Module 3

Topics:

3.2 Prototype your Design to test
Introduction of prototyping tools,
Conducting usability test
Communicating Usability Test Result.

Prototype your Design to Test:

* Know what you're Testing & Why
Firstupall this is important to test & discover about your design, which helps to determine the prototype format that will be of most use to your design direction.

* Define the target Audience for your Test
Its important to note that who's going to be testing your prototype - your test participants.
Now lets consider If you are looking to redesign the connection profile page.
Imagine you want to invite existing users to test the prototype ones that have experienced your product before the changes. They can comment on the improvements

* Create a Prototype
The type of prototype you create depends on what stage of testing & development you're at.
Two main types of prototyping to consider.
1) Low-Fidelity Prototypes } elaborate it
2) High-Fidelity Prototypes }

* Choose the Usability Testing technique
Usability testing technique is the approach you'll take to gathering user feedback.
1) Unmoderated Vs Moderated
2) Remote Vs In person } elaborate
3) ~~Quanti~~ Quantitative Vs Qualitative } it

* Decide which tools you'll use.
The user testing tools you use can make or break your prototype testing. You first need a tool that can help you develop your prototype.

* Evaluate the test Results
You have ~~not~~ successfully tested your prototype & gathered test result from users. Now it's time to implement feedback & make changes to your product.

* Prototypes whether a paper based or running software can be evaluated to see whether they are acceptable & where there is a room for improvement.
* Iteration & Prototyping are the universally accepted 'best practice' approach for interaction design.
~~Prototypi~~

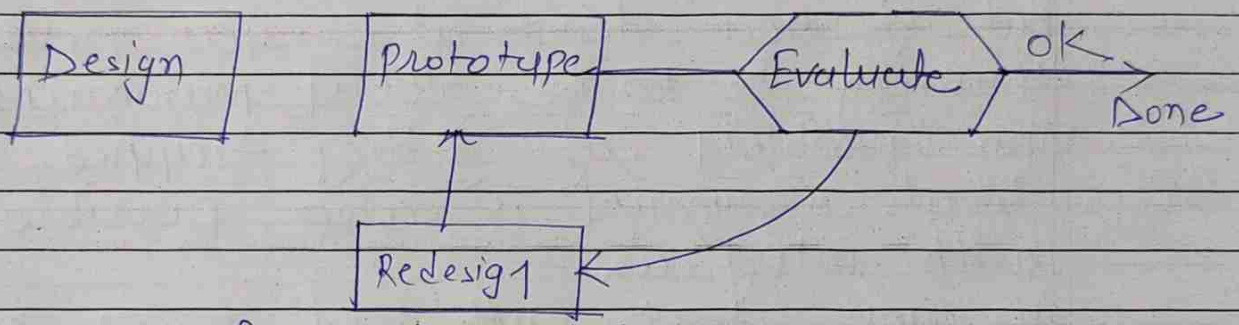

Figure. Role of Prototyping

* The result of evaluating the system will usually be a list of faults or problems & this is followed by a redesign excercise which is the prototype
* Prototyping is an example of what is known as hill-climbing approach. In Iterative prototype you start somewhere, evaluate it to see how to make it better, change it to make it to make it better & then keep

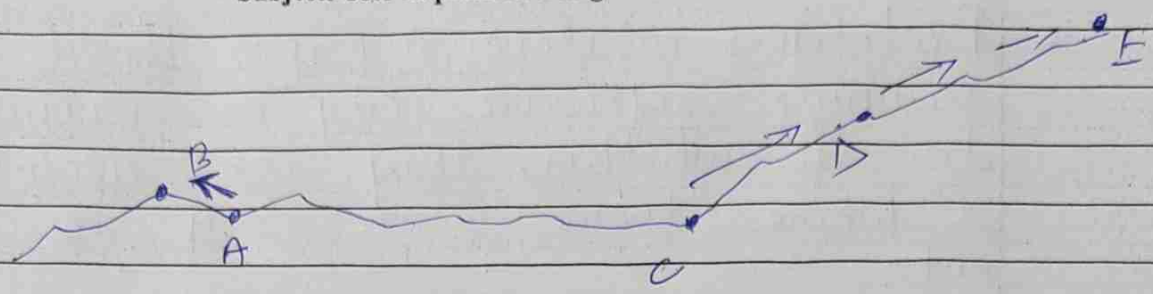

figure. Hill climbing.

on doing. If you start at A you get trapped at the local maximum at B. but if you start at C you move up through ▷ to the global maximum at E. This problem of getting trapped at local maximum is also possible with interfaces.

If you start with bad design concept you may end at something i.e simply a tidied up version of that bad idea. For above we can say that

* To understand what is wrong & how to improve it.
* A good start point

Conducting Usability Test

* **Step1: Plan your test.**
To determine your test objectives. The more targeted your objective is the better the outcome.
for Ex: if you are redesigning an e-commerece website, you can test the ease of use & satisfaction of the resigned purchase flow. While the overall test objective can be abstract, designing a series of 5-10 user tasks to be carried out will help you evaluate interface interaction with concrete actions.

* **Step 2: Recruit test Participants.**
In addition to goal setting, your test plan also needs to outline how & whey to recruit test participants. Budget your usability test accordingly. Its the most effective to recruit those whose attributes match your target users. More participants can add value to the test.

* **Step 3: Run Test**
Despite the fact that usability testing is

largely observational, effectively moderating tests stills play a huge role in gaining high quality insights.

* Step 4: Analyse & Present test data.
Once you have completed all planned tests, time to go back to your notes & research data to dig for insights. When your research findings are presented to your team, it helps to bridge the gap between knowledge & solution as well as to reach a consensus when multiple design solutions seem to hold the same weight.

Communicating Usability Test Results:

1) Prepare your data.
Before sharing your test with designers, you need to analyze & organize your data. You can use different tools & techniques to help you with this task, such as spread sheet, charts graphs, videos, notes etc.
for Ex: you can use a matrix to plot the severity & frequency of usability problems, or a journey map to show the user's pain points & emotions.

2) Present your Findings
The next step is to present your findings to the designers in a format that suits their needs & preferences.
You can choose from different formats such as reports, slides, posters.
for Ex: you can use high-level overview for busy audience & detailed report to technical one.

3) Use Story Telling Techniques:
One of the most effective ways to communicate your test results is to use

story telling techniques.
You can use different elements of storytelling such as characters, scenarios, conflicts for Eg: You can use personas to represent the user's goals, needs & behaviors, scenarios to describe the users task & situation, conflicts to show the user's challenges & frustration.

4) Involve the Designers
Another way to communicate your test result is to involve the designer in the testing process & the analysis.
The goal is to make the designer feel part of the testing journey & to encourage them to share their ideas.

5) Follow up of your results:
The final step is to follow up of your test results with the designers. Following up can help you ensure that your test result are understood & acted upon & that the designers have the support & guidance they need. The goal is to Maintain the relationship with the designers & to Monitor the progress & the impact of your test result.