



How to run a test

MAD9034

Major Project
Prototyping

Week 5 of 9

Major Project
Testing

Week 5 of 9

Major Project
Digital Wireframing |
**Working with Risks and
Unknowns**

Week 6 of 9

Major Project
Visual Design |
Animations, Transitions
and Interactivity

Week 7 of 9

Major Project
Final Testing

Week 8 of 9

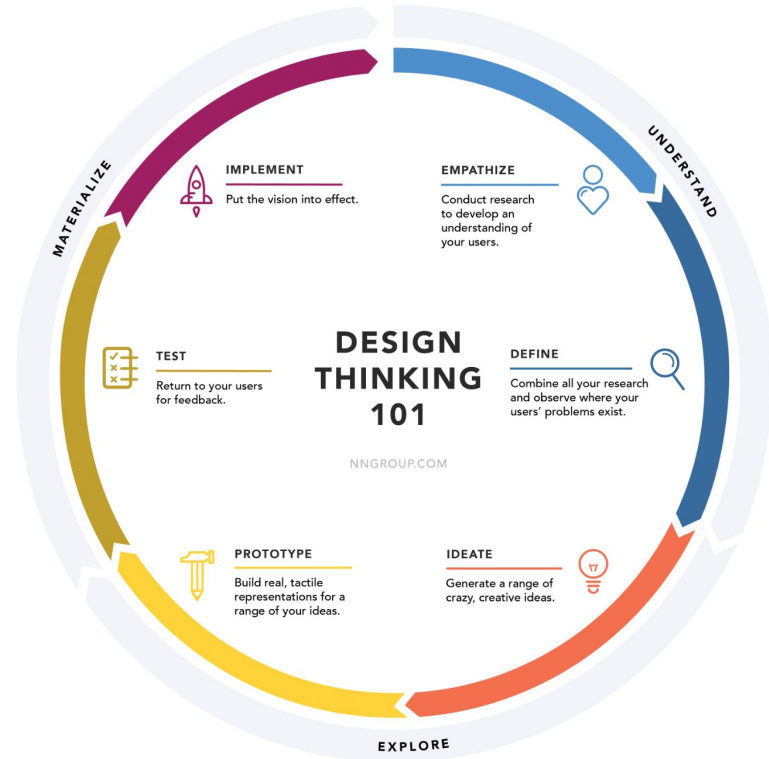
Major Project
Usability Testing Report |
Final Presentation

Week 9 of 9

UX Design Process

Test

- Empathize
- Define
- Design/Ideate
- Prototype
- **Test**
- Implement + Measure



Usability Testing

Example Test Session

- The facilitator will welcome the participant and explain the test session; ask the participant to sign the NDA release form; and ask any pre-test or demographic questions.
- The facilitator explains "Thinking Aloud" test method and asks if the participant has any additional questions. The facilitator explains where to start.
- The participant reads the task scenario aloud and begins working on the scenario while they think aloud.
- The note-takers take notes of the participant's behavior, comments, errors and completion (success or failure) on each task.

Usability Testing

Example Test Session

- The session continues until all task scenarios are completed or time allotted has elapsed.
- The facilitator either asks the end-of-session subjective questions or sends them to an online survey; thanks the participant; gives the participant the agreed-on the incentive; and escorts them from the testing environment.
- The facilitator then resets the materials and equipment, speaks briefly with the observers and waits for the next participant to arrive.

Usability Testing

Running a Remote Usability Test (Part 1)



Usability Testing

Running a Remote Usability Test (Part 2)



Usability Testing

Example questions

Before Task (profile questions):

- "What do you do for a living? What are your hobbies?"
- "What kind of Internet searching do you do on your phone vs your computer?"
- "Can you think of the last time you looked for a cleaning service?"

During Task:

- "What are you thinking right now?"
- "Can you tell me more about what you just did?"
- "I notice you [did something] - can you explain that to me?"

Usability Testing

Example questions

When struggling:

- "Where would you tap (click) in this case?"
- "How do you think that would work?"
- "How might you get assistance to figure this out?"

After Task:

- "I noticed you had an issue with [something], what would have made it easier for you to understand?"
- "Do you have any questions for me?"

Usability Testing

Taking notes

Things happen fast in a usability test.

Without a structured note-taking template, you will not have time to capture everything important that you're observing.

Usability Testing

Taking notes

- Pre-populate your participant's name, and any info you have in advance
- Include all opening/profile questions, with blank space to write answers
 - If there are common/likely answers, write them in so you can just circle one!
- Include each task, with dedicated space for:
 - Path taken (what steps did they take/what did they tap(click)?)
 - If common paths exist, write them so you can circle one
 - Comments and observations
 - Success/partial success/fail/skipped
 - Time on task (if being measured)
- Include each follow-up question, with space for answers
- Include each satisfaction rating, with scale to mark with response
- Always, always, always extra space

Best Practices

Best practices

For usability testing

During welcome/intro:

- Always ensure that participants feel comfortable
- Remind the participant that you are testing the product, not them
- Reassure participants that their honest feedback will not hurt your feelings, but will enable the team to improve the product

Best practices

For usability testing

During profile questions:

- Do your homework!
If there is information you can obtain in advance, obtain it, so you don't waste your participant's time and your scheduled research session.
- Stick to facts.
Rather than asking participants what they imagine they might do, ask them about specific things they do/have done

Ex. "Can you tell me about the last time you purchased tickets online?"

instead of: " Do you think you would purchase concert tickets online?"

Best practices

For usability testing

During tasks:

- Silent pauses are ok. Focus on watching and listening.
- Remind participants to think out loud, if needed.
- Remain neutral. Do not show disappointment if tasks fail.
- Avoid leading questions or comments.
- If participant asks for help, start with “What do you think?”
- If participant is still stuck, offer the hint(s) identified in your script.
- Try to identify which parts aren’t functional in the prototype, and ask users to work/talk around gaps as needed. (e.g. 404 coming soon)

Best practices

For usability testing

During follow-up questions:

- Don't ask yes or no questions. Open questions allow users to elaborate and direct the conversation.
- Be specific. If you want participants to elaborate about something they did, refer back to the specific question/ their comments and actions.
- Specifically ask your participant for any comments or thoughts they would like to share that were not covered by the script.

Best practices

For usability testing

General:

- Don't justify design decisions. This is not the time to defend why you chose a specific button or icon.
- Don't dispute design suggestions from your participant. If they suggest an improvement, take note of it, regardless of whether you intend to follow up at the time.
- **Watch the clock.** You may need to push participants to the next task/question if they get too deep into details.

Best practices

For usability testing

Always do a pilot test! (A practice run through the script)

Recruiting participants is hard. Their time is valuable.

Make sure you work out any wrinkles in your prototype, script, timing, and note taking before you sit down with your first real participant.

Usability Testing Session

Major project: Week 8 of 9

Today in class

Usability Testing

- Conduct usability testing with 3-5 participants
- Capture detailed notes
- Include observations and recommendations for improvement in your final presentation

Coming up

Usability Testing Analysis and Report



Mandatory

Continue to work towards your final presentation