SPD 1.2 course tracker:

- Mark Attendance
- Link to Product MVP

User Testing

By the end of this class you'll be able to

1. **Improve the design** of your product with User Testing

2. Design an **unbiased user testing script** to gain insights on how to improve your product

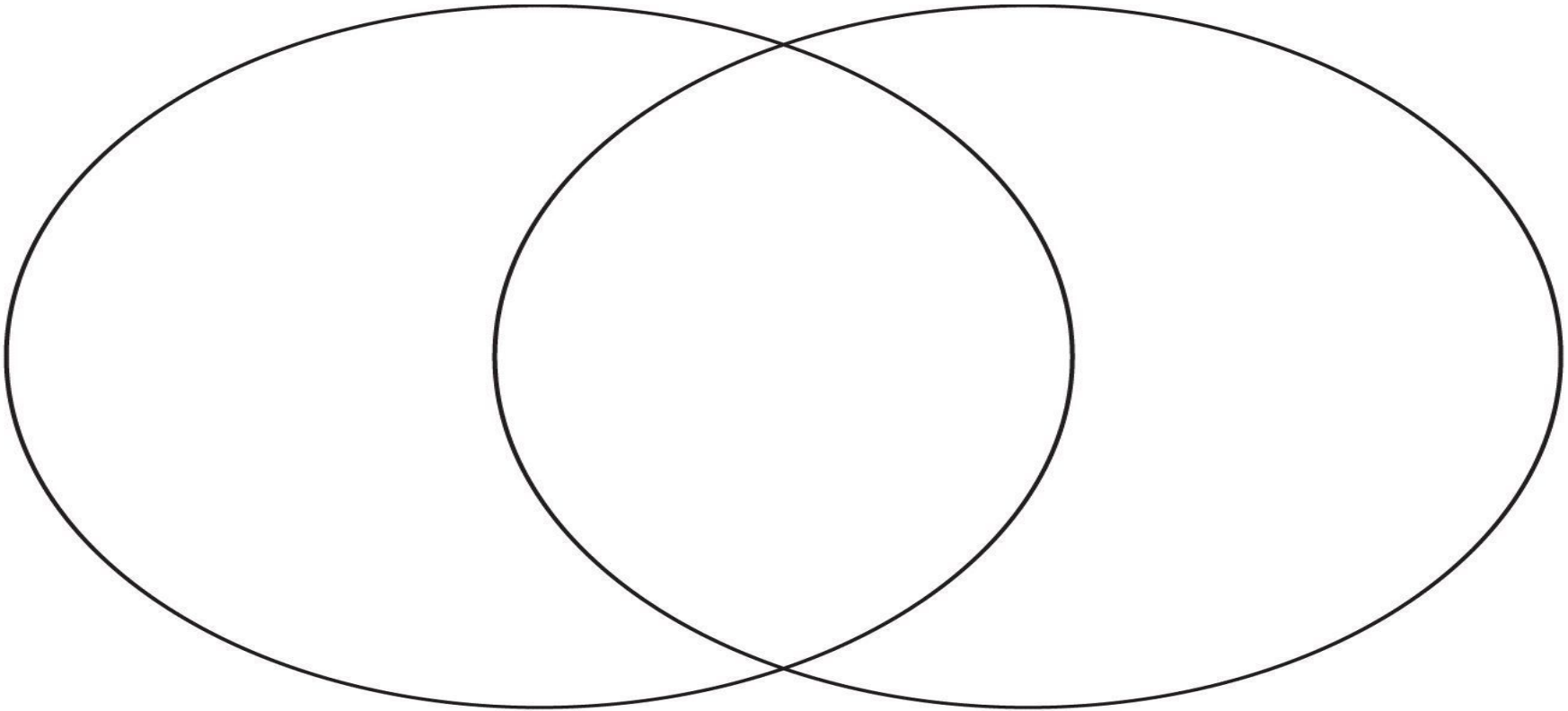
3. Run an unbiased **user test**

User Tests Definition

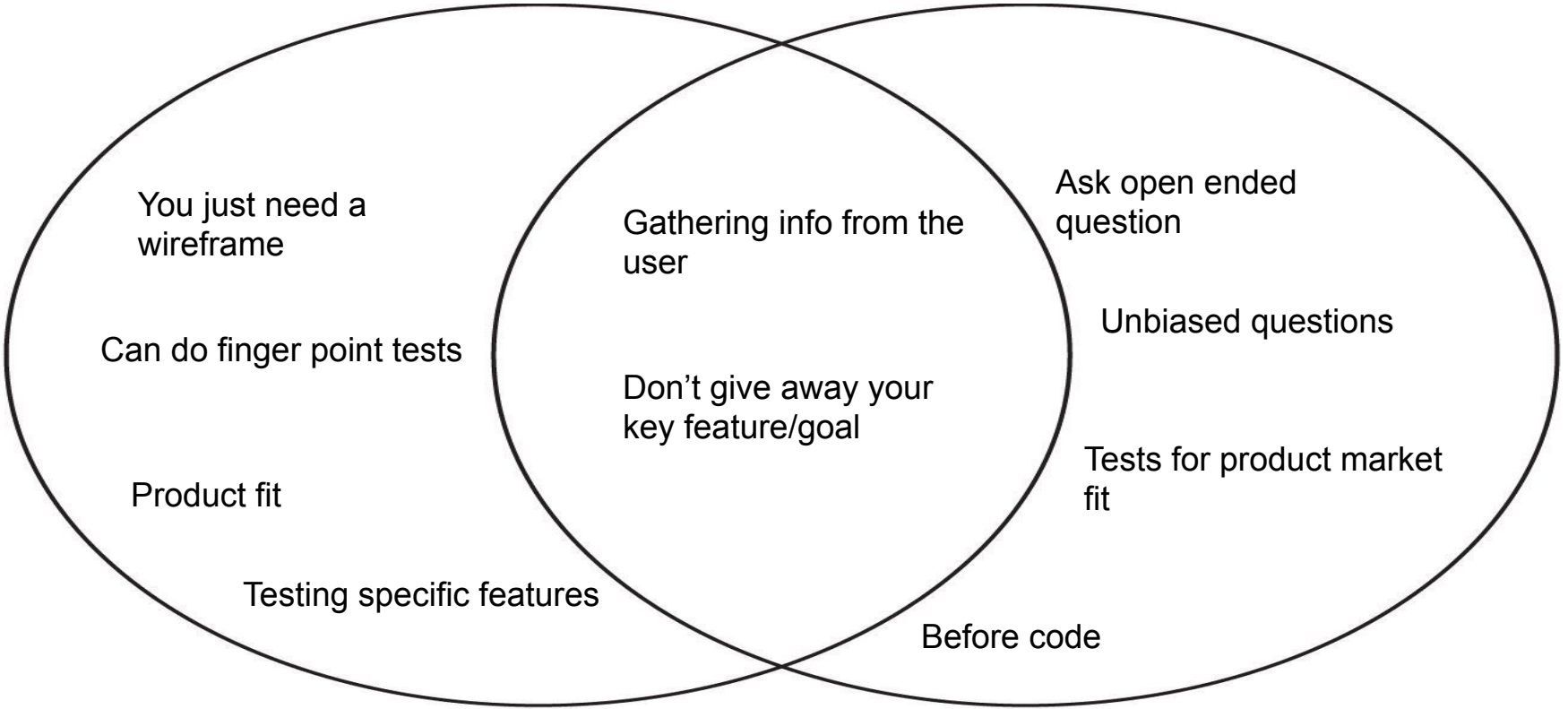
Put your prototype in a target user's hands and **see what they do**: where they get stuck, are confused, and follow through on your intended use case.

After conducting multiple tests, you'll **get insights on how to improve your UI/UX**.

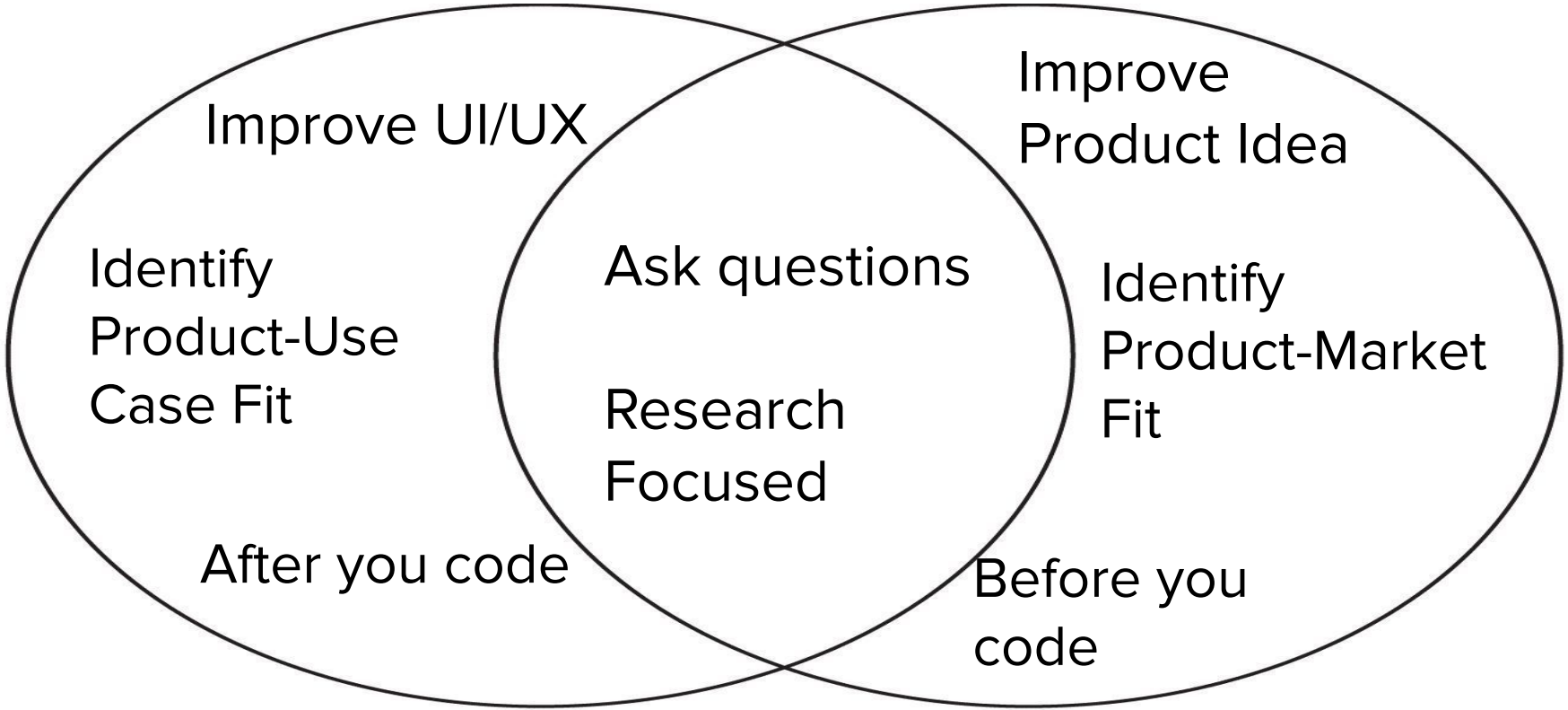
User Tests **vs.** **User Interviews**

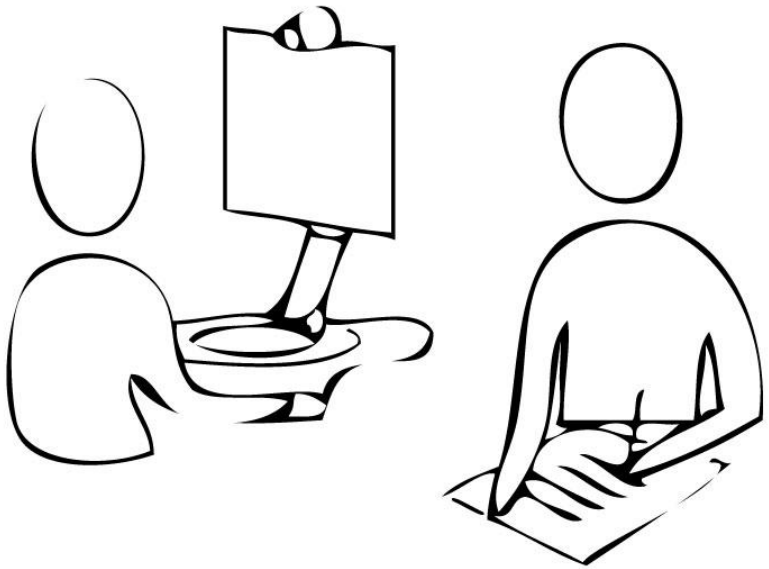


User Tests vs. User Interviews



User Tests **vs.** **User Interviews**





In Person ….

… or remote

User Test Demo

(5 min)

Write down techniques you see the instructor use

https://www.youtube.com/watch?v=9wQkLthhHKA

Clarify user’s expectations
Guided process
No explicit explanations
Looking for what catches their eye
Expect unexpected expectations
Asking her what’s need?
“What do you think you can do on this page?"
Paper prototype is good for unexpected actions
Profiling
He made it easier to simulate the website for her by adding colors
They chose user from specific age range
She did not get frustrated looking for what she needed
Used features similar to what she was used to like nick jr

Break (10 min)

User Testing: Format

Format Recommendation:

a. ½ of tests, **give no context** - just hand them the app or site and see what they do

b. ½ of tests, give them the “objective / user intent” such as “**buy a piece of clothing**” or “**create an account**”

Roles

Test Administer

Present a task

Provide background information

Ask **only clarifying questions**

Test Taker

Speak out loud

Say what you are thinking

Don’t ask, guess

User Testing Script: Pre Test

1. Ask demographic questions related to topic area

2. Give Context for test
    a. "I'm going to give you my computer and I’m not going to try and help you. Please navigate through app. If the experience doesn’t make sense to you simply say so."

3. Ask them to “speak their thoughts” out loud as they use app

Script: User Test Principles

1. **Answer questions with questions**
    a. “What do you think that button would do?”
    b. “What feels unclear to you?”
2. **Don’t explain!**
3. **Allow** time for **silence** and struggle

Script: Post Test

1. Ask follow up questions on their experience:
    a. “What are your general thoughts about the app/site?”
    b. “What did you like about the app?”
    c. “Any features requests or things you’d like for it to do?”
    d. “What would you like to be improved?”

2. Would you like to sign up for our private beta?

3. Thank you!

Use this spreadsheet

Make a copy of this note-taking spreadsheet to use for your tests:

https://docs.google.com/spreadsheets/d/1PmQAgYXPDqe-m_yPLRBUsSZmKM9c6nQNi7jQySV336Y/edit?usp=sharing

Collect Data

Data	Test 1	Test 2	Test 3	Test 4
Tester name	...	...	...	...
UI/UX comments	...	...	...	...
Feature Request	...	...	...	...
Compliments	...	...	...	...
Complaints	...	...	...	...
Actionables	...	...	...	...

Conduct 1 User Tests

(20 min)

"I'm going to give you my computer and I'm not going to try and help you. Please navigate through app. If the experience doesn't make sense to you simply say so."

1. Break into a **groups of 3**
2. **Conduct User Tests**:
   a. Observer take Notes
   b. Administrator take Notes
3. **Change** roles

Conduct 3 More User Tests

(30 min)

"I'm going to give you my computer and I'm not going to try and help you. Please navigate through app. If the experience doesn't make sense to you simply say so."

1. Self organize into your own groups of 2!
2. Conduct User Tests:
   a. Administrator take Notes
3. Change roles

Rule of thumb ...

User tests should be **so quiet** that you can hear a pin drop. ...

User tests are like eating glass ...

Allow users to *struggle* while using your app ***in order to see what is not intuitive***

Work On Your Blog Post

(20 min)

Record a *ScreenCast* of an actual user interview for your post

Instructions in the blog post assignment
make.sc/spd-1-2-blog-post

More info on UX Testing with Paper Prototypes

https://www.youtube.com/watch?v=6dre0P4tRTc

https://www.youtube.com/watch?v=Bq1rkVTZLtU

https://www.youtube.com/watch?v=yafaGNFu8Eg&frags=pl%2Cwn

https://www.youtube.com/watch?v=JMjozqJS44M

https://www.youtube.com/watch?v=F-dkXT2jXAs

More Resources on UX design

Getting Started as a UX Researcher

Why you only need to test with 5 users