



# Concept Testing

MAD9034

Major Project  
User Flows | Ideation and  
Design Concept Mockups

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 8 of 9

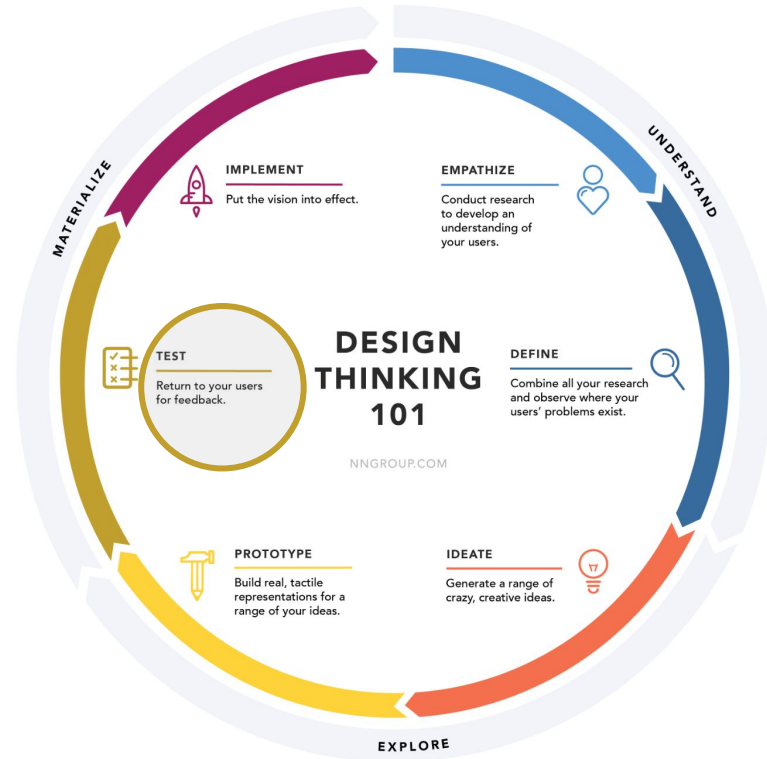
# UX Design Process

## Test

- Empathize
- Define
- Design/Ideate
- Prototype
- Test

Experience and explore possible solutions

- Ideation
  - **Design concept testing**
  - Prototype usability testing
- Implement + Measure



# Concept Testing

## Definition and goals

**Concept testing** is sharing an **approximation** of a product or service that captures the **key essence** (the value proposition) of a new **concept** in order to **determine if it meets the needs** of the target audience.

### Early design stages

- How to connect with users
- How to communicate with users
- What users respond to, and how
- How users interpret what they see
- Test multiple design concepts

### Later design stages

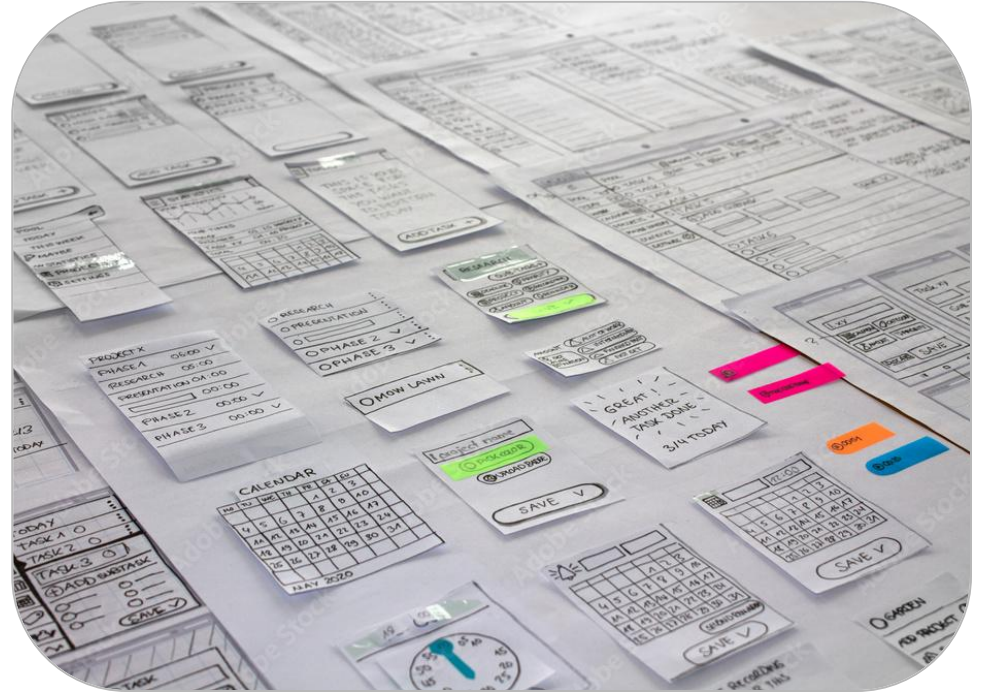
- How users interact with elements on-screen
- How to refine content, interactive elements, and overall sequences to support users
- Test multiple microinteraction solutions

# Testing

## Early design stages

Early, low-fidelity prototypes allow testing of:

- **Concepts**
- Understanding of problems
- Understanding of 'blind spots'
- Scope of solutions



[Source](#)

# Testing

## Later design stages

Subsequent prototypes (of increasing fidelity) allow testing of:

- Usability
- Content
- Efficiency
- Desirability

**You will test again your high fidelity prototype in week 13!**

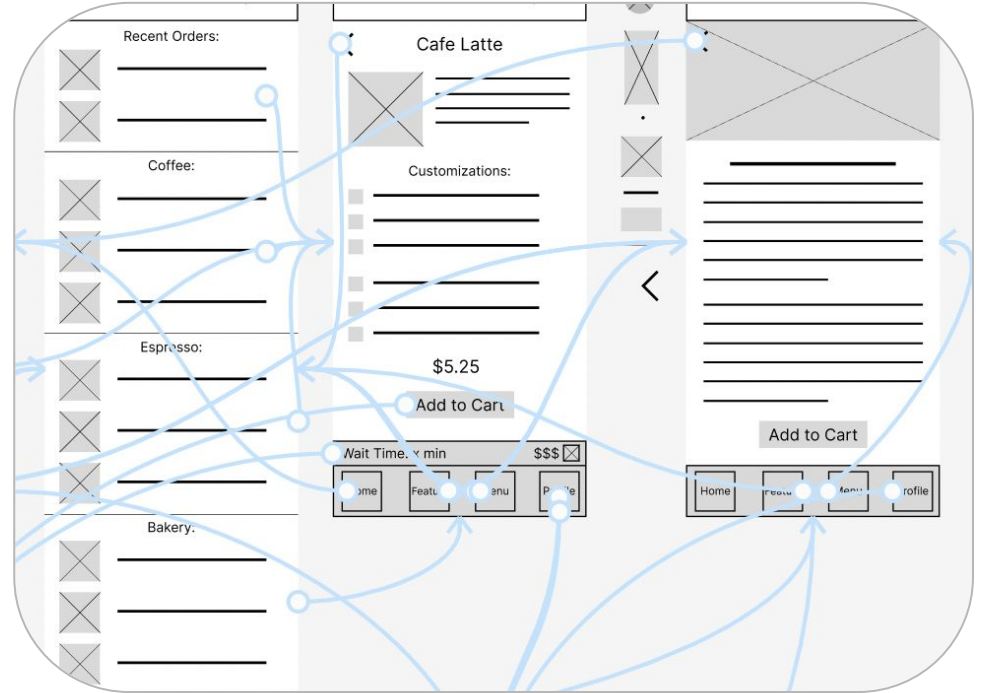


Image: Anthony Pascarella on Figma Community

# Recap

User research | Personas | Scenarios | IA | ....

## **User Research: Know the User**

Context

Goals

Frustrations, challenges

## **Analyze and Define: Persona > Scenarios > AI**

Analyze research data

Define user needs and pain points to address with the product

Create artifacts to share with the product team

## **Concept design and testing**

Evaluate ideas and design hypothesis

Learn what is working and what isn't

## **Usability testing**

Measuring the usability of the product

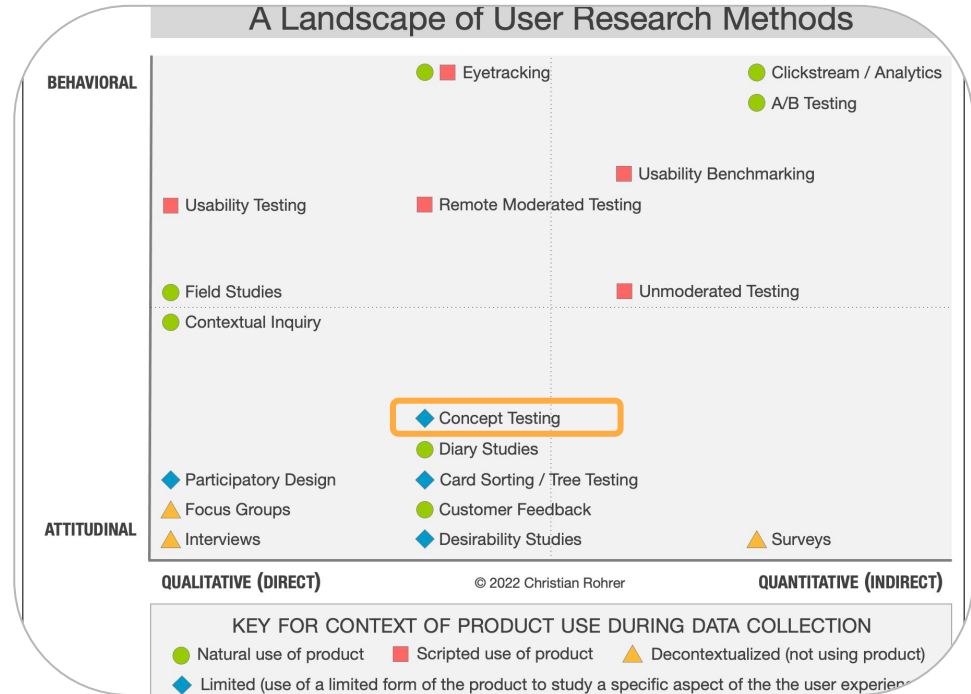
Determine if it's ready for market, and where further improvements can be made.

# Concept Testing

## User research methods

Concept testing is an exploration method of research to get the reaction of users to one or multiple design concept prototypes.

Concept testing helps with design iterations.



[Source](#)

# Concept Testing

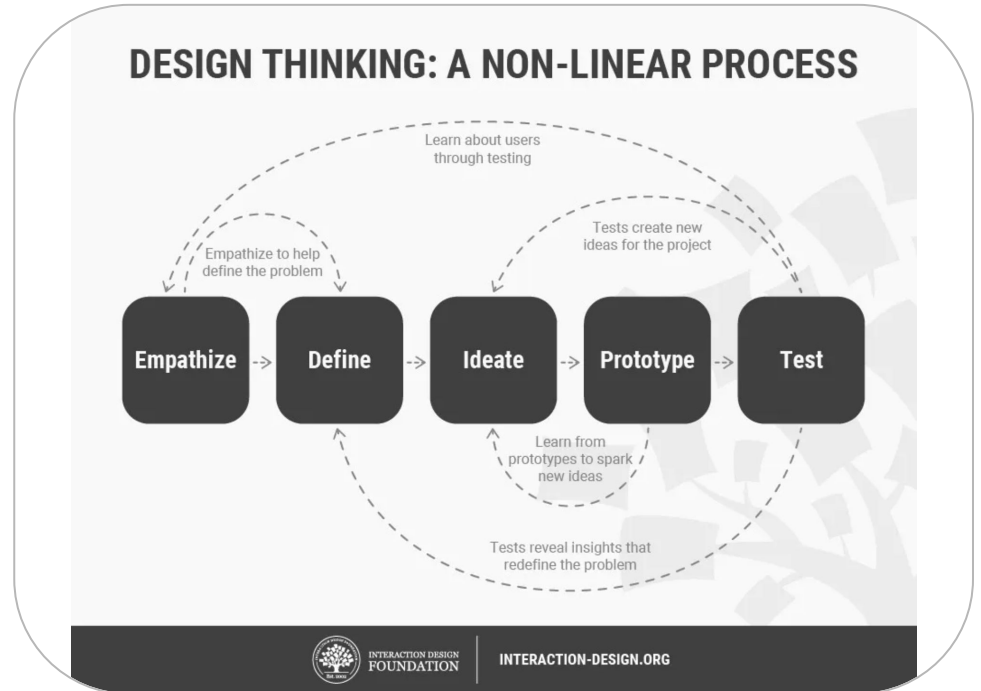
## Findings from concept testing:

Allow you to **empathize** and gain a **better understanding of your users**

May lead to insights that change the way you **define your problem statement**

May generate **new ideas** to solve the user problem

Helps you **improve** your design and prototype



[Source](#)



# Concept Testing

Preparation and execution

In order to gain the most from your concept testing, consider:

## The prototype

- You are testing the **prototype**, not the user.
- Your prototype should be designed with a central question in mind — a question that you will put to the test

Context and scenario

How you interact with the user

How you observe and capture feedback

# Concept Testing

Preparation and execution

In order to gain the most from your concept testing, consider:

The prototype

## **Context and scenario**

- Key/most common scenario that your users are most likely to be using the product for

How you interact with the user

How you observe and capture feedback

# Concept Testing

Preparation and execution

In order to gain the most from your concept testing, consider:

The prototype

Context and scenario

## **How you interact with the user**

- Explain to users know what the prototype and test are about
- Do not get into the details of how the prototype works

How you observe and capture feedback

# Concept Testing

Preparation and execution

In order to gain the most from your concept testing, consider:

The prototype

Context and scenario

How you interact with the user

**How you observe and capture feedback**

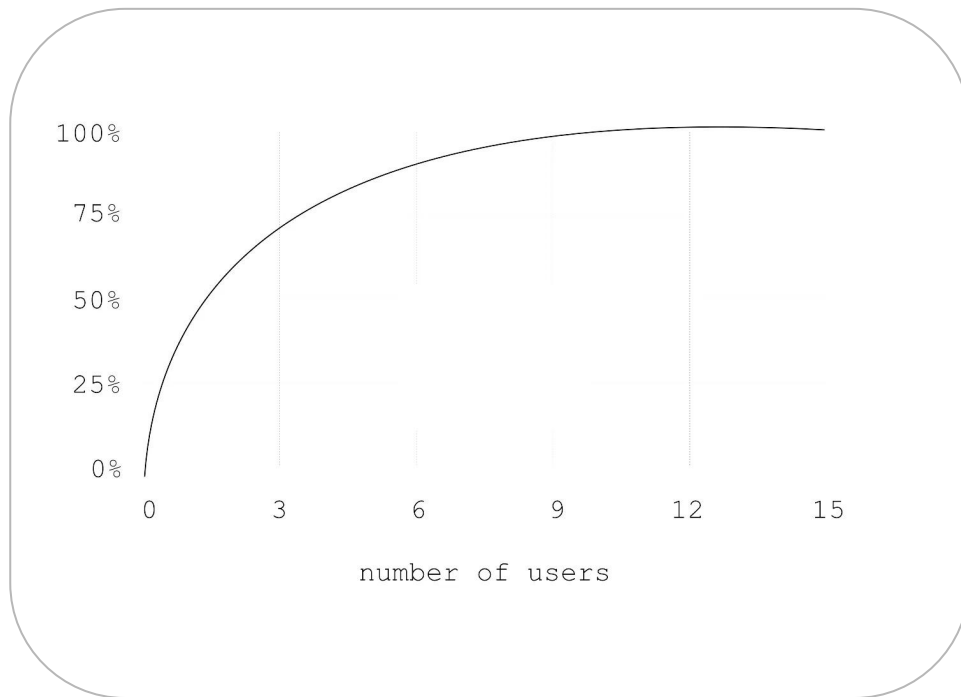
- Don't disrupt the user's interaction with the prototype.
- Observe what is happening while recording important observations

# Testing a Low Fidelity Prototype

## Recruit users

- Users who are representative of your target market
- Most problems can be found by testing with 5 users
- If finding 5 real, representative users challenging, consider 'hallway testing' instead (that's what we'll do!)

[Why You Only Need to Test with 5 Users](#)



[Image source](#)

# Testing a Low Fidelity Prototype

## Setup

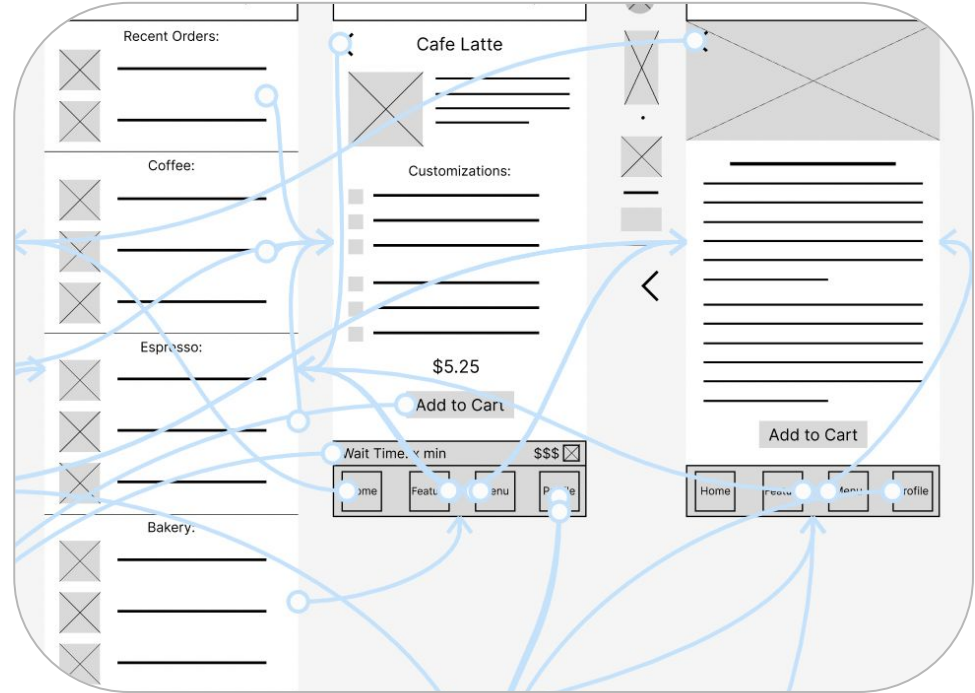
- Neutral and quiet environment
- Enough chairs for everyone
- A facilitator (to give instructions)
- A person to operate the paper prototype in response to the user's actions
- A note taker



# Testing a Low Fidelity Prototype

## Conducting the sessions

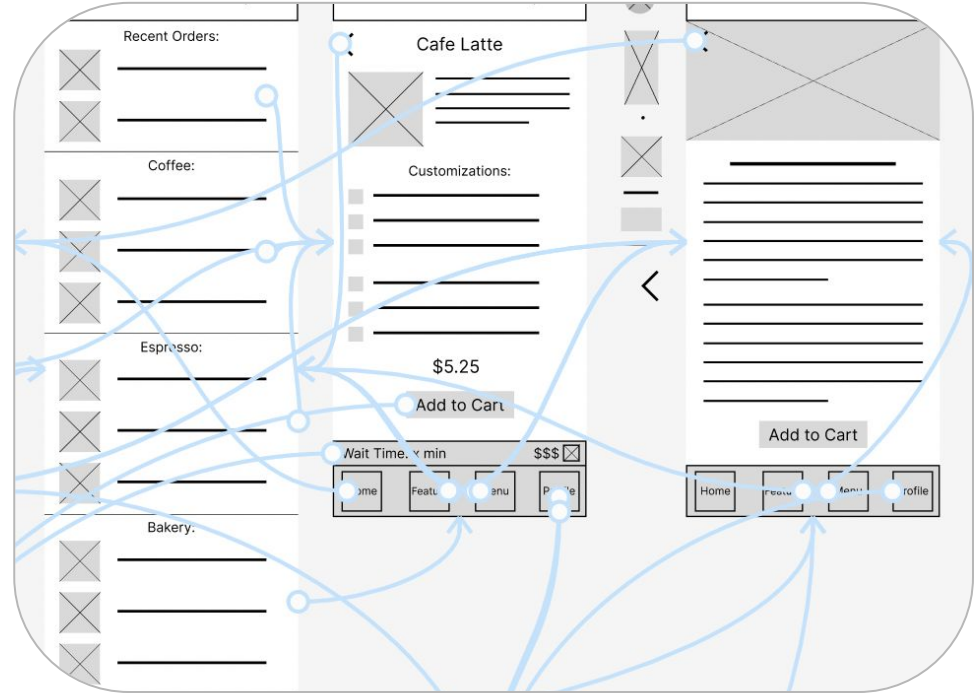
- Introduce yourself, the project and the goal of the concept testing
- Reassure participants that you are testing the prototype, not them
- Invite participants to "think aloud"
- Introduce the tasks one at a time
- Observe closely and quietly
- Only intervene if they are completely stuck
- Focus on the goal of your concept testing but be open to any other feedback



# Testing a Low Fidelity Prototype

## Conducting the sessions

- Follow-up with open-ended questions when a task is complete.  
"How did you feel?"  
"What did you expect?"
- Consider a 'Loading...' screen, or 'Under construction...' screen to show for the undeveloped paths
- At the end of the session, invite participants to share any additional thoughts





# Testing a Low Fidelity Prototype

Guidelines for interpreting the results

- Stick to the facts, don't add your bias
- Map specific feedback back to your research questions
- Identify which questions were clearly answered
- Identify which questions were not clearly answered
- Identify what new questions may have come up
- Identify **the next most important questions to answer**, and **create your next prototype to test them**

**This round of testing is not expected to give you all the answers**

# Concept Testing

Major project: Week 5 of 9

# Today, in class

## Test with your classmates

- Class is split in two groups
- Today, due to time, you'll be testing 1:1.
- You're facilitator AND prototype operator AND note taker



[Image source](#)

# Today, in class

## Test with your classmates

- Group A tests with participant 1 (10 minutes)
- Group A tests with participant 2 (10 minutes)
- Group B tests with participant 1 (10 minutes)
- Group B tests with participant 2 (10 minutes)
- Debrief (10 minutes)



[Image source](#)

# Today, in class

## Testing your design concept

<b>Introduction</b> 1-2 mins	<ul style="list-style-type: none"><li>• Introduce yourself, the project, and the purpose of the test</li><li>• Tell participants that you're testing the prototype not them</li><li>• Ask participants to 'think out loud'</li></ul>
<b>Testing</b> 10 mins	<ul style="list-style-type: none"><li>• Introduce the tasks, one at a time</li><li>• Observe closely, without interruption, without offering help</li><li>• Take detailed notes!</li><li>• Let them find a way out and wait until they are stuck</li><li>• After tasks are completed, allow for additional feedback or questions</li></ul>
<b>Refine your notes</b> 1-2 mins	<ul style="list-style-type: none"><li>• Jot down major observations, specific quotes, successes &amp; failures</li></ul>
<b>Debrief</b> Remainder of the class	<ul style="list-style-type: none"><li>• How did it go?</li><li>• What did you observe?</li><li>• What changes do you believe are needed?</li><li>• Jot down the changes, while they're still fresh in your mind</li></ul>

# Mid-Term Introduction

Major project: 6 key wireframes

# 6 Key Wireframe Mockups

Assignment Recap: **Due next week**

- Convert your hand drawn prototype into **mid fidelity wireframe mockups**
- **Incorporate the findings from concept testing** to improve the usability of your application
- Use the **appropriate screen size** for your platform of choice
- Include **annotations** to explain user flow where is necessary

[Details on the course website](#)

# 6 Key Wireframe Mockups

Assignment Recap: **Due next week**

- 6 different **key** screens representing your app's main purpose, such as: home/search/filters, results, detail OR home/browse (list), detail screen, booking detail
- The 6 screens must belong to an end-to-end task flow: browse > do something > navigate to another screen > do something
- Your wireframes should cover fundamental user interactions: explore the app's content, shift between various sections or screens, execute specific in-app actions, transition to specific screens based on user selections, undertaking tasks that replicate authentic app use.



# Coming up

## Digital Wireframing



### Mandatory

Come to next class with digital wireframes started (even just a few elements put onto a screen)