

UX Starter Kit

The goal of this kit is to help you build a user centric product or service.

This kit contains:



1 Product Concept
template



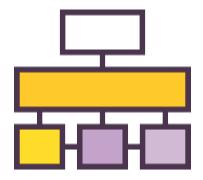
1 Paper Prototyping
set with mobile
tablet and desktop.



1 User Journey Map
Canvas



1 Checklist
for Guerrilla Usability
Testing.



1 User Flow
Assets Kit

Visit my blog for more instructions on how to use it:

[Visit my blog](#)



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Product concept



MY PROJECT IS

What? Type?

MY USERS ARE

Who? Target audience?

THEY NEED // MY PROJECT ALLOWS THEM TO

Why, what problem do I solve?

THEY ARE LOCATED

Where?

IT WILL BE USED

When?

User Journey Map



Phases

User Task and Activities

Paintpoints

Opportunities

Touchpoints

Phases

User Task and Activities

Paintpoints

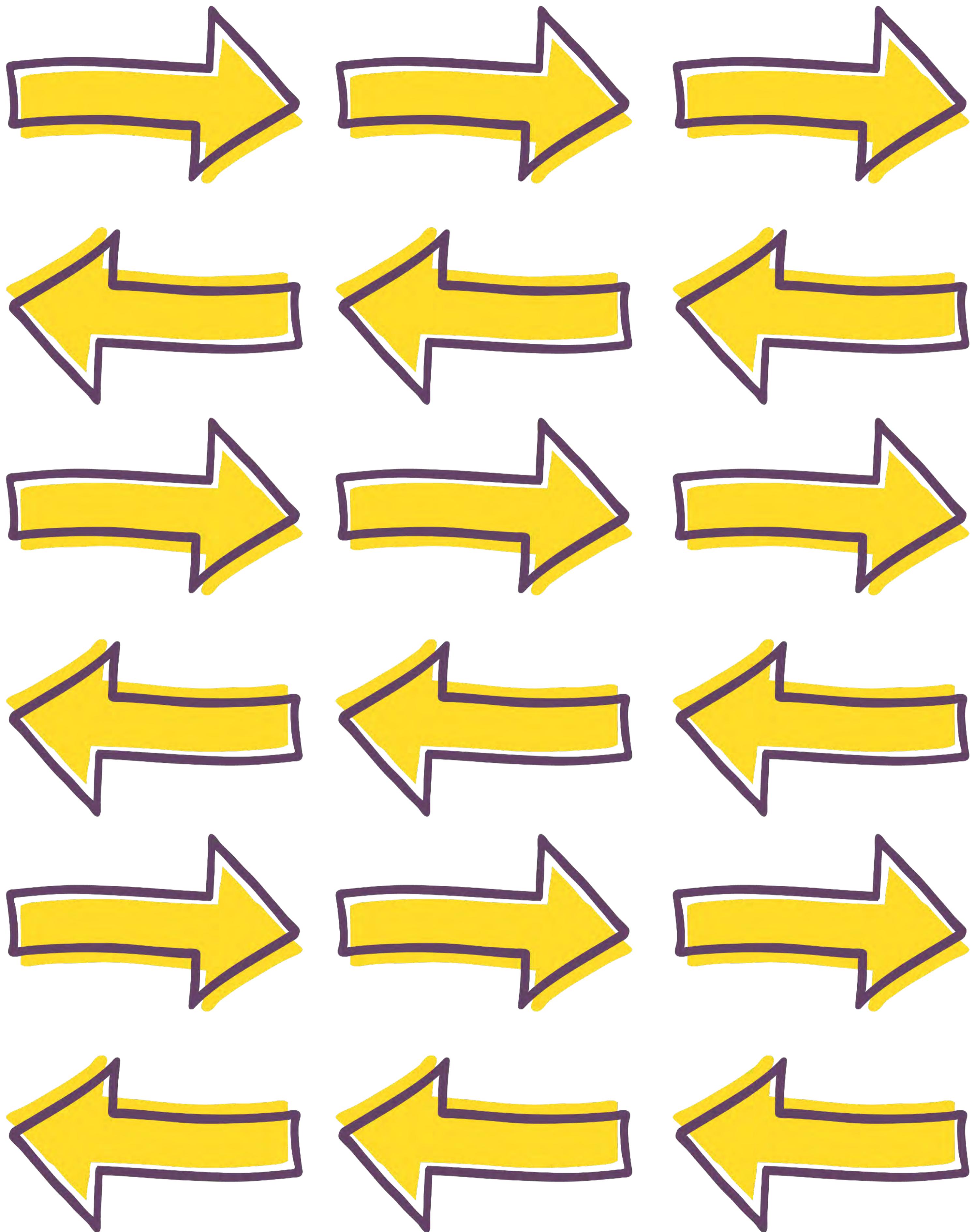
Opportunities

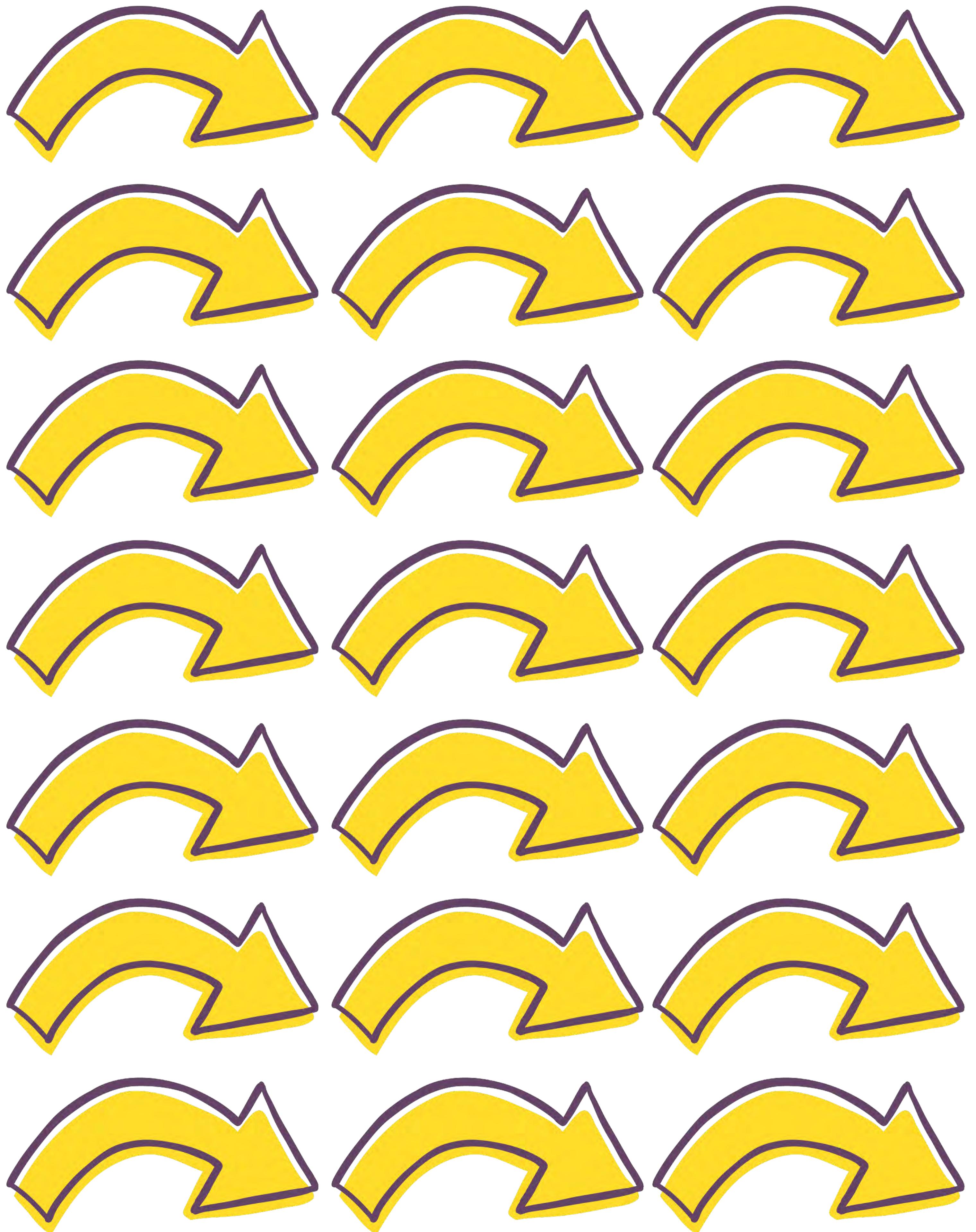
Touchpoints

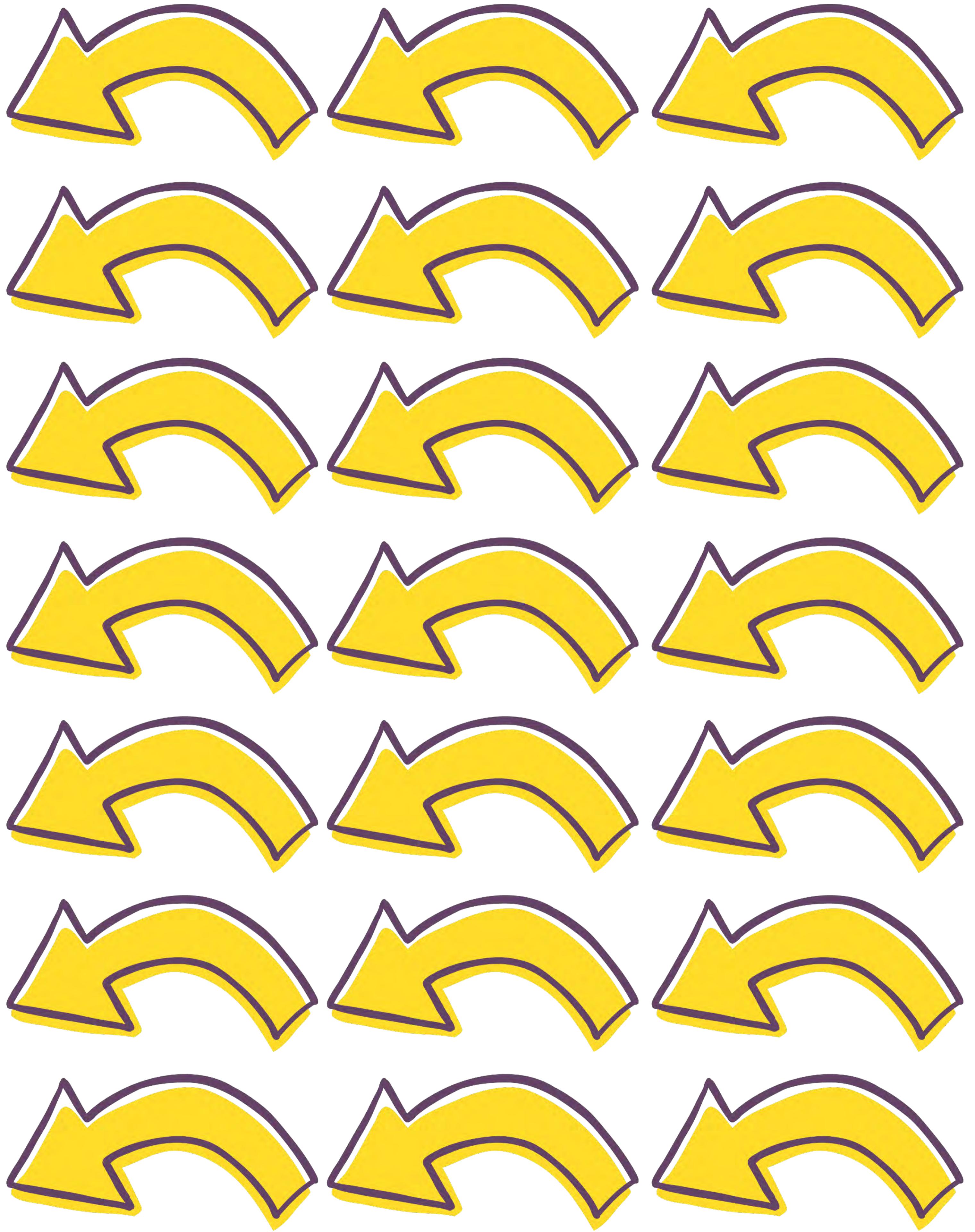
Phases

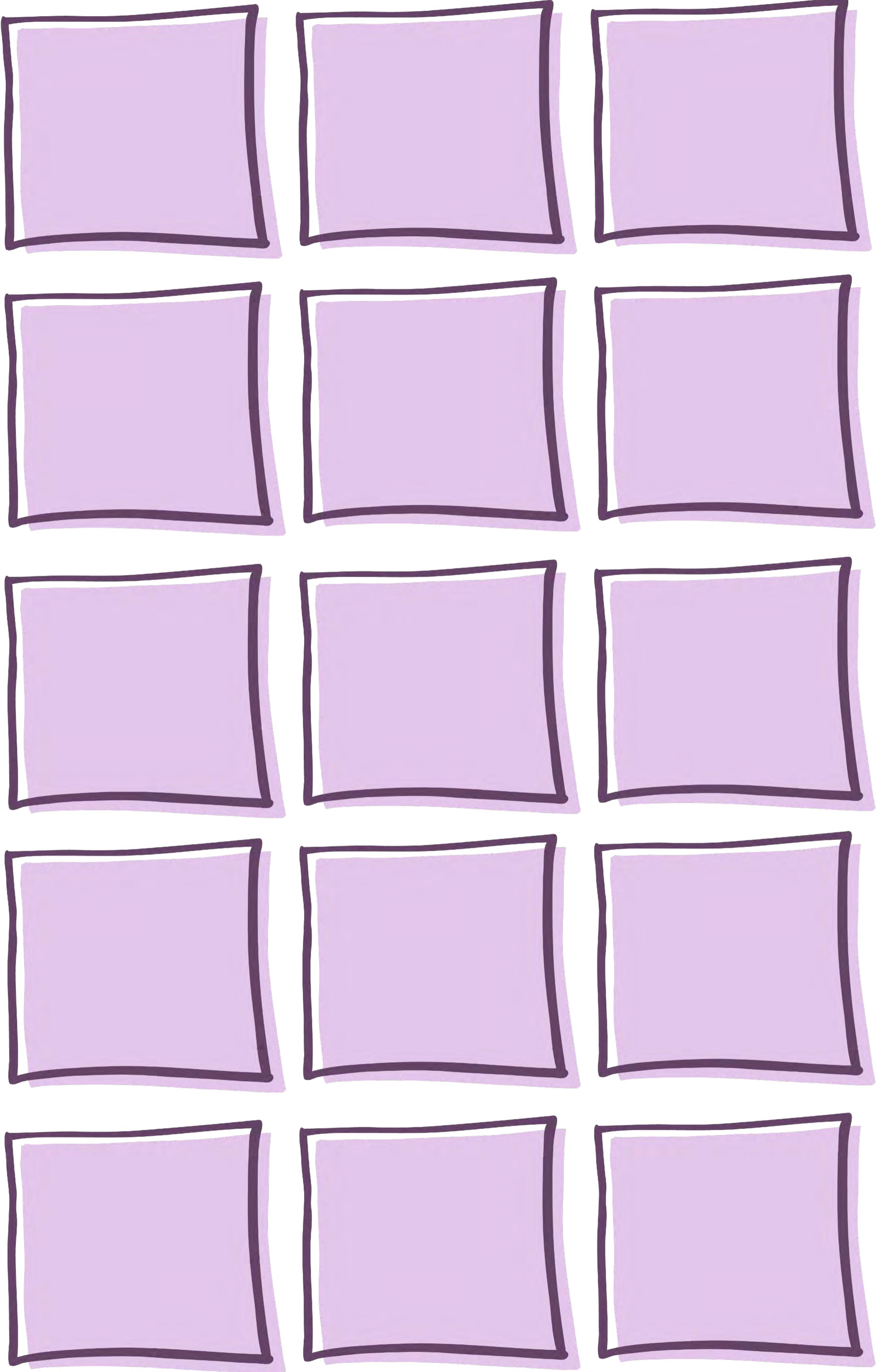
User Flow Kit

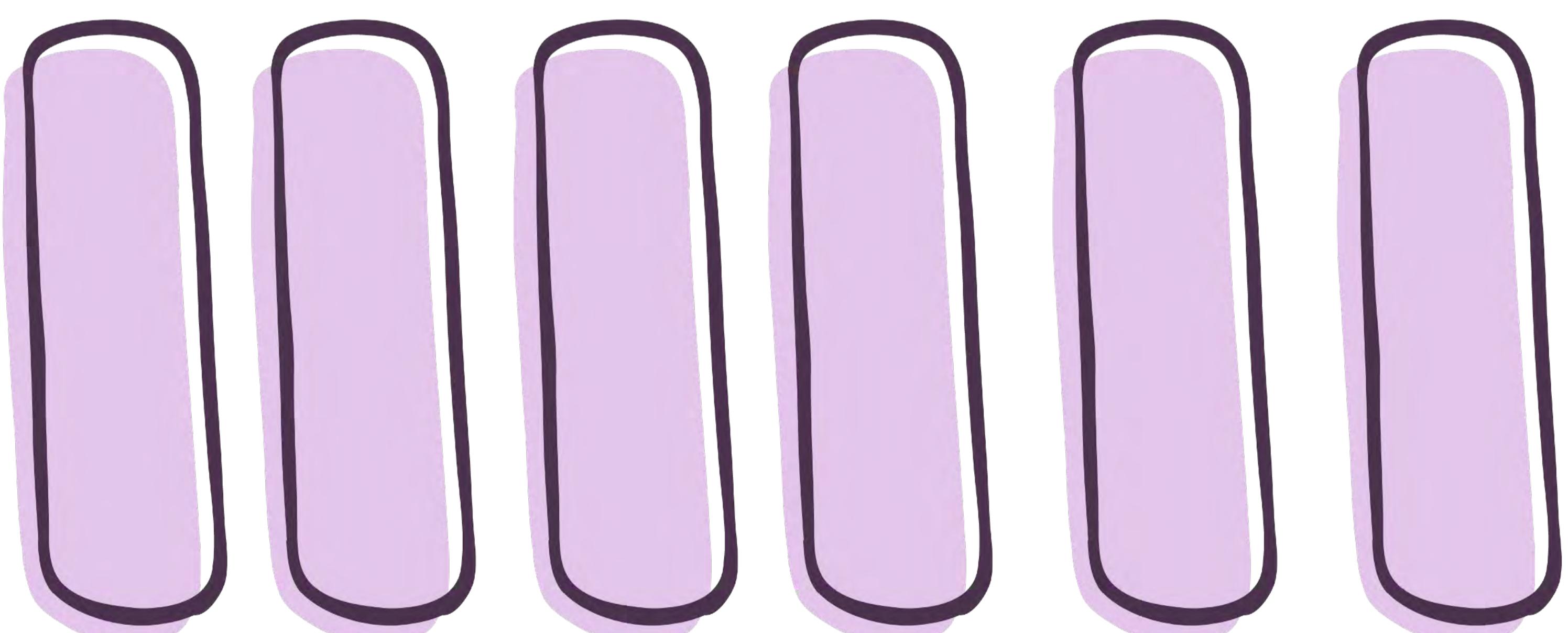
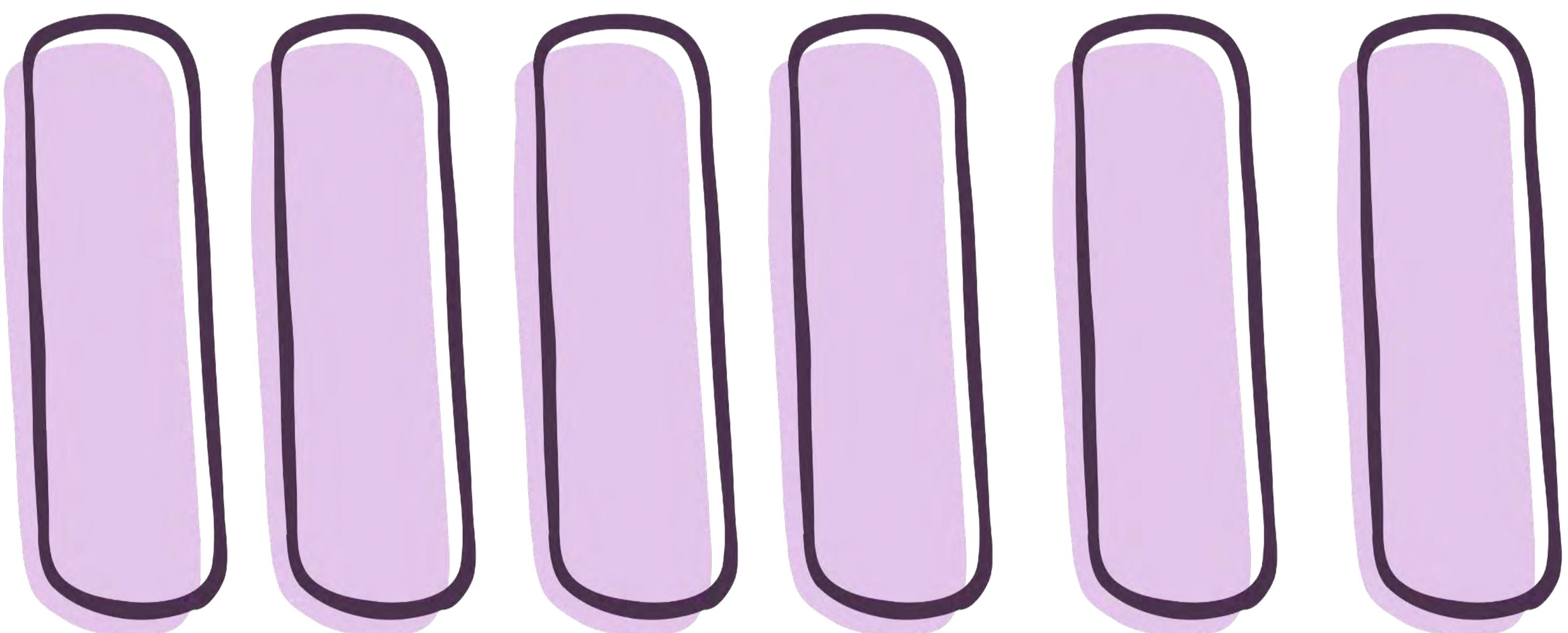
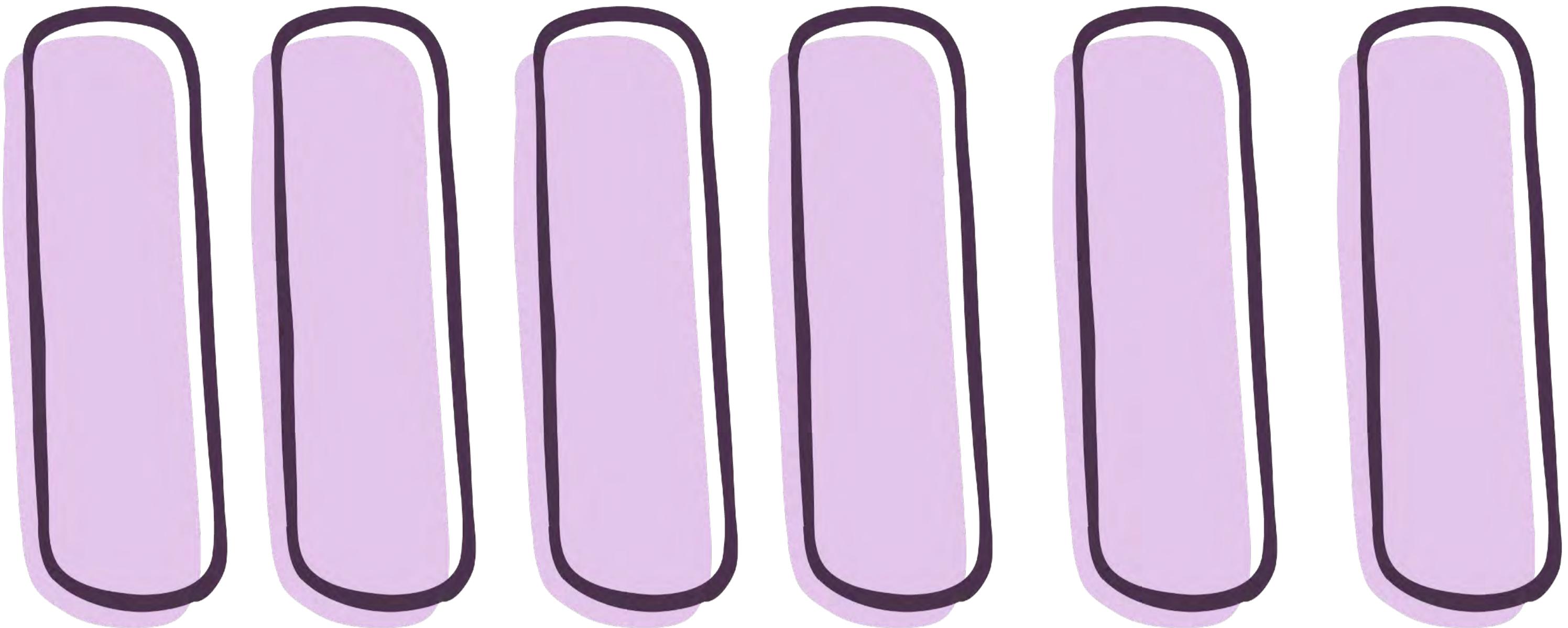


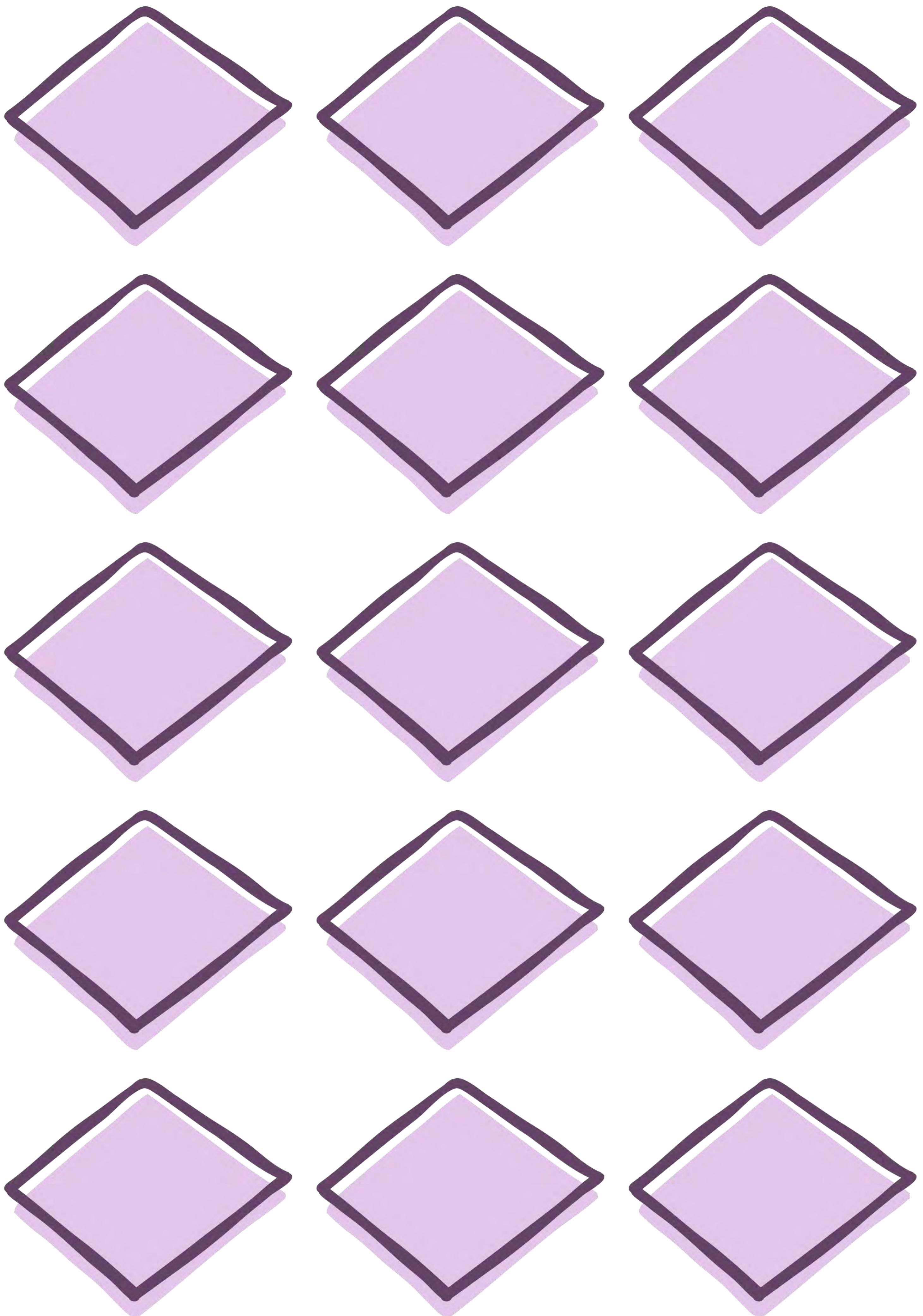








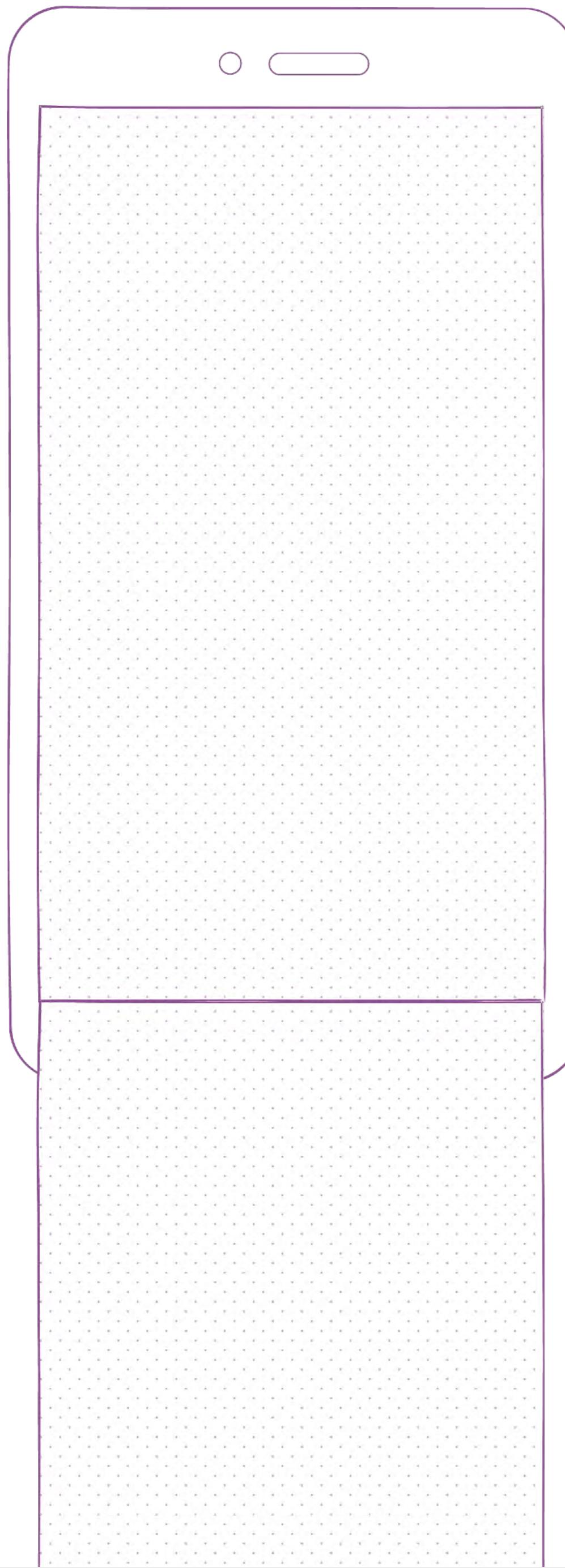




Paper ideation and prototype



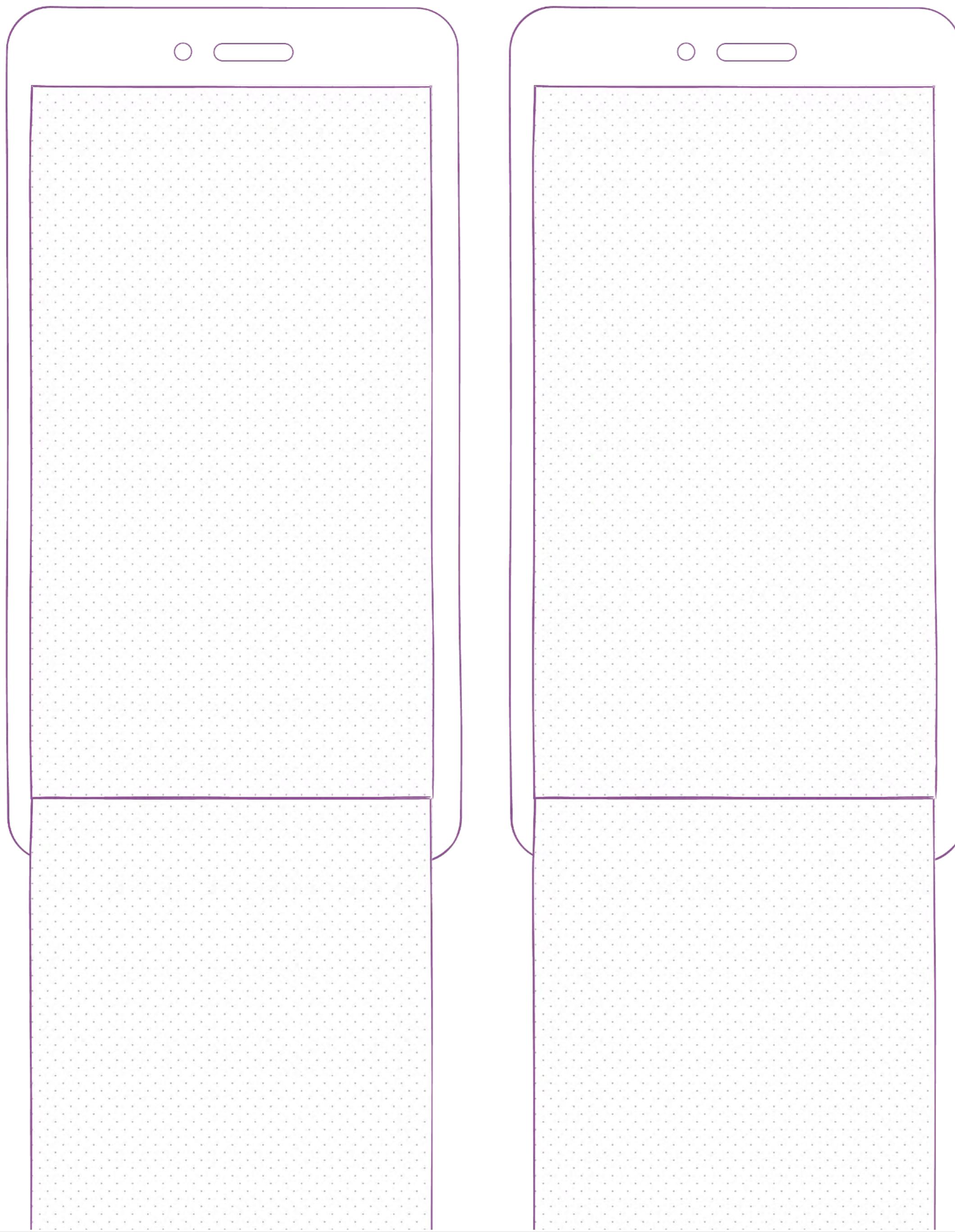
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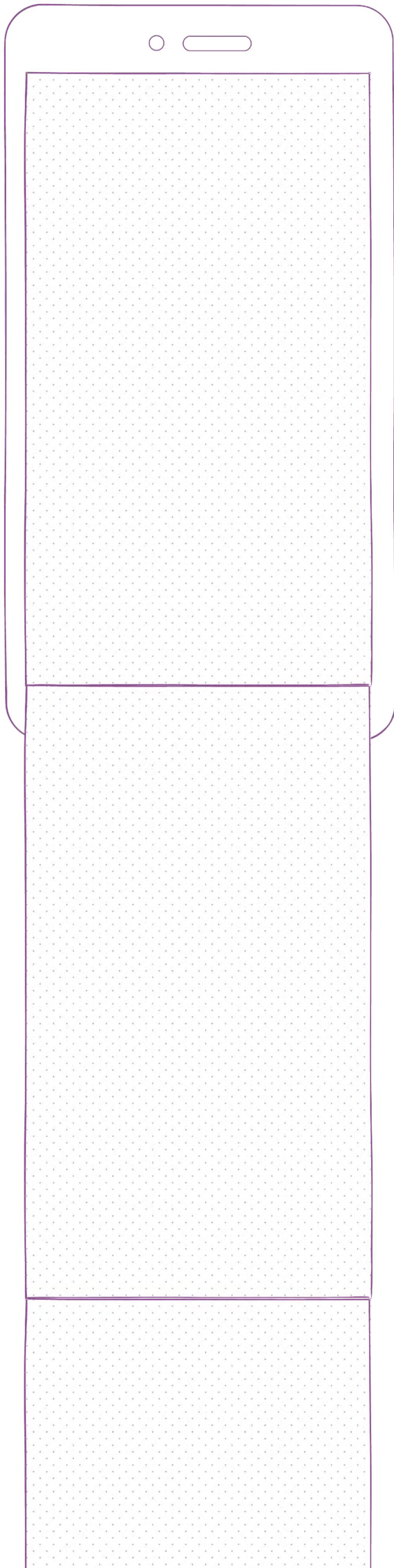
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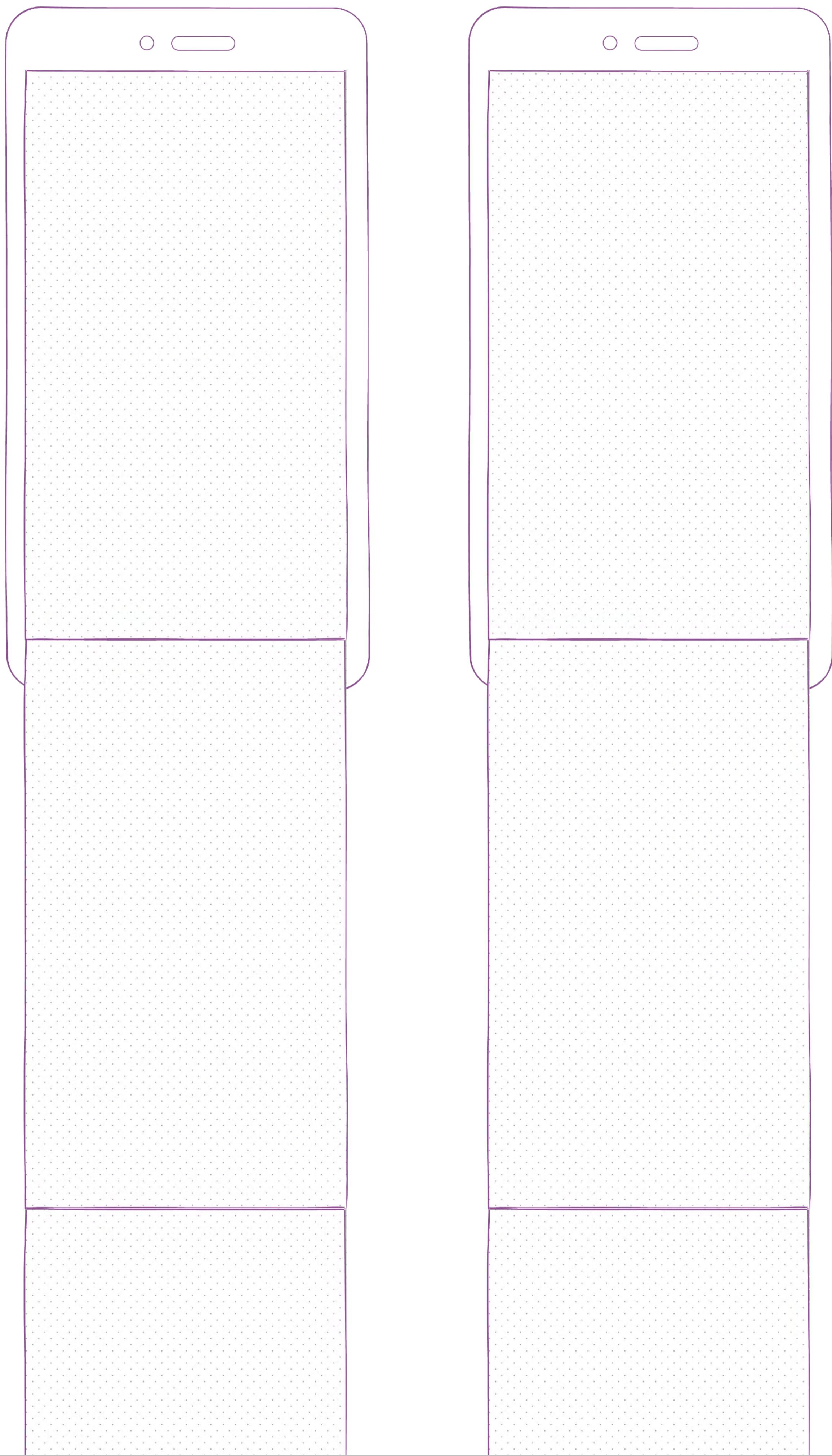
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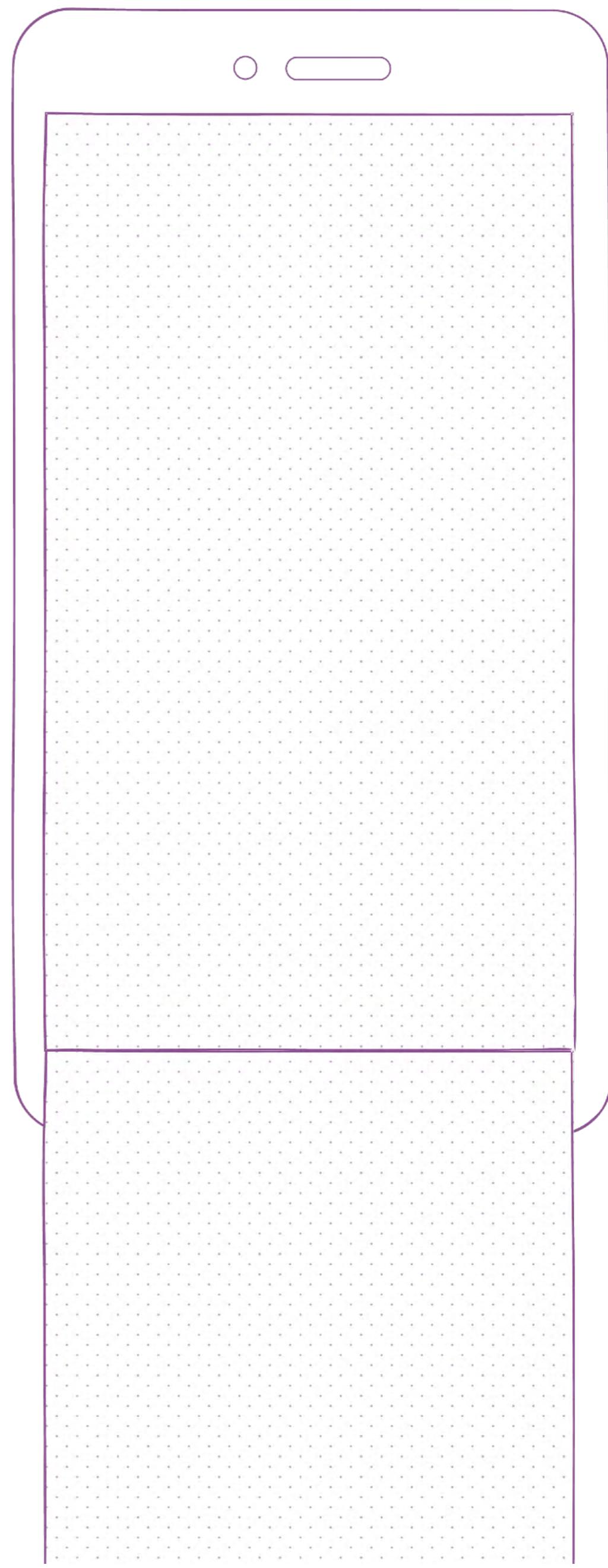
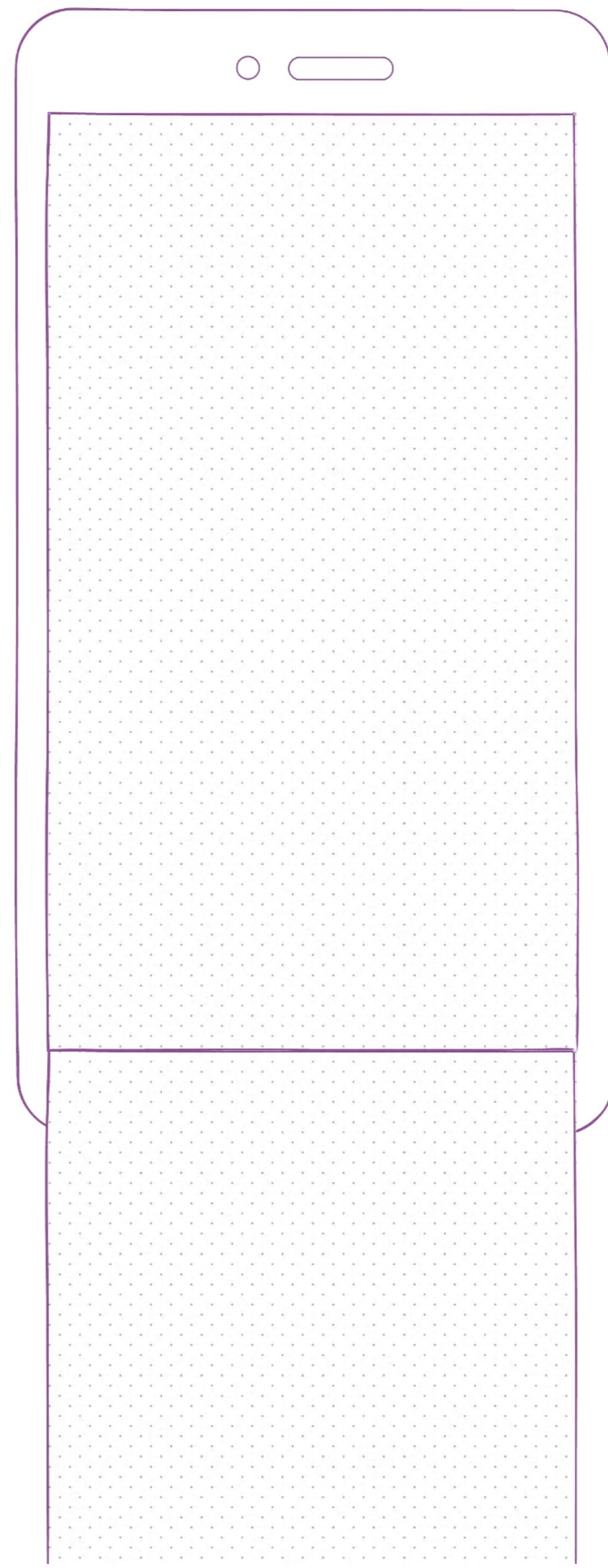
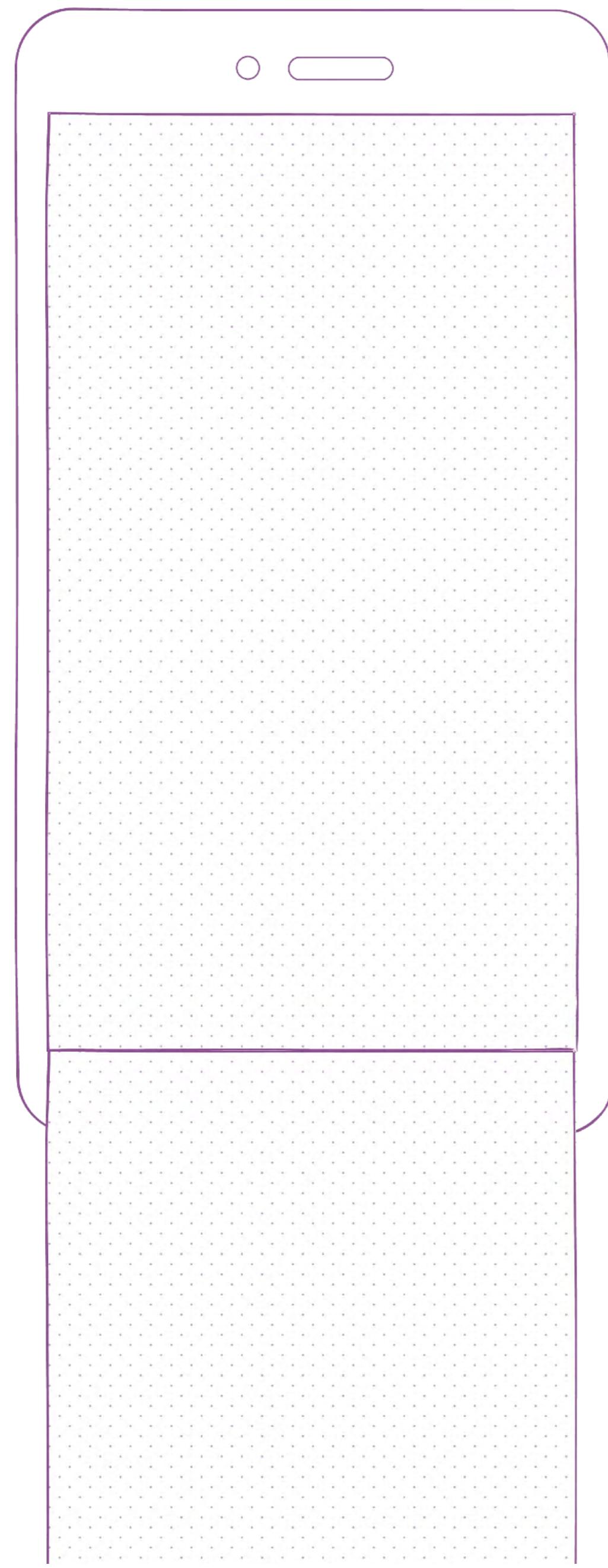


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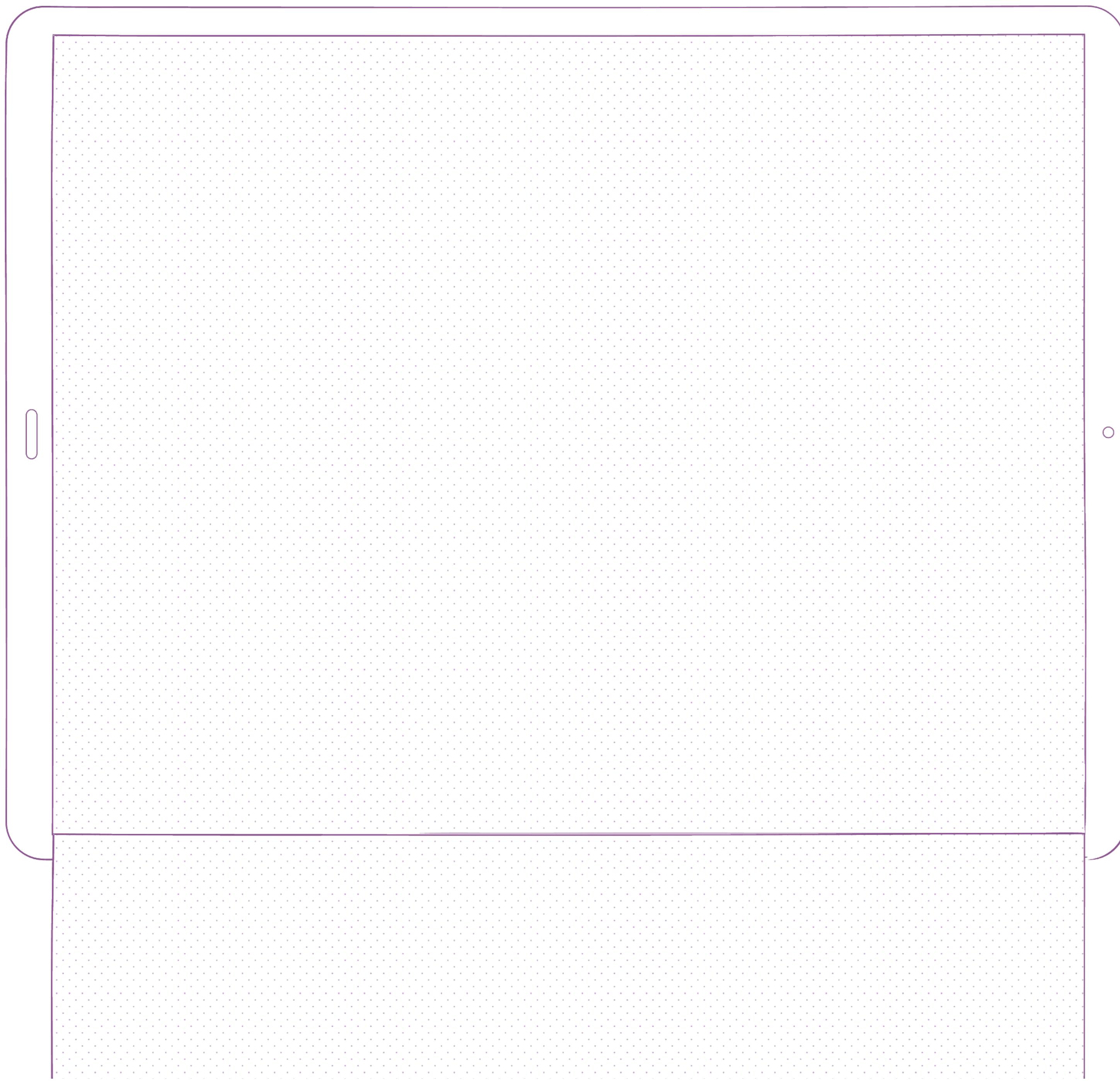




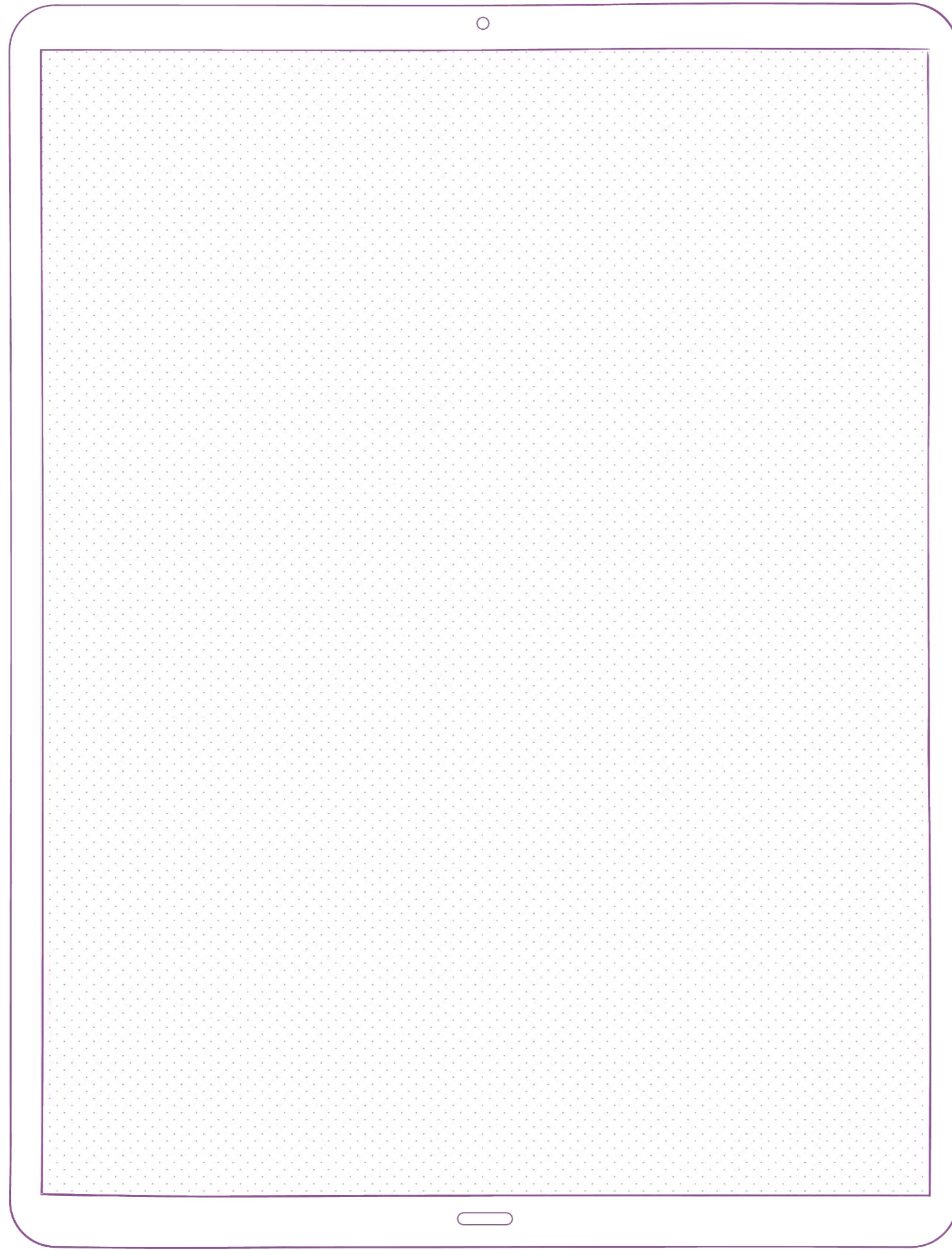


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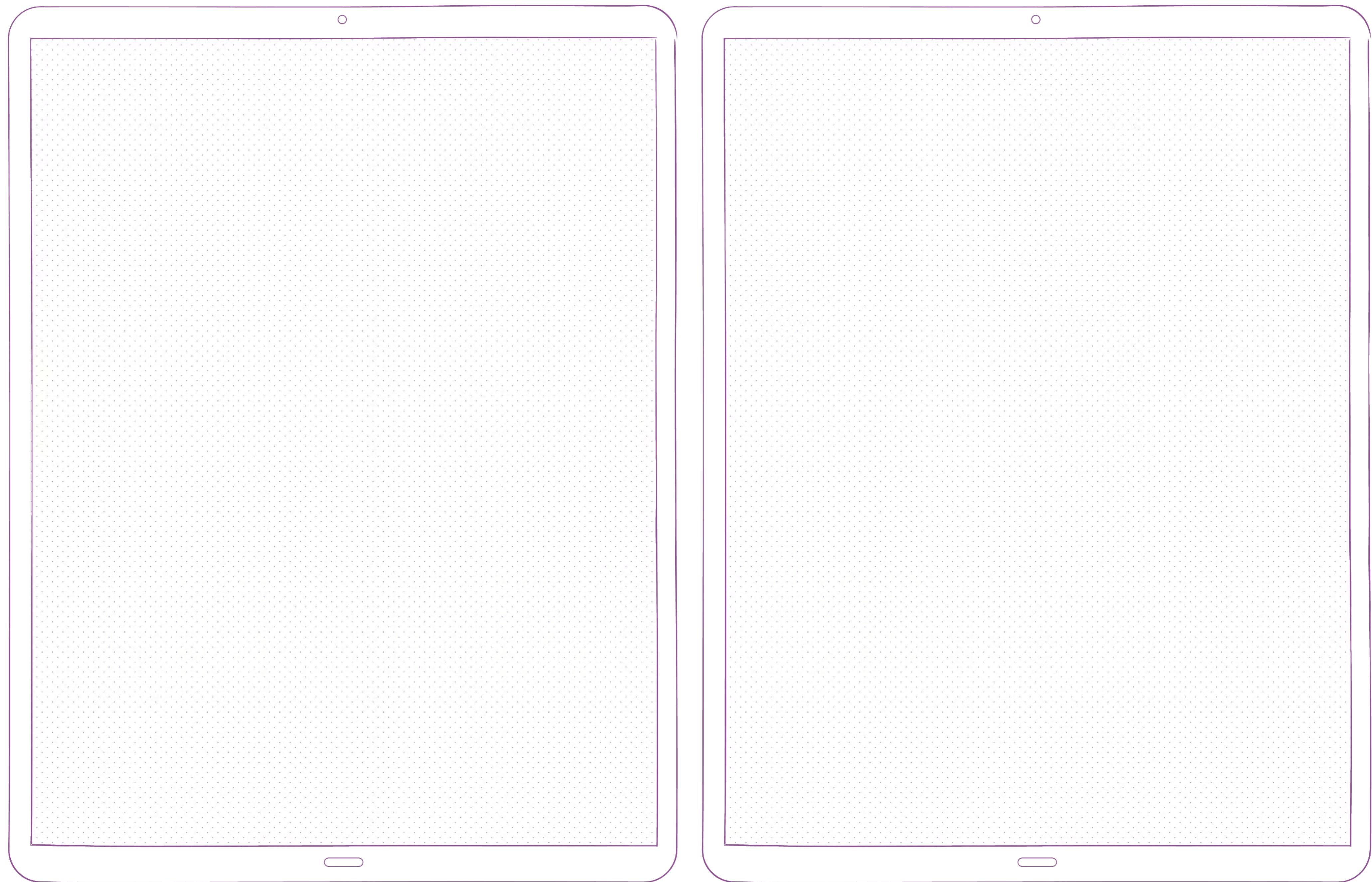
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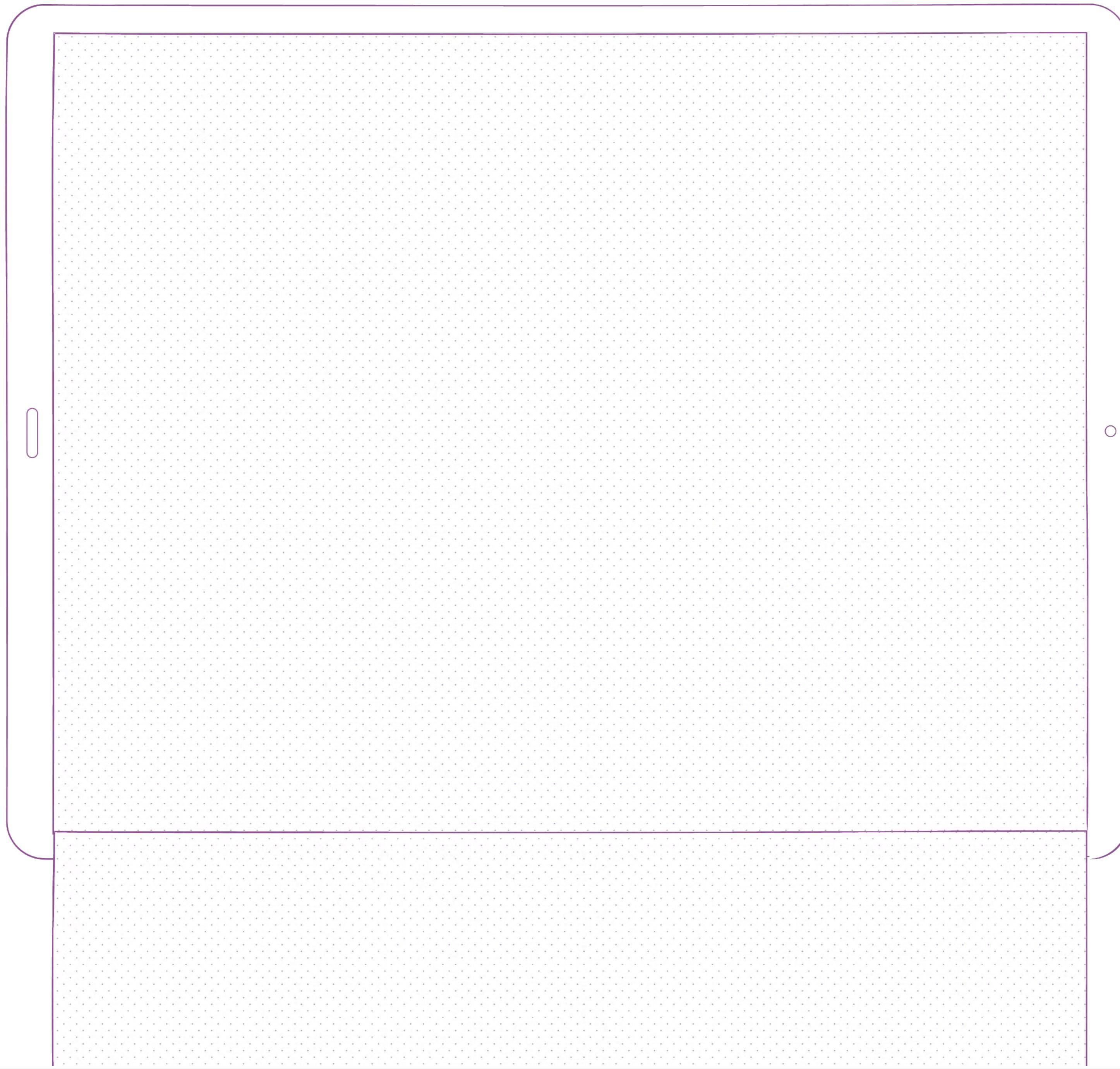


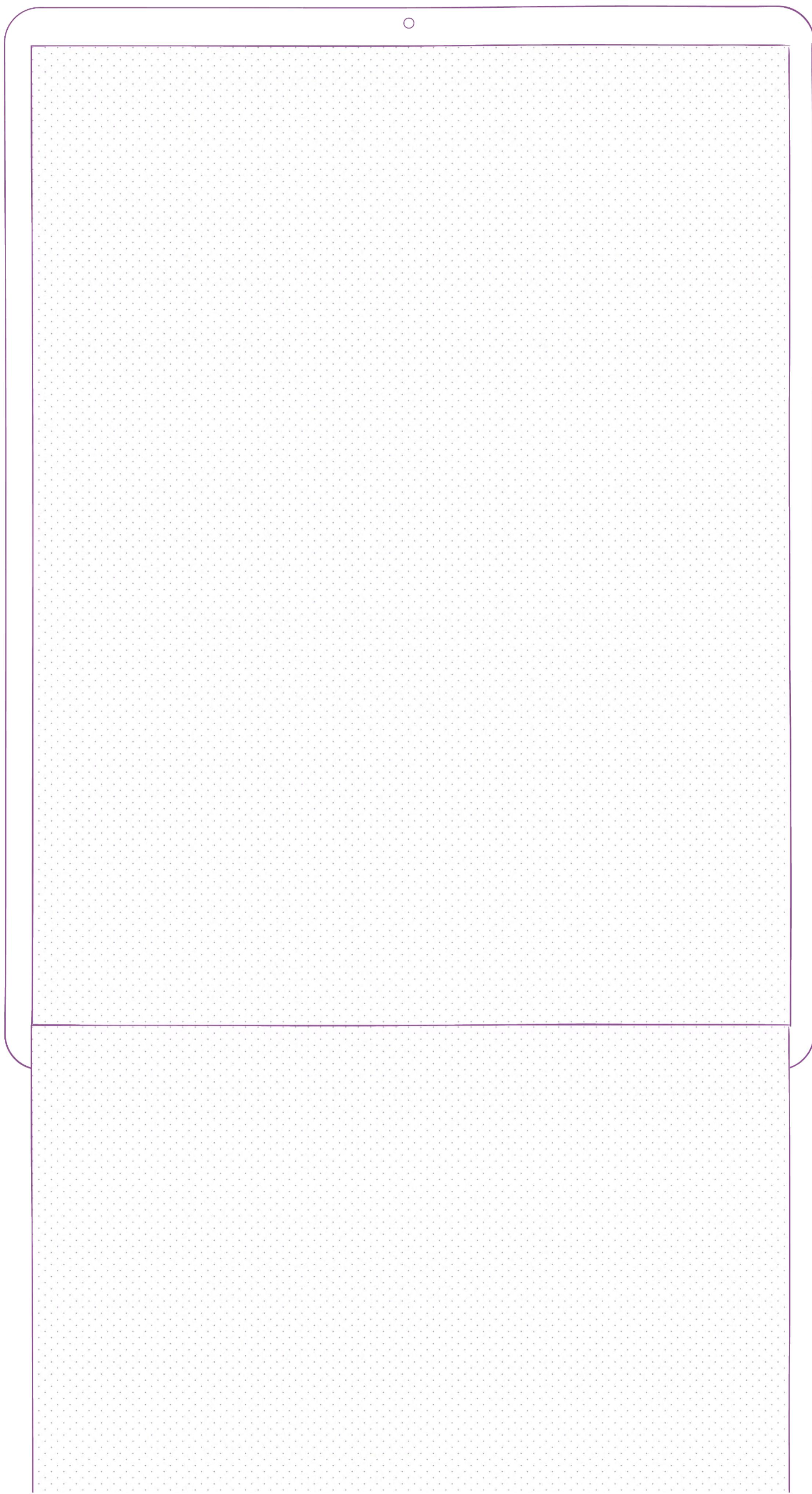
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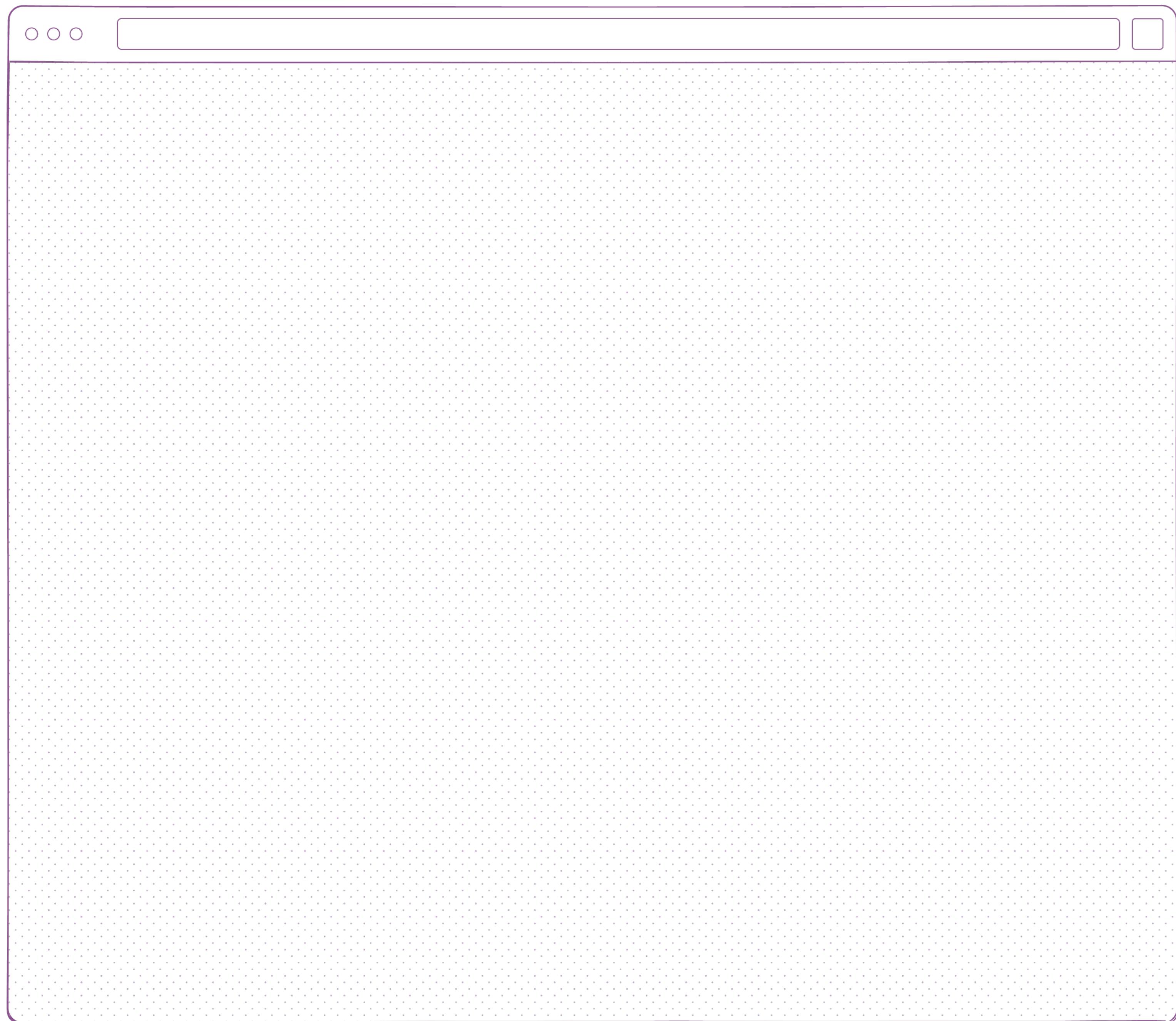
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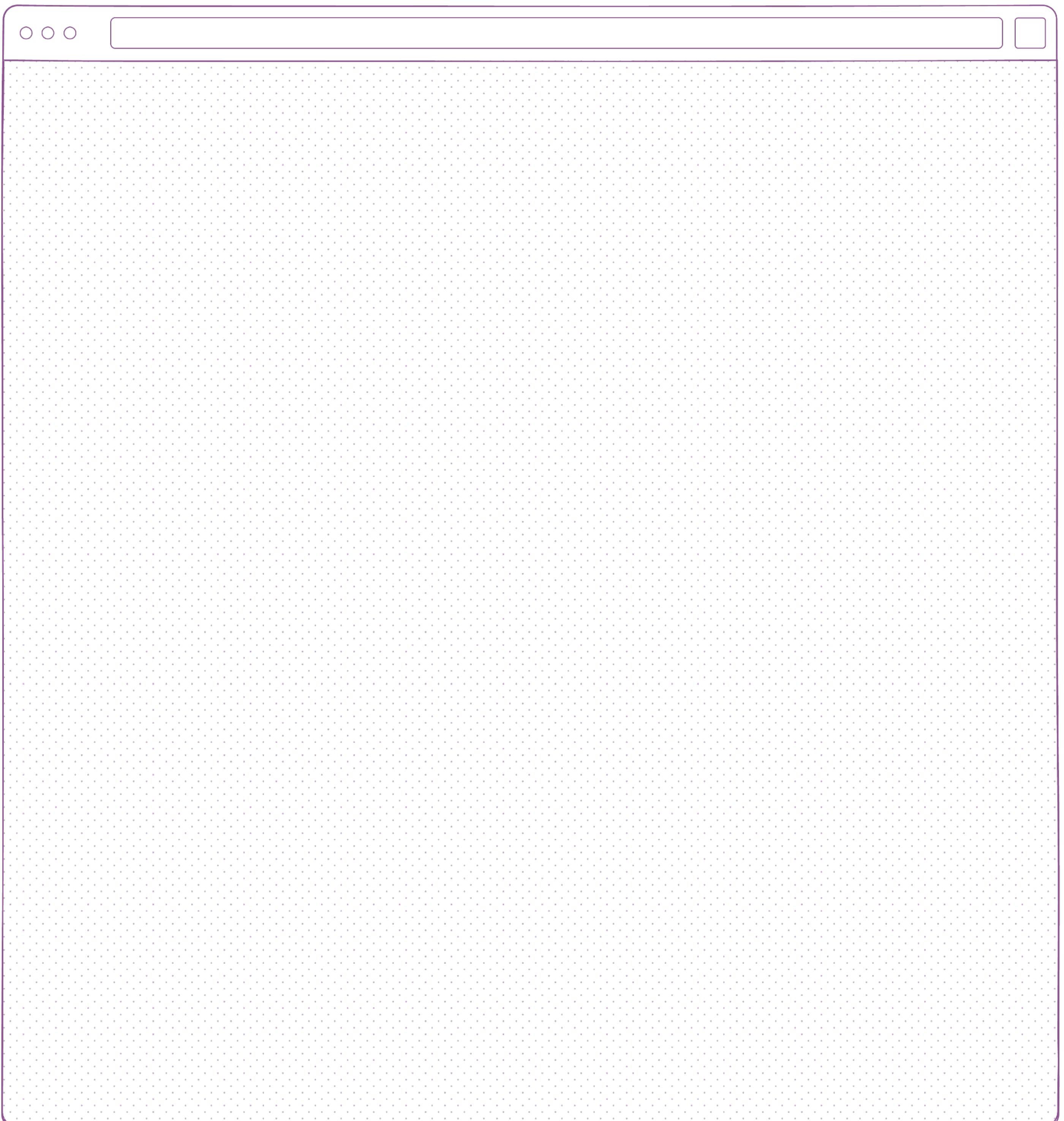
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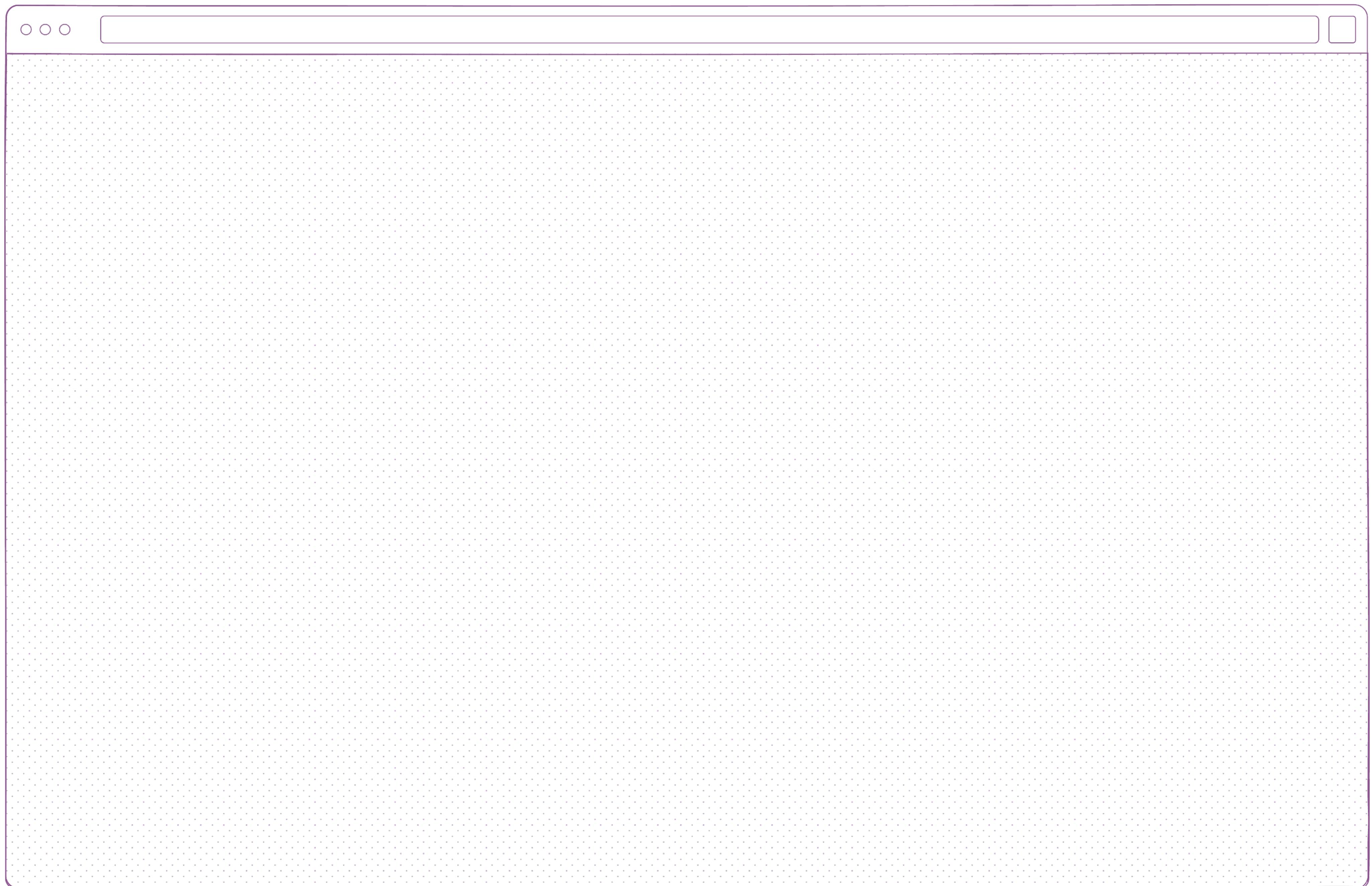
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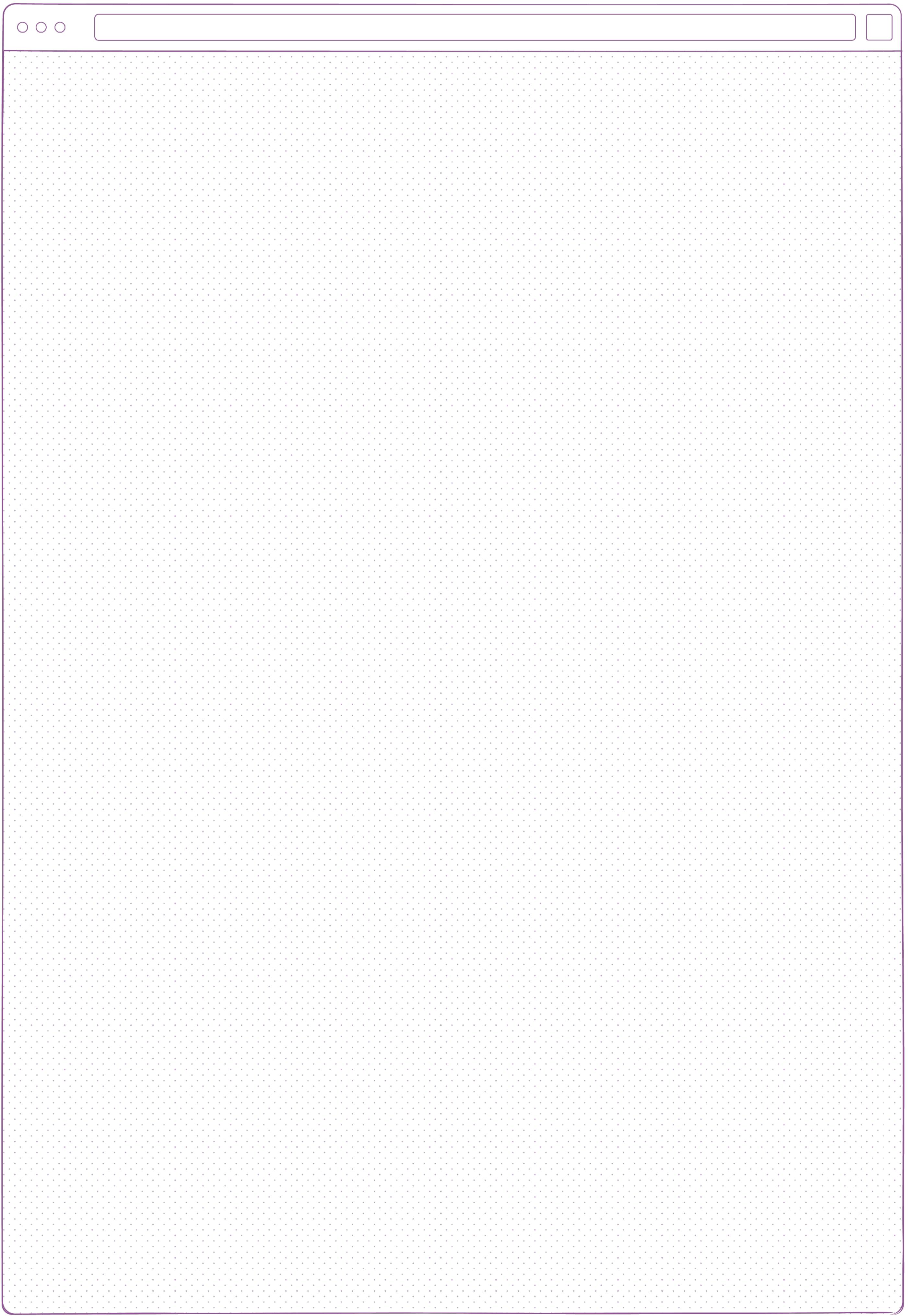
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Notes



Title



Guerilla Usability Testing Checklist



Generic advice

This checklist is mostly targeted towards guerilla testing with paper prototype but some items can be used for all usability testing

- Try to put the person at ease
- Try not to bias them
- Stay polite whatever happens

Preparing the test

Set your objectives:

- what do you want to test and why, who are your users?
- what are the metrics/KPIs?

Write down the hypothesis

Prepare and write down the test protocol (including welcome speech), the task and scenarios.

- Don't forget to write small descriptions to give context for each task.
- To help you: <https://www.userzoom.com/blog/a-simple-template-for-writing-usability-tasks/>

Check and double check for biases in your questions and tasks

Guerrilla street testing: prepare your introduction and rehearse

Prepare the test material:

- Build paper prototype for guerrilla test
- Build mockups you want to test if it's not paper (Axure, Invision, etc.)

Prepare administrative material:

- Consent form
- Recording form
- Any other authorisation you might need

Rehearse and pre-test with colleagues: make sure there's no dead ends in the test

Prepare a grid with things you know you want to observe (to help with note taking you can)

Decide and arrange incentives and rewards for participants

Choose your users based on your target audience

- Learn where to find them for guerrilla test
- If you test in a specific venue (like a mall or shop) make sure the owners are okay with that
- Recruit participants for more advanced test that will take place in your office

Schedule sessions

Before the test

- Prepare pen and paper to take notes
- Prepare rewards: snacks, gift cards, etc.
- Do a technical test of all the tools you will need: phone, camera, computers, etc.
- Print everything that you need printed: consent forms, handouts, questions, etc.

Guerrilla “street” test

- Prepare snacks and tools (phone recorder, etc.)
- Double check with the venue that it's okay to do it. Check also with security if it's a public place

Face to face tests on in your office

- Check that every tools and software works
 - If you need a computer/iPad, make sure they are charged/connected to a power source, that the mouse/keyboard work
- Prepare the test room: chairs, tables, something to drink/snacks
- Prepare the observation room if you have one
- Test WIFI and have an offline plan just in case
- Get the list of participants, schedule, etc.

Remote test

- Make sure the tools you use to share the screens work for both you and the users (proxys or impossible to install tools on some computers).
- Make sure the sound works on both sides
- Make sure you have a secondary way to contact participants in case plan A fails (phone, mail, etc.)

Beginning and welcome

-  Pause notifications and any distractions on the test device.
-  Between each test: clean up the test device if you are using one (windows, history, etc.).

Guerrilla “street” test

-  Find participant, be polite:
 - Present who you are
 - Present what you do
 - Ask them if they have 5 minutes
 - Tell them how they will be rewarded
-  Make sure the participant is in your target audience by asking screening minimal questions (if not, thank them)

Face to face tests on in your office

-  Make sure you know the participant name
-  Welcome participant
-  Offer them something to drink before starting
-  Explain who you are, what you do and how the test will work
-  Explain that you are testing the app/site/product/service idea, not them.
-  Have participant fill a consent form
-  If you record, have participant fill a recording permission form
-  Ask participant to “think aloud”

During the test

- Only start screen recording if you got the consent
- Start with an easy conversational question to make participants at ease
- Follow your script and present the tasks
- Don't answer the questions that are linked to the task (but tell participants you will answer them at the end)
- Try as much as possible to avoid biasing them and helping them with the tasks
- Ask open follow up questions
 - ○ What do you think will happen next?
 - ○ How does this make you feel?
 - ○ Did you expect this to happen?
 - ○ What are you currently thinking?
 - ○ Do you do that kind of things often (the task, not the test ^^)
- Let the participant breath, don't rush them
- Have someone take notes (or record)
- If you promised 5 minutes, try to stick to this
- Remind the participant to think aloud if necessary
- Try to enjoy it, make it into a conversation so that the participant feels at ease

End of the test

- Thank the participant
- Answer the questions they had during the test, but that you could not because you didn't want to bias them
- Ask follow up questions if you have some
- Thank them again if they answered some extra questions
- Stop recording
- Save recording
- Give them the reward // explain to them how they will get it
- (Ask for other people you could test with)
- Quickly write down the main discoveries so that you don't forget them
- If you recorded: back up the recording on the cloud. You can never be too sure
- If you took paper notes, scan them so that you don't lose them
- If you have a test after clear all data, browser history, prepare for the next one with a "neutral default" start

Synthesis and findings

- Bring out big interesting verbatims that will answer your design questions
- Analyse the results: did people succeed on doing the tasks? What was good? Bas? Okay? How long did it take them? What errors did they do? etc.
- Present the findings and recommendations
- Prioritise problem fixing

Usability test resources

- Checklists from Steve Krug's books: <http://sensible.com/downloads-rsme.html>
- Checklist for Planning Usability Studies: <https://www.nngroup.com/articles/usability-test-checklist>
- Usability.gov test plan template: <https://www.usability.gov/how-to-and-tools/resources/templates/usability-test-plan-template.html>
- Usability Test Plan Toolkit <https://www.userfocus.co.uk/articles/testplan.html>
- Example of test template by Hotjar https://docs.google.com/document/d/1loarnJobVAHJgyLWiJv5les_hfawiHeuhfzEP-RRHWY/edit#heading=h.8iz4gqtbouru
- Guerrilla Usability Testing: How To Introduce It In Your Next UX Project <https://usabilitygeek.com/guerrilla-usability-testing-how-to>

More tools and ressources

- Starter questions for user research: <https://projects.iq.harvard.edu/files/harvarduxgroup/files/ux-research-guide-sample-questions-for-user-interviews.pdf>
- Conducting an interview with empathy: <https://public-media.interaction-design.org/pdf/Conducting-an-Interview-with-Empathy.pdf>
- Draw.io (tool to create user flows): <https://drive.draw.io/>
- Miro (tool to create user flows, customer journey maps and more): <https://miro.com/>
- An introduction to Interaction Flows <https://uxplanet.org/an-introduction-to-interaction-flows-a4f783402529>

On my site:

- My blog with more content: <https://stephaniewalter.design/blog/>
- A list of more books you could read: <https://stephaniewalter.design/blog/bibliography-selected-books-about-design-user-experience/>

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