

Plan a usability study

Conduct a usability study

- Video:** Conduct a usability study  
3 min
- Reading:** Learn more about conducting a usability study  
20 min
- Practice Quiz:** Self-Reflection: Account for bias in your usability study  
1 question
- Practice Quiz:** Activity: Conduct a usability study for your portfolio project  
1 question
- Reading:** Activity Exemplar: Conduct a usability study for your portfolio project  
10 min

Analyze and synthesize usability study results

Iterate on high-fidelity designs

Document and share designs

Week 6 review

Course review

# Activity Exemplar: Conduct a usability study for your portfolio project

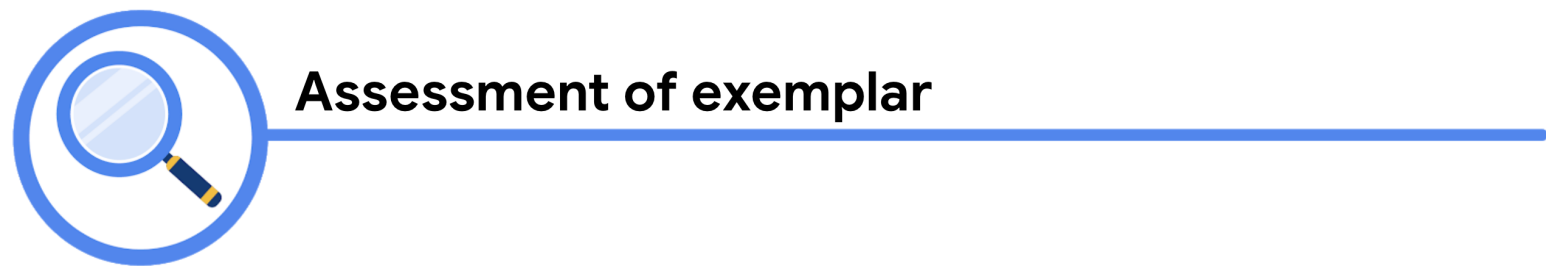


## Exemplar

Here is a completed exemplar for the Zia’s Pizza example we have been following that has a completed note-taking spreadsheet from a usability study.

This exemplar focuses on how the one of our five participants completed the tasks, and a few observations about their overall impressions of the app. For your work, you should have conducted interviews with at least five different participants and taken notes for all of them.

	A	B	C	D	E
1	Dave C.				
2	Task	Click Path	Observations	Quotes	Task Completion
3	Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed
4	Prompt 1: For the first task, I'd like you to open the app, select 'Today's Top Pizza' and complete the order.	Home screen > Add to order > Order summary > Payment and pickup > Checkout > Confirmation	- Participant found the process of ordering the pizza of the day straightforward and simple - Participant was familiar with the checkout process from other pizza apps and seemed pleased with how intuitive it was	"I see the pizza of the day here, so all I have to do is click add to order and I should be good to go" "This checkout process seems like other ones I've used before"	1
5	Prompt 2: For the second task, I'd like you to open the app, click 'Build Your Own' and select the toppings you want.	Home screen > Build your own pizza > Toppings dropdown	- Participant understood the customization process - Participant was hesitant at first, but easily figured out how to navigate - Participant was happy to be able to easily customize their pizza - Participant also wanted to use the "Sauce" dropdown since it was clickable	"So if I click build my own pizza that should take me where I need to go, right?" "Oh I love all these options!"	1
6	Prompt 3: For the final task, I'd like you to open the app, click 'Build Your Own', select the toppings you want, and then complete the order.	Home screen > Build your own pizza > Toppings dropdown > Add to order > Order summary > Payment and pickup > Checkout > Confirmation	- Participant was able to easily customize their pizza - Participant struggled to find "add to order" once the pizza was customized, and expressed frustration - Participant was able to complete their order once they found the "add to order" button	"I'm not sure I understand how to add my pizza to my cart"	2
7					
8					
9					
10	Additional Notes: Add any notes about what the participant shares after the tasks are complete.				



## Assessment of exemplar

Here’s how we conducted the usability study to test the high-fidelity prototype design for the Zia’s Pizzas app.

Step 1: We opened a spreadsheet template to record the data for the participants who joined the usability study.

Step 2: We followed the script we created as part of our research plan, asking the participants to complete each task.

Step 3: We recorded our observations about how well the participants responded to the prompts in the note-taking template. This included their attitudes, behaviors, overall impressions of the app, and a few direct quotes to capture their impressions.

Now compare your note-taking spreadsheet to the matching exemplar above. Assess what you’ve done using each of the criteria used here to evaluate the exemplar.

As you compare, ask yourself:

- Did you create a note-taking spreadsheet for the five participants?
- Did you follow the script while conducting the usability study?
- Did you record enough data in the spreadsheet to generate useful insights?

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

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