

QUOTE AND BUY

Usability testing:

Why, When, How, Who, Where?

/ Usability testing: Why?

01. Users first.

- a. Informs design decision with insights from real users.
- b. Allows for faster and smarter decisions, based on data, not guesswork.
- c. Prevents costly mistakes by keeping everyone's effort on the right track.
- d. Increases the value of the final product

/ Usability testing: When?

02. Test early, test often

- a. The earlier the testing, the more impactful the findings.
- b. Test in small increments: too many variables = no measurable results.
- c. Test often and at all stages. It's an ongoing process and there's always something to learn from users.

/ Usability testing: How?

03. A systematic investigation

- a. Define what we're looking to learn (goals, assumptions, questions, scope...)
- b. Select participants (personas) and method (context and goals).
- c. Gather data (multiple data points?)
- d. Synthesize and share findings (ensure they provide value)
- e. Repeat. It's a cycle

/ Usability testing: Who and where?

04. Combine two approaches

- a. Remote testing:
 - Leverage online tools (Optimal, surveys, Google Optimize,...)
 - Coordinate each testing cycle with each sprint
 - Kick off meeting, but one person gathers data
 - Every two/three weeks: user insights documented.
- b. In-person testing: in Quebec ? French speaking ? Trained moderator ?