Usability Testing & Documentation

MAD9034

Major Project
Prototyping

Week 4 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
UsabilityTesting Report |
Final Presentation

Week 9 of 9

Final Project Overview

Final Project Deliverables

Completed

✓	**Product Research (Group)**
✓	**Persona Research (Group)**
✓	**Persona Creation**
✓	**Scenarios**
✓	**Information Architecture**
✓	**Test Ready Low-Fidelity Prototype**
✓	**Midterm: Mid-Fidelity Wireframes**
✓	**Visual Design (6 key screens)**

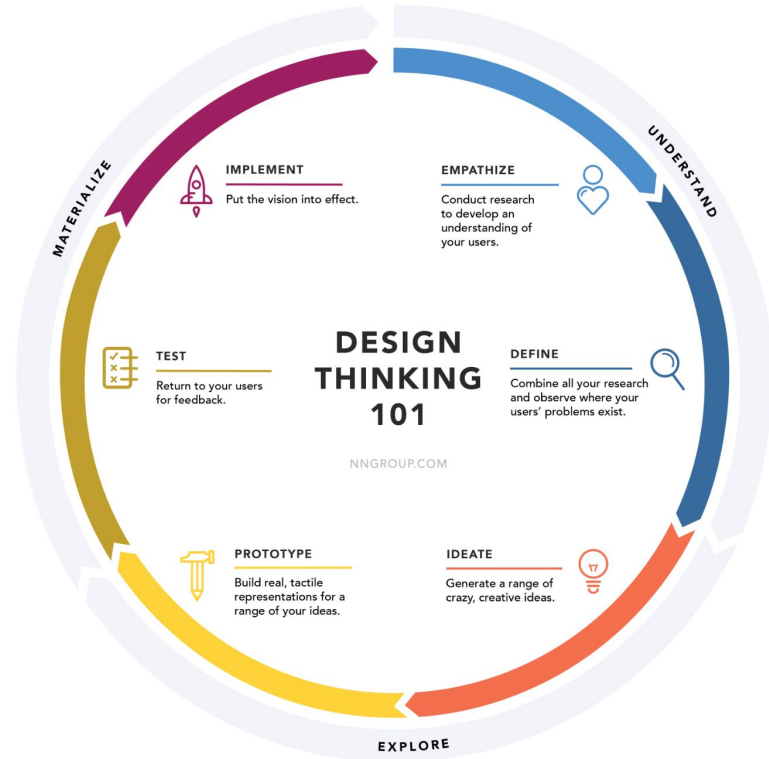# Final Project Deliverables

Remaining

Visual Design (Complete Flow)	To be completed before conducting usability testing
Testing Documentation	Sunday Dec 1st @ midnight
Usability Testing in Class	Thursday, November 28th(010)/Friday, November 29th(020)
Usability Testing Report	Week 14 - analyze the findings, create report, work on final presentation
Final Presentations	Week 15 - both days **All students attend both sessions** to **present** and to **provide feedback**, which are **both required for the final grade.**

Testing

UX Design Process

Test

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

IMPLEMENT
Put the vision into effect.

EMPATHIZE
Conduct research to develop an understanding of your users.

TEST
Return to your users for feedback.

DEFINE
Combine all your research and observe where your users' problems exist.

DESIGN THINKING 101

NNGROUP.COM

PROTOTYPE
Build real, tactile representations for a range of your ideas.

IDEATE
Generate a range of crazy, creative ideas.

MATERIALIZE

UNDERSTAND

EXPLORE

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

Testing. Again?

Why?

Didn't we already talk to users? **TWICE?**

1. We did **user research (week 5)**

    Focused on understanding user **behaviors, needs,** and **motivations** through observation techniques, task analysis

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What ELSE is there to test?

Usability testing

What is it?

Usability testing is the practice of testing **how easy** a design is to **use** on a group of representative users.

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Usability testing is the practice of testing **how easy** a design is to **use** on a group of representative users.

It usually involves observing users as they attempt to **complete tasks**.

It can conducted repeatedly, from early development until a product's release.

Usability testing

What happens in a usability test?

In a typical usability test

- A test moderator gives test participants a series of tasks that they must perform with the prototype or product.

- The tasks represent actions that an end user would typically carry out with the finished product.

- During the test, the moderator observes each participant's steps, routes, and reactions, often also recording the test session on video.

Usability testing

Why?

Benefits of Usability Testing

- Cheaper to fix problems found prior to coding

- Learn if participants are able to complete the specified tasks successfully

- Learn how long it takes to complete the specified tasks

- Discover qualitative information (how happy are they with your service)

- Identify required changes to enhance usability

3-step rule

For usability testing

- **Step 1 (early stage):**

  Use any general user to help encounter basic usability issues (navigation, etc)

- **Step 2 (mid project):**

  Use users with a broad spectrum of ability (beginner, advanced)

- **Step 3 (later stage):**

  Use target users to refine any specific issues (persona)

Usability testing

How many participants?

Types of Usability Testing

Usability testing

Types of usability testing

- Hallway testing

- Lab testing

- Remote testing

  And...

- Guerrilla-style testing (a form of hallway testing)

Usability testing

Types of usability testing

Hallway testing

Who?
　　Anyone (Minus people working on project)

What?
　　Asking randomly selected people to test a feature of a product

Why?
　　Help you discover "brick walls", issues that don't allow users to continue

Usability testing

Types of usability testing

Lab testing

Who?

Target User

What?

Real-time communication between user and evaluator conducting tests in controlled environment

Why?

Formal setting with proper equipment to record, observe etc

Usability testing

Types of usability testing

Remote testing

Who?

Target User

What?

Testing remote users via conferencing software or asynchronous methods: click streams, user logs etc

Why?

Cheaper, you can test with anyone around the world, can simulate real life context

Usability testing

Types of usability testing

Guerilla testing

Similar to hallway testing, but even rougher & quicker

- Usually < 15 mins
- You approach a person,
- Ask them if they would like to answer a few questions about your product,
- Give them a couple of tasks to do,
- Observe their interaction,
- Ask about their experience,
- And you're done.

Testing Documentation

Testing documentation

What are some of the documents produced?

- Test plan

- Test script

- NDA (non-disclosure agreement)

Test plan

What is it?

A test plan is a document which captures:

- **Who** will be your participants? (profiles)

- **What** are you going to test? (scenarios)

- **Where** will the test be held? (remote/lab/at the user's office, etc)

- **When** will the test be held? (date and time)

- **Why** are you testing those scenarios? (test metrics)

- **How** are you going to conduct the test? (method)

Test plan

Why create a test plan?

Three main reasons:

- To help yourself get organized

- To communicate the plan to stakeholders, team, and management for feedback or approval

- To guide you (or your colleagues) while executing the usability test

Test plan

Outline

Your test plan should include the following sections:

- Project name
- Purpose
- Location
- Schedule
- Sessions
- Participants
- Scenarios
- Quantitative metrics*
- Roles

Test plan

Outline

Specifically, quantitative metrics:

- Successful Task Completion

- Critical Errors

- Non-Critical Errors

- Error-Free Rate

- Time On Task

- Subjective Measures

Test script

What is it?

A test script is a document which contains the words that a facilitator will say to the participant during the test.

- Sometimes also referred to as a:

- Protocol

- Moderator guide

Test script

Why write a test script?

Creating a script helps you to:

- Focus your mind on what exactly you're testing, so that your usability test doesn't drift and remains focused;

- Ensure test consistency across multiple test participants;

- Talk about different user scenarios;

- Clearly, articulate the different goals you're testing; and

- Put your users' minds at ease.

Test script

Outline

Your test script should include the following sections:

- Welcome
- User profile questions (if required)
- Introducing the test and product
- For each task...
  - Introduce the scenario
  - Introduce the task, and specific instructions to be given
  - Assistance to offer (if needed, and when)
  - Follow-up questions
- Overall follow up questions
- Satisfaction rating
- Conclusion

Test script

Demo

NDA

What is it?

An NDA (non-disclosure agreement) is a contract between the usability test participant and the business, which prohibits them from sharing information about your site or app when participating in your test.

NDA

Why use an NDA?

An NDA allows you to share pre-release concepts and products with external stakeholders, while protecting them from being circulated, and potentially 'leaked' externally.

It protects your ideas from getting stolen!

NDA

Outline

As an NDA is a legal document, you should not try to write one yourself without the necessary legal expertise.

There are many templates available.

Ensure that you enter:
- Your project/company name
- What will be tested
- What you will be observing and documenting
- Any special conditions/what participants ARE permitted to share

Testing Documentation

Major project: Week 8 of 9

Today in class

Unstructured working session

- Ensure your prototype will support your test plan & script
  - Add screens/states to prototype if needed, or ensure your script acknowledges gaps in functionality
- Finish your test plan, prototype, and test script for testing.
- **DO A PILOT TEST!!** (aim for approx 20 mins test e.g. with two classmate/test partner)
- You will test your prototype with 3-5 participants during the next class

Coming up
Usability Testing Analysis and Report

| 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 | Submission **Testing Documentation** Week 8 of 9 | Major Project **UsabilityTesting Report** \| Final Presentation Week 9 of 9 |

Mandatory

1. **Submit your Test Documentation**
2. Continue to work on your interactive prototype towards your usability testing session and the final presentation