Usability test report

MAD9034
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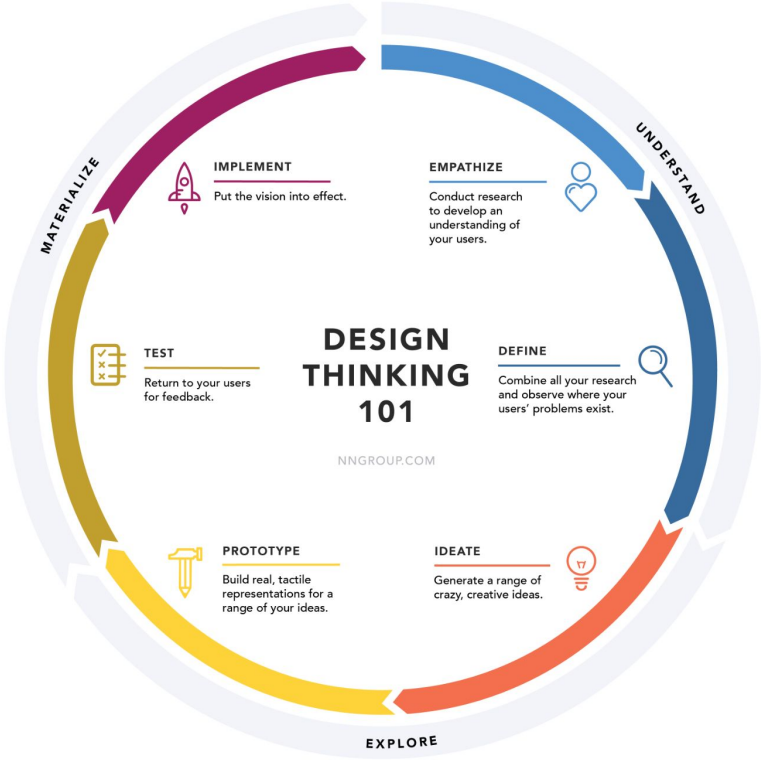
UX Design Process

Test

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



Source: https://www.nngroup.com/articles/design-thinking/

Usability test report

What is a usability test report?

Usability test report

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A document that summarizes the results of usability testing, focused on communicating findings (differentiated by levels of severity) and recommendations.

It can consist of direct quotes, paraphrasing, summarized observations, screenshots, or whatever will effectively communicate your findings.

Usability test report

Why create a usability test report?

Usability test report

Why create a usability test report?

A usability test report’s purpose is to:

- Communicate results to teams and stakeholders
- To identify and prioritize improvements to be made
- As a record to inform future feature or project work

Formal report vs quick findings

Do you always need a big report?

Can’t you just share your observations informally?

Formal report vs quick findings

Do you always need a big report?

When quick findings are enough:

- When usability testing is familiar to the entire team and all stakeholders
- When most team members and stakeholders participated in, or observed the testing
- When doing quick, iterative testing (and formal reports just slow you down)

How to deliver a usability test report?

How is it shared?

- Presentation, with slide deck
- Read-out of report, highlighting key points
- Circulating a document (email or other)
- Posting on a research platform (like Dovetail)

What goes into a report?

How to make the data compelling?

- Include screenshots with key areas highlighted
- Include video clips of particularly impactful moments in your test sessions
- Include direct quotes from participants
- Display larger data sets as graphs for easier interpretation

From test results to findings

How to translate data into findings?

(This will be today's in-class exercise)

- Identify initial themes you noticed in testing (and leave a 'general' category for anything that doesn't fit)
- Go through your results, one participant at a time, find quotes or observations, and sort them into the themes (tag with participant #)
- When finished, see if additional themes emerged in 'general'
- For each theme, you will have one or more findings. For example:
    - Participants struggled to interpret several icons
    - Participants could successfully filter the results list

Prioritizing severity and impact

How to prioritize severity?

For each finding, prioritize severity on a 3 or 4 point scale. For example:

0 **Positive observation** (not a usability problem)

1 **Minor problem** (cosmetic or otherwise minimal)

2 **Serious problem** (frustrating to users, inefficient, may cause task abandoning)

3 **Critical problem** (it prevents users from completing tasks)

Prioritizing severity and impact

How to prioritize impact?

For each finding, prioritize the impact, based on frequency of occurrence and importance of task:

- **Many** participants experienced it, affects **key task**
  (Ex. All participants struggled to complete main task)

- **Many** participants experienced it, affects **infrequently-used feature**
  (Ex. Many participants struggled to find settings screen)

- **Few** participants experienced it, affects **key task**
  (Ex. 1 or 2 participants struggled to complete main task)

- **Few** participants experienced it, affects **infrequently-used feature**
  (Ex. Few participants struggled to find advanced search feature)

From findings to recommendations

How to translate findings into recommendations

For each finding, you should include a recommended action.

- **Leave as-is & monitor** (if low-impact)
- **Implement a specific fix** (if you know what would fix the problem)
- **Explore further** (if the fix is not obvious and needs an iteration)

From findings to recommendations

How do you come up with a specific fix?

When recommending a specific fix, make sure that:

- The fix follows good design principles (as taught in class)
- You are **certain** that the fix will correct the usability problem
- The fix doesn’t introduce new usability problems (retest if needed)
- The fix isn’t just what users asked for (without any vetting or consideration from design team)

If you are not certain that the fix will do **all** of this, recommend further exploration/investigation.

Best practices

To make sure your report leads to positive changes

- Be specific (so the team understands the problem)
- Organize and rank findings (make sure the most important findings get the most attention)
- Bring the data to life (quotes, videos, etc.)
- Include positive findings (to help morale and to make sure the good parts are preserved)
- Choose the right format for your audience (slides? text?)

In class Exercise

Major project: Week 9 of 9

Today in class

Usability test analysis

Your final project does not require a formal test report, but instead 2-3 specific problems & recommendations identified through your testing. You'll find those using the following method:

1. **Define topics/themes** (5-10 mins)

2. **Review notes, categorize insights into themes** (20 mins)

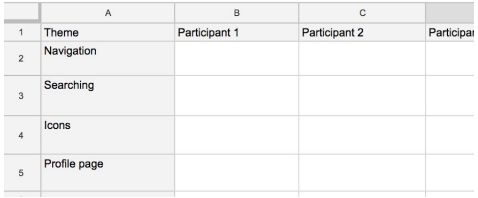
3. **Look for trends** (10-15 mins)

4. **Recommendation** (remainder of class and continue at home)

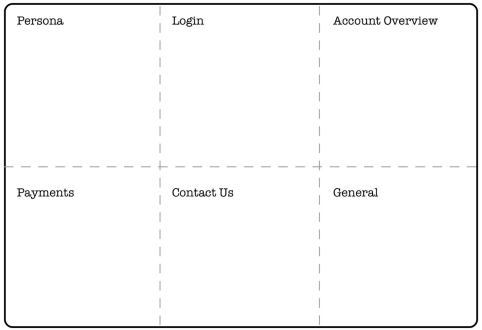
1. Define your themes

5-10 mins

- Enter your findings in an organized way in Figma
- A section for each topic/theme that you noticed in your testing sessions
    - Ex. navigation, searching, icons, profile screen, took inefficient path, etc
- Make a column for each participant/define a pen colour for each participant
- Add other themes if necessary



	A	B	C	
1	Theme	Participant 1	Participant 2	Participa
2	Navigation			
3	Searching			
4	Icons			
5	Profile page			



2. Categorize notes into themes

20 mins

- Briefly capture each observation and categorize it
- Distinguish direct quotes from observations
  - "Is this the whole list? Are there no more items?" vs
  - Participant didn't realize there were more items, and did not scroll to find them.
- If you find an interesting observation but can't categorize it, put it into a 'general' category. You can find additional themes later.
- For each finding, flag the severity: (you can colour code, for easy review)
  - 0 – Positive observation/not a usability problem
  - 1 – Minor problem (cosmetic or otherwise minimal)
  - 2 – Serious problem (frustrating to users, inefficient, may cause task abandoning)
  - 3 – Critical problem (it prevents users from completing tasks)

3. Look for trends

10-15 mins

- Look for any serious and critical problems.
    - These should be either fixed, or evaluated for their impact before release.
- Look for the themes/topics with many entries.
    - These are problems in the high-impact areas.
- **Select 2 or 3 to include in your final project**
- You can provide a link to this analysis in your final project

4. Recommendations

Remainder of class, and at home

- For the problems you will include in your final project, decide on your recommendation.
  - What can you change in the design to correct the problem?
  - Add detail? Remove detail?
  - Combine multiple steps? Break something into separate steps?
  - Etc.
- Determine which of these fixes you can make (to your wireframes/prototype) in time for your final, and which will simply be explained in your report/presentation

Next Steps

Pull it all together into your final slides & presentation

- Complete your recommendations (if not completed in class)

Coming up

Usability Testing Analysis and Report

Mandatory

1. **Complete your usability testing report**
2. Work on your final presentation