

Create a low-fidelity prototype in Adobe XD

Plan and conduct a usability study for a low-fidelity prototype

- Video: Plan a UX research study

3 min
- Reading: Learn more about planning a UX research study

10 min
- Practice Quiz: Activity: Plan a UX research study

1 question
- Reading: Activity Exemplar: Plan a UX research study

10 min
- Video: Conduct a usability study

2 min
- Reading: Learn more about conducting a usability study

10 min
- Video: Reduce bias in a usability study

4 min
- Practice Quiz: Self-Reflection: Determine how to reduce bias in your own studies

1 question
- Practice Quiz: Activity: Conduct a usability study for a low-fidelity prototype

1 question
- Reading: Activity Exemplar: Conduct a usability study for a low-fidelity prototype

10 min
- Video: Analyze and synthesize research results

2 min
- Reading: Learn more about analyzing and synthesizing research results

10 min
- Practice Quiz: Activity: Analyze and synthesize the results of a usability study

1 question
- Reading: Activity Exemplar: Analyze and synthesize the results of a usability study

10 min
- Discussion Prompt: Share insights from your usability study

10 min

Iterate on designs based on research findings

Week 4 review

Activity Exemplar: Analyze and synthesize the results of a usability study



Below is a completed exemplar for an online clothing store called Tee's Shirts along with an explanation of how the exemplar fulfills the expectations for the previous activity.

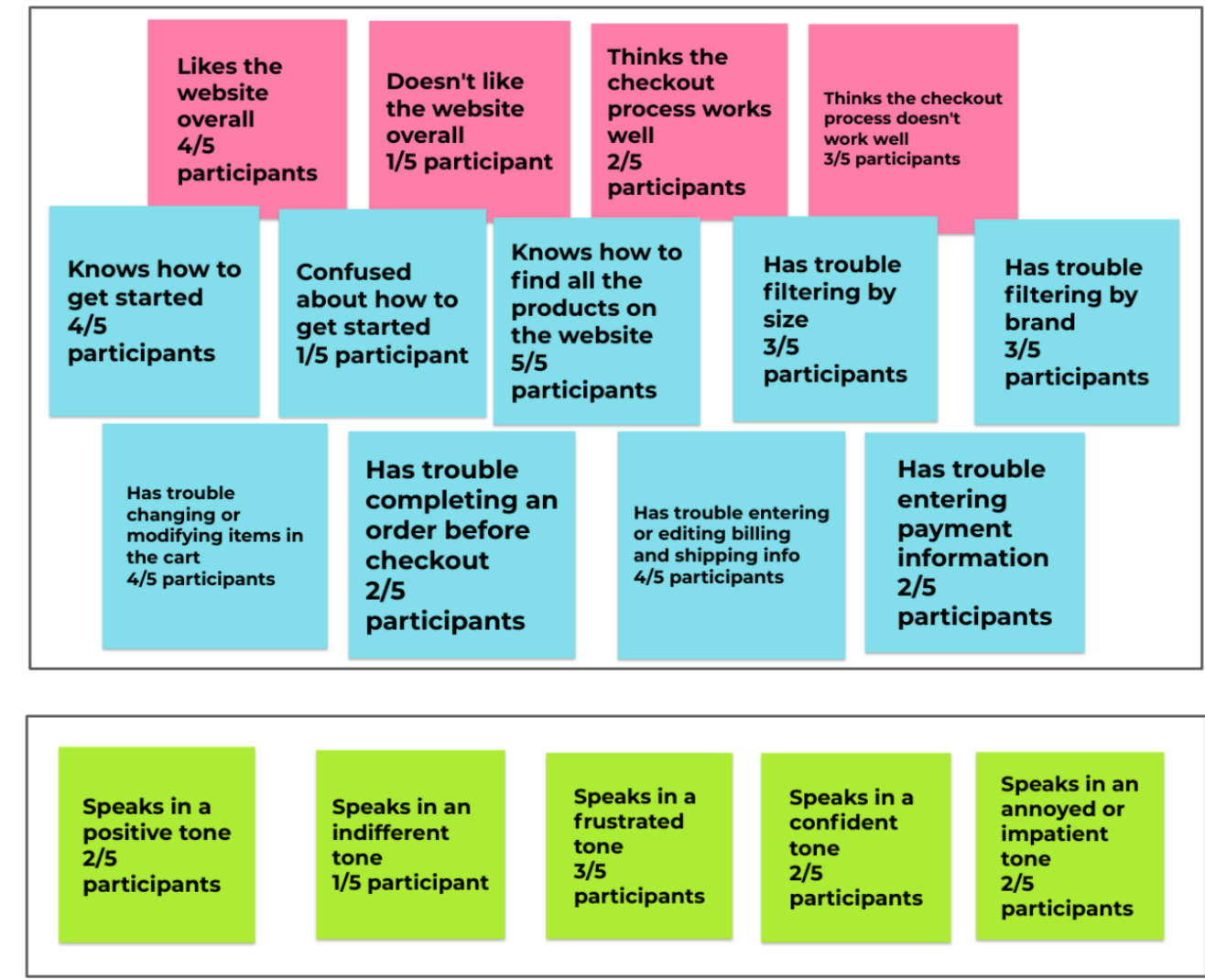
This exemplar focuses on how the one of our five participants completed each task, and includes observations about their overall impressions. For your work, you should have conducted interviews with at least five different participants and taken notes for all of them.

Completed Exemplar

Participant's Name	Click Path	Observations	Quotes	Task Completion
Task	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
Prompt 1: Starting on the homepage, find a shirt to purchase and click it.	Homepage > Shop tab > Tees > Product name 1	- Participant speaks in a positive tone, indicating they like the website overall. - Participant knows how to get started. - Participant easily navigated to the proper item.	"This is straightforward, I think I could find all products on the website!"	1
Prompt 2: Select a color and size for the shirt.	Product name 1 > Color > Size	- Participant easily selects both color and size. - Participant speaks in a confident tone. - Participant knows how to add selected items to the cart.	"This makes sense, I see this on other clothing websites."	1
Prompt 3: Select "Add to cart" and complete the checkout process.	Product name 1 > Add to cart > Continue to checkout > Shipping info > Shipping type > Payment info > Place order now > Confirmation	- Participant struggles to change or modify items in the cart. - Participant has trouble entering or editing billing and shipping info. - Participant struggles with this task and confidence levels dropped.	"The cart is here, that makes sense!" "It's a little odd that I can't easily sweep this out for something else!" "Serem... I don't see denim. Where would I find denim?" "I started out so good! Ahhhh!"	2
Prompt 4: From the homepage, find the denim clothing section and select it.	Homepage	- Participant is unable to complete this task. - Participant couldn't find the search function, became frustrated, and gave up.	"I don't see it, I think I'm done. Thank you."	3
Prompt 5: Apply search filters for socks under \$30.	Homepage			3

Above is the raw data from one participant in the usability study for the Tee's Shirt website. We interviewed five participants in total.

Below is an affinity map containing grouped data from all five Tee's Shirts usability study participants. The data has been grouped based on similar participant responses and reactions to usability tasks. To get our map started, the first thing we did was put all of our observations onto cards (sticky notes). We created the affinity mapping cards using Jamboard.



As you can see in the image above, we now have all of our observations laid out on our affinity map. The cards are divided into colors that define the main categories we observed in our participants' responses:

- RED: Opinion of the Shopping Experience and Website Overall
- BLUE: Completing Prompts, for Ordering and Checkout
- GREEN: Attitude About the Website and Completing Prompts

At the top of the card, we have the observation and on the bottom, we have how many users shared that observation.

Now we are able to identify themes based on how many users shared the same observation. By doing this, we will be able to see what the most shared observations are among our users. For example, the same number of participants—4 out of 5—seemed to have trouble with entering or editing billing and shipping information AND modifying items in the cart. Also, 2 out of 5 participants had trouble completing an order before checkout AND entering payment information. This could indicate an issue with the overall checkout flow. To keep track of the themes we identified from our groupings, we enter them into the **Insight Identification Template**.

- Based on the theme that: **Once at the checkout screen, users don't have a way to edit the quantity of the items in the cart**, an insight is: Add "+" and in "-" buttons to allow for the ability to edit quantity.
- Based on the theme that: **Users can't easily copy the shipping address information into the billing info field**, an insight is: Add a checkbox to allow use of the same address for billing and shipping.
- Based on the theme that: **During the checkout process, there isn't a clear way for users to log in to their account to pre-fill previous billing and shipping info**, an insight is: Prompt users to log into their account if they have one.

Since all three of our insights included elements that were either difficult to access or made it difficult for users to complete the task, we labeled all three as P0.

From here, we were able to come up with a clear action plan:

- Add + and - buttons to allow for the ability to edit quantity.
- Add a check box to allow users to use the same address for billing and shipping.
- Prompt users to log in to their account if they have one.

Assessment of exemplar

Here's what we did to review, analyze and synthesize the data from our usability study:

Step 1: We compiled all the raw data from the note-taking spreadsheet.

Step 2: We used Jamboard to do affinity mapping. This helped us divide the data into three categories: Opinion of checkout process & app overall, Completing prompts, and Attitude about the app and completing prompts.

Step 3: We created a digital note for each response, using colors to clearly differentiate the groupings we identified. We used the colors red, blue, and green to highlight the groups. We listed the type of observation and how many participants matched each observation.

Step 4: We analyzed the data to explore patterns and identified themes.

Step 5: Based on those themes, we came up with three insights to take action on. We'll use these insights to go back to the high-fidelity prototype and continue to iterate on the design. Then we can decide if we want to prepare for another round of testing.

Now compare the exemplar above to your completed deliverable. Self-assess what you've done using each of the criteria used here to evaluate the exemplar.

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

