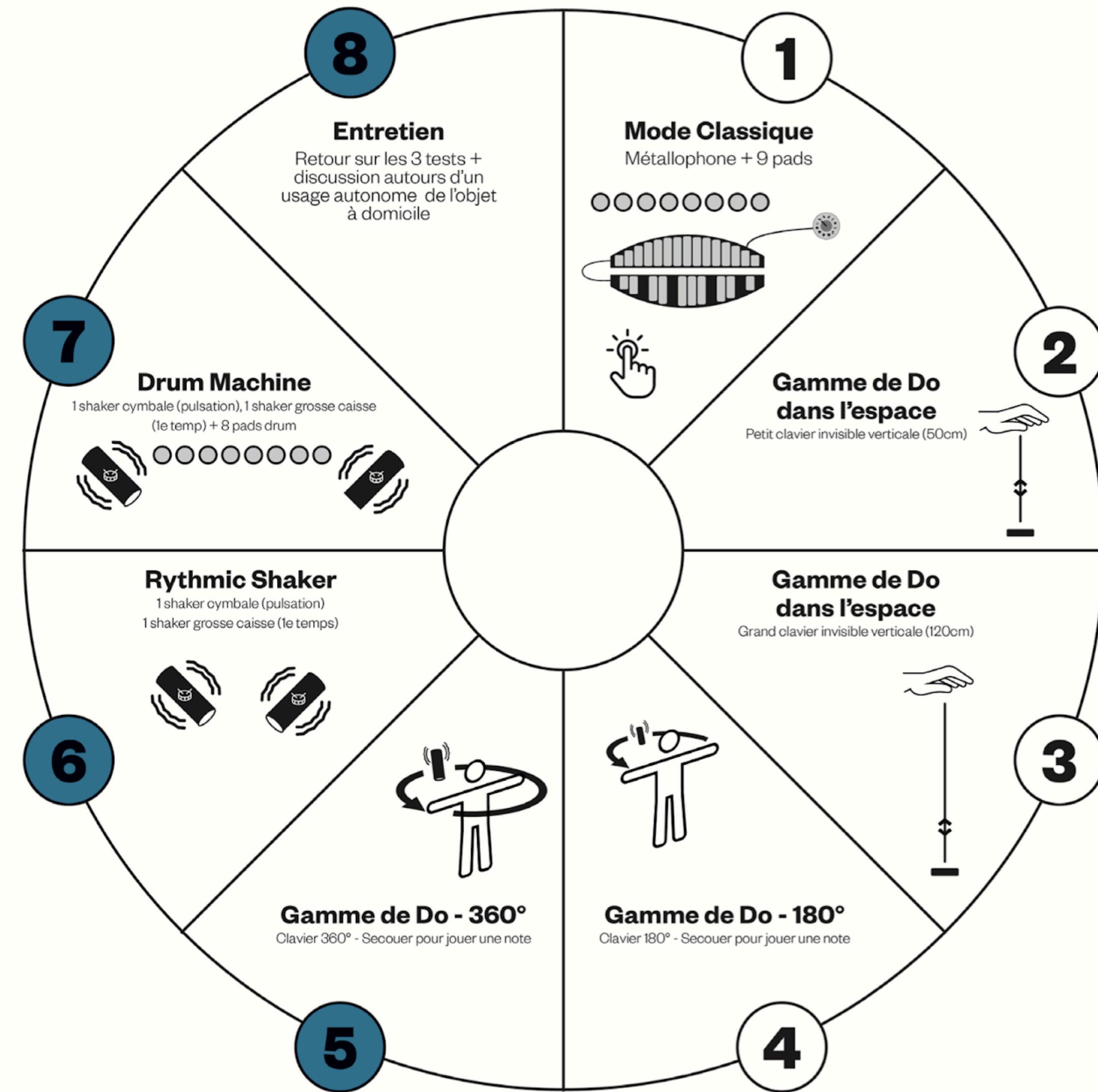


## Homework



## & interface design

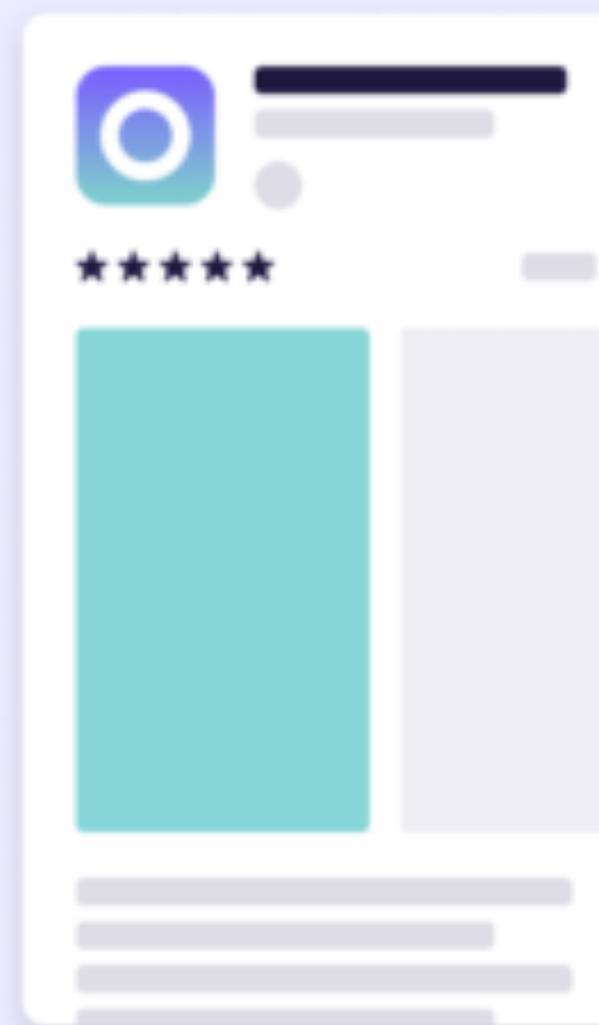






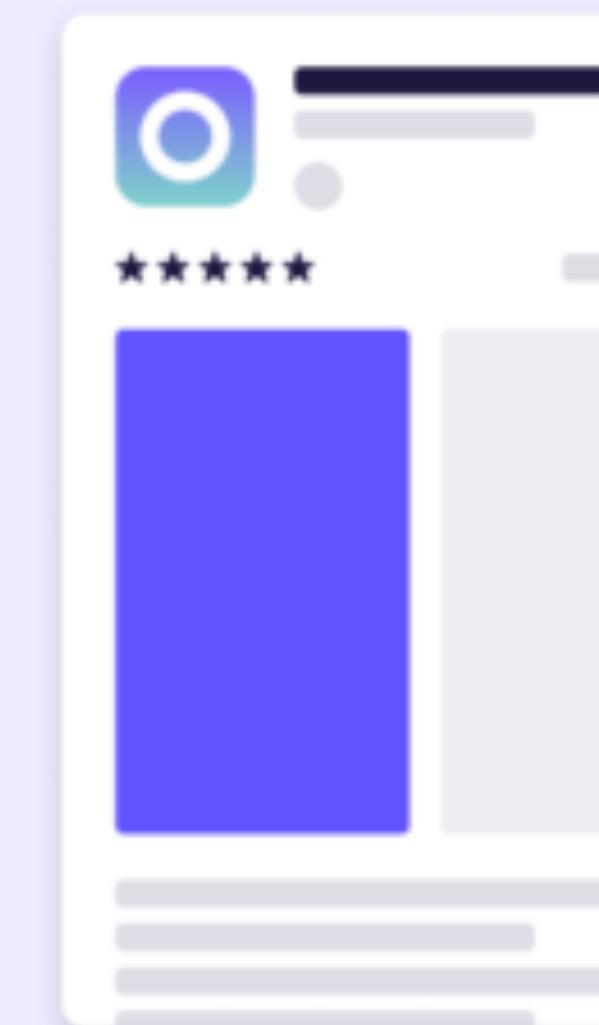
# Mobile A/B Testing

Variation A



50% visitors  
see variation A

Variation B



50% visitors  
see variation B

15% Conversions

36% Conversions

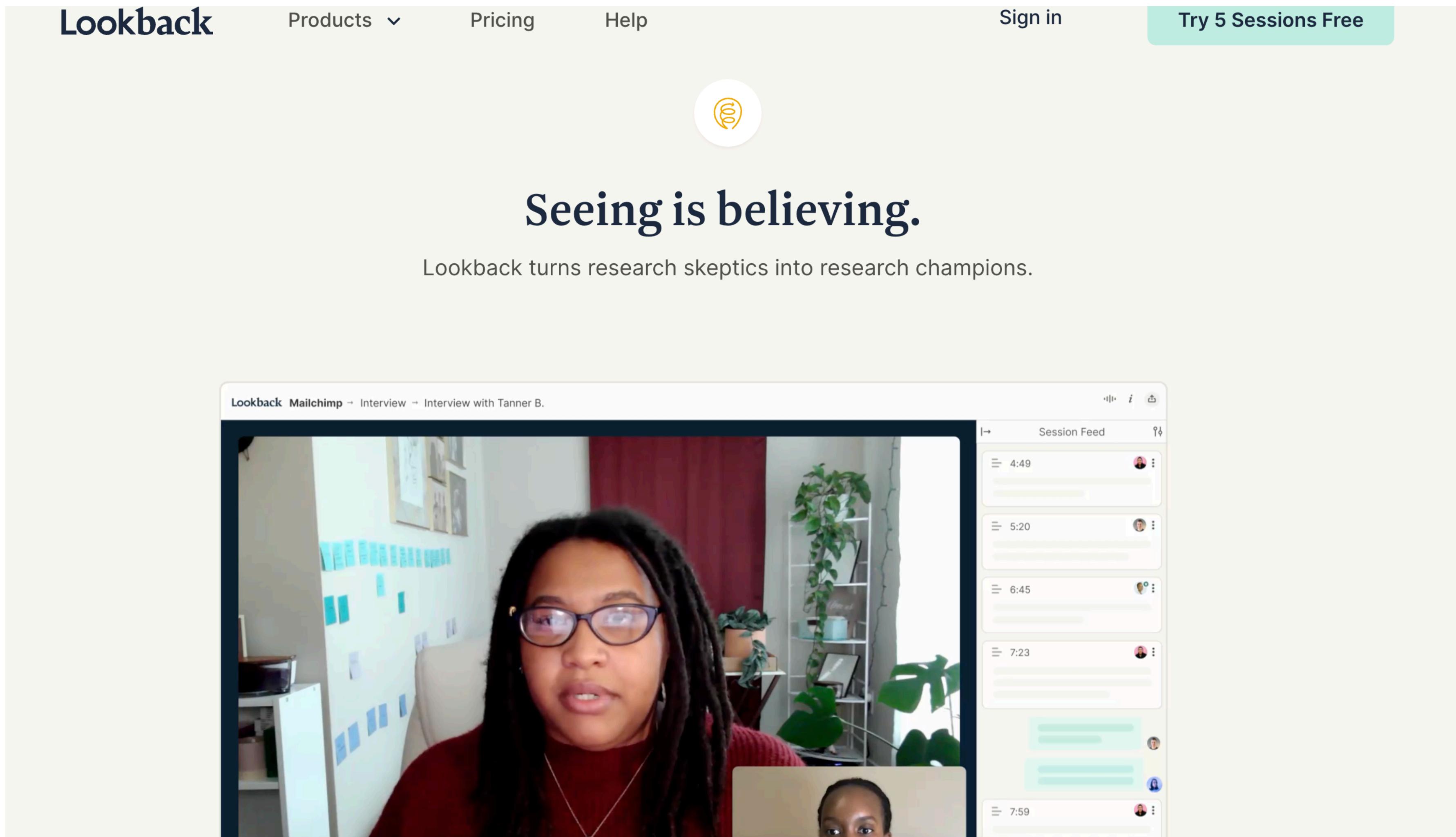


# Use interviews methodologies!

- **Observe what they do**
- **Don't influence them!**
- **Note where they get lost, what works...**



- Note: some platforms already have their pool of “testers” others don’t



<https://www.lookback.com/>

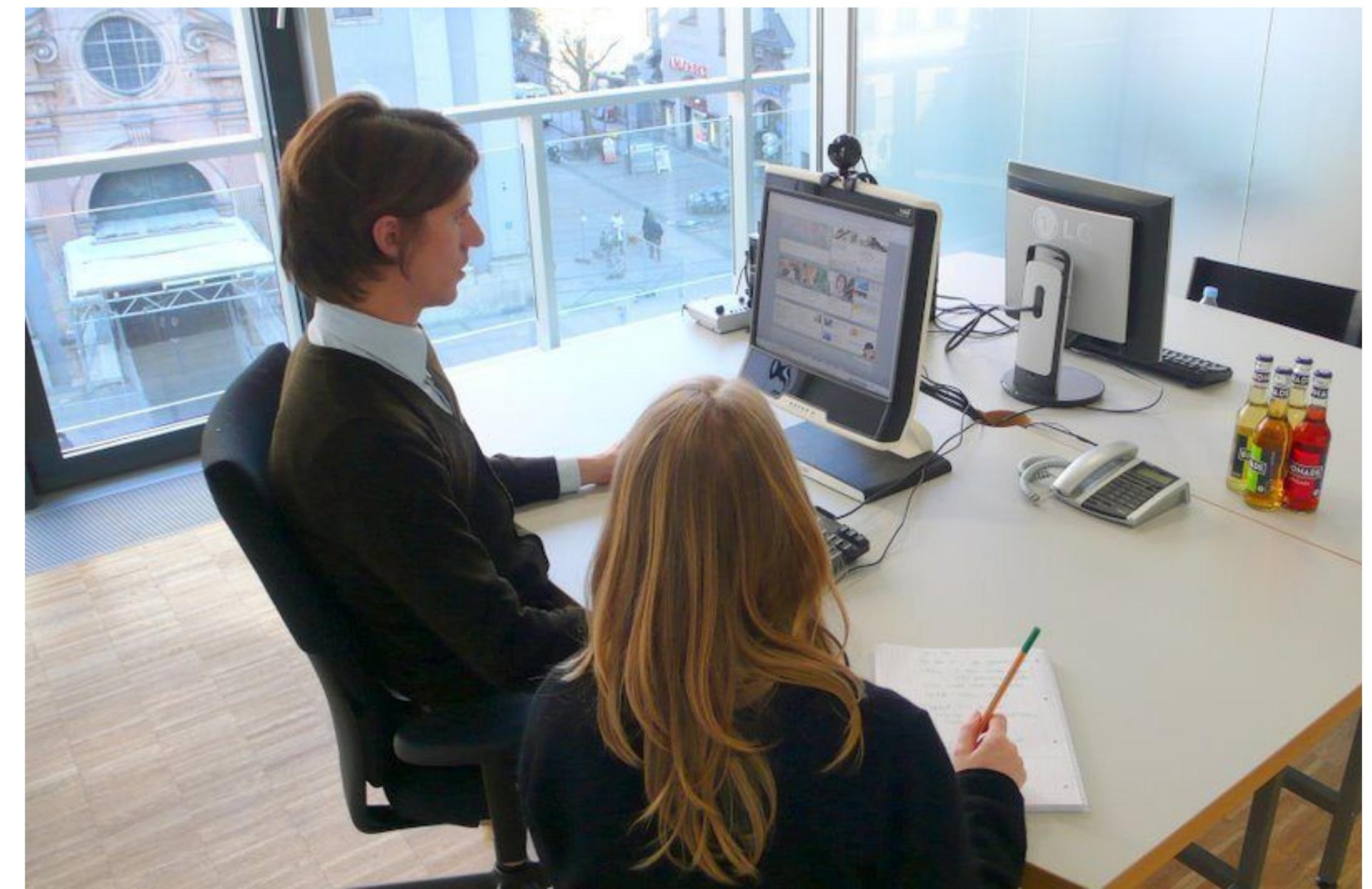
# REMOTE TESTING



# **TESTING (USER TESTING ETC...)**

- **WHAT?**
- **WHY?**
- **WHEN?**
- **HOW?**

# TESTS IN LABS OR CONTROLLED ENVIRONMENTS OR AT THEIR AUDIENCE HOMES ...SO IT'S HIGHLY PLANNED!



# OR GUERRILLA TESTING - DO IT WITH WHAT YOU HAVE !



# **HOW TO GET READY**

- Write down your objectives: Why do these tests? What do I want to test? What hypotheses I want to confirm?
- Which audience? Who should test my project?
- List the tasks/interactions that need to be test - make a script
- Plan your technical setup - do you need to film? To Audio record? To take pictures?
- Definition of roles in your team (moderator, note taking)
- Test your test!
- Find people....
- Make sure you have your material ready (notepad, pen, script of your test....)

# HOW TO FIND PEOPLE?

- Find participants representative of your audience
- A pop-up link on its homepage
- Internal people but very distant from the project - the less they know about the project the better
- Ask your contacts - Insta, emails, WhatsApp...
- Offers - if you have the budget

- List tasks that need to be tested and turn them into believable scenarios.
- Think about critical tasks. What users should absolutely able to achieve? To understand?
- Do not use or say words that would give clues to the solution!!!

**DURING**

- Welcome and introduction - you should not tell too much about your project - unless you want to test a specific task
- Pre-test interview - ask questions for example about their first impressions, what do they think the experience is about...games in general or in similar contexts)
- Moderation and observation - let people test your project. Don't interrupt them - unless they are really stuck - ask them to describe what they are doing out loud.
- Post-test questionnaire - ask them about their overall experience, what was difficult, what worked...

- Ask them if they agree to be filmed or recorded and explain to them that the film will only be used internally
  - Say that you had nothing to do with the design of the site (a little lie...) so that they are not afraid to be honest
  - Be friendly, open, non-judgmental, curious, put the person at ease
  - Remain objective and detached
- Start with a simple task
  - Do not ask leading questions, do not give clues
  - If possible never closed questions
  - Give encouragement but no feedback on the success or failure of the task
  - Do not ask them for their opinion

- "What are you thinking right now?"
- "Describe the stages you are going through"
- "What do you think will happen next?"
- "Did what you expected happen?"
- "Was it confusing?"
- "Did you expect...?"

- Know when to stop a task but don't save them too early if they are stuck !!!

**AFTER**

- Thank them for their help!!
- Archive properly the materials you just used - write down first take aways
- If possible, have a meeting with the hierarchy or the client right away afterwards, make decisions and implement them
- Otherwise make a report listing the points by severity and the solutions for each

# Exercise - Answer the following questions:

- What do I think should be tested in my project?
- What are my objectives? What are my hypothesis?
- How can I test these tasks or experience? (Paper prototype, scenario, interface, interviews...)
- What would be my testing script?
- What materials would I need?
- Do I need the help of someone else? (Notetaker etc..)
- How long will my test last?

**DON'T SPEND A WEEK PREPARING AN AMAZING TEST!**

**MAKE IT SIMPLE! THE IDEA IS TO KEEP MOVING!**