# Experiment No. 5 (Group A)

**Aim:** Usability Testing Simulation: Develop a high-fidelity interactive prototype using any UI/UX tool. Prepare a usability testing plan, recruit participants, and simulate usability testing sessions. Analyze the feedback and iterate on the design based on the insights gathered during the testing.

**Practical Outcome:**

**1. High-Fidelity Interactive Prototype:** Develop a fully interactive, high-fidelity prototype that accurately represents the design's look and functionality.

**2. Usability Testing Plan:** Prepare a comprehensive usability testing plan including objectives, scenarios, tasks, participant profiles, metrics, and logistics.

**3. Recruited Participants:** Recruit a diverse group of participants who represent the target user base.

**4**. **Usability Testing Sessions:** Conduct simulated usability testing sessions with participants, including think-aloud protocols and task scenarios.

5. **Recorded Sessions:**Capture usability testing sessions through screen recording software, with the participants' consent.

**Software Requirements:**

**1**. **UI/UX Design Tool:** Select a design tool such as Figma, Sketch, Adobe XD, or In Vision to create the high-fidelity interactive prototype.

**2. Usability Testing Software:** Use software like Zoom, Microsoft Teams, or user testing platforms like Usability Hub or User Zoom for remote usability testing sessions.

3. **Recruitment Tools:** Consider using tools like LinkedIn, social media, or dedicated participant recruitment platforms for finding and recruiting participants.

**4. Screen Recording and Analysis Tools:** Employ screen recording software like OBS Studio or built-in recording features of video conferencing tools for capturing usability testing sessions. Use spreadsheets or specialized usability testing analysis software for data analysis.

4. **Note-Taking Tools:** Use digital note-taking tools like Google Docs, Microsoft Word, or specialized usability note-taking software to capture observations during usability testing sessions.

**Theory:**

Usability testing is a critical step in the UI/UX design process that involves evaluating a product or prototype's usability by real users. It helps identify usability issues, user preferences, and areas for improvement. This practical exercise aims to simulate the process of developing a high-fidelity interactive prototype, conducting usability testing, and iterating on the design based on user feedback.

**Usability Testing Goals:**

**1. Usability Testing Goals:** The primary goals are to uncover usability problems, assess user satisfaction, and make informed design improvements.

**2. Usability Issues:** These are obstacles or difficulties users encounter while interacting with the product. Identifying these issues helps in creating a smoother user experience.

**3. User Satisfaction:** This measures how satisfied users are with the product. Satisfied users are more likely to use the product and recommend it to others.

**4. Iteration:** Usability testing is an iterative process. Insights from testing inform design changes, which are then retested until the product meets user needs and expectations.

**5. Design Tools:** UI/UX designers use specialized software like Figma, Sketch, or Adobe XD to create high-fidelity prototypes that resemble the final product.

**6. Usability Testing Plan:** Before testing, a plan is created, outlining objectives, user profiles, scenarios, tasks, metrics, and logistics for the testing sessions.

**7. Recruitment:** Participants matching the target user group are recruited using various methods, including social media and participant recruitment platforms.

**8. Testing Sessions:** Participants interact with the prototype or product while thinking aloud and completing specified tasks. This provides insights into their thought processes and difficulties faced.

**9. Recording:** Usability testing sessions are recorded, usually with participants' consent, for later analysis.

**10. Feedback Analysis:** Observations, feedback, and data collected during testing are analyzed to identify usability issues and opportunities for improvement.

**Conclusion:**

**Questions:**

1. What's the goal of usability testing
2. How do you gather information on a usability test?
3. What should you ask a participant during a moderated usability test?