Subject: User Experience Design With VR

Module 4

UX Design Process: Iterate/Improve & Deliver.

4.1 Understanding the usability test, findings, Applying the usability test, feedback in improving the design.

4.2 Communication with implementation team, UX deliverables to be given to implementation team.

Understanding the usability Test:
Usability testing is a key method in the field of UX design, focusing on evaluating how easy & effective a product is to use by having real users interact with it.
The core objective is to uncover potential issues, & identify opportunities for improvement.
Here's a more detailed breakdown of each component.
1) Uncover problems in the design.
2) Discover opportunities to improve the design.
3) Learn about users behavior & preferences.

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1) Uncover Problems in the Design

Usability testing helps identify friction points in the user experience, where user struggle with certain features or task. By observing how users interact with the product, designers can detect specific pain points that might have been missed during the design & development process.

2) Discover opportunities to improve the design.

Usability testing revels opportunities for enhancing the product user may suggest the feature or offer insights into how they expect the product to work. The goal isn't just to fix issues but also to make the product more efficient, enjoyable & aligned with user needs.

3) Learn about user Behavior & preferences.

Usability testing provides valuable information about how users think & behave when interacting with a product. It offers insights into user preferences, mental model & patterns of use.
By observing how users navigate, complete task & react to different design elements, designers can make

Applying the usability testing

1) Planning the usability Test
2) Designing the Test
3) Recruiting Participants
4) Conducting the usability Test
5) Analysing the Results
6) Report findings
7) Implementing Design changes
8) Continuous Testing & Iteration

(1) ~~Desi~~ Planning the Usability Test

Establish clear goals, scope & structure for the usability test.

Determine the scope of the test. Are you testing the entire product or focusing on specific features. Also decide whether the test will be in-person remote or moderated.

Set a realistic timeline for each phase of the usability test & play where & how the test will be conducted.

(2) Designing the Test:

Provide users with realistic scenarios that mimic actual usage.

For designing the test we decide some of thing like we have to decide what quantitative & qualitative metrics to

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informed decisions that better align the
product with its target audience's
preferences & needs.

to track which includes: Task success rate, whether the time task completed on time, what is error rate etc.

(3) Recruiting Participants:
Recruits users who match your product's target audience to ensure the usability test results are relevant & actionable. Typically 5-7 participants can cover 80% of usability problems. larger sample sizes may be required for more complex products or if you need to test different user groups.

(4) Conducting the Usability Test
For conducting the usability test a facilitator guides participants through the test, providing instructions without leading or influencing their behavior. Their role is to observe & ask open-ended questions to gather insights into the user's thought process.

(5) Analyzing the Results:
Analyze the data gathered from the usability test to uncover patterns, identify pain points, & generate insights of improving the product.

(6) Reporting findings
Compile the results of the usability test into a detailed report for

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for stakeholders, such as designers, developers & mangement.
Data can be shown in the form of graphs, charts etc.

(7) Implementing Design changes.

Designers & developers should work closely together to implement the recommen-ded changes. Updates & testing help to ensure that the fixer improve usability without introducing new issuez.

Finally, when the changes are happen, test the updated features with a new round of usability testing to ensure the issuez have been resolved.

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Feedback in Improving the design:

Collect Feedback:
Use surveys, interviews, & analytics to understand user issues & preferences.

Analyze:
Identify common trends & prioritize key pain points.

Design Solutions:
Improve usability by addressing issues & refining features.

Implement Feedback Loops:
Regularly gather user insights & update users on changes made.

Test changes:
Use A/B testing & prototypes to validate feedback-driven improvements.

Iterate.
Continuously improve the product based on ongoing feedback.

Measure Success:
Track user satisfaction & engagement to assess improvement.

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