Bring ideas to life
VIA University College

UXU 5

Usability testing I

Agenda

- NeuroLab intro

- NeuroLab testing (controlled settings)

- Course Assignment info

- Think Aloud Test

- Exercise

Exercise task

–   Given this info:

  –   Find colourbox on MyVia

  –   The key is: 63171809110

–   Create a Colourbox-account and download a picture of virtual reality without water mark

Short intro to course assignment

- From course description:

  - During the semester, the student must prepare one course assignment, which must be submitted in WISEflow prior to the exam.
    For the oral exam, the student draws one of the topics from the curriculum, which will be discussed based on the course assignment, but the student may be asked about the full syllabus of the course. Make a User eXperience, and document it

- Group work (deadline: 28 November 2025)

- Include needed disciplines within UX using a user centered approach

What is a User Centered Approach

User-centered approach is based on:

- Early focus on users and tasks: directly studying cognitive, behavioral, anthropomorphic, and attitudinal characteristics

- Empirical measurement: users' reactions and performance to scenarios, manuals, simulations, and prototypes are observed, recorded, and analyzed

- Iterative design: when problems are found in user testing, fix them and carry out more tests

Hand in asap

– The names and study numbers of the group members

– The title of your course assignment

– Short description of what you expect to work with

– Send it by mail to:

– hekp@via.dk

Think Aloud in 4 ways

- Traditionally (only keep talking)
- Speech Communication
- Coaching
- Silence

Data Recording

- Notes and pictures
- Sound
- Video

Exercise task 2 (extra test)

–   IKEA wants to find out how their custumers find information beyond product info using Billie (Chat bot)

–   So they arrange a Usability Test

–   Task:

   –   Start by entering the IKEA web site

   –   Open the chat in the bottom right corner

   –   From here, find the guarantee period for the SINNERLIG pendel

Exercise

- Perform a Think Aloud Test on a number of persons
  - Could be students, who would like to have a colourbox login
- Perform the test on the given exercise task
- Be back afterwards at 15:20