Day 13
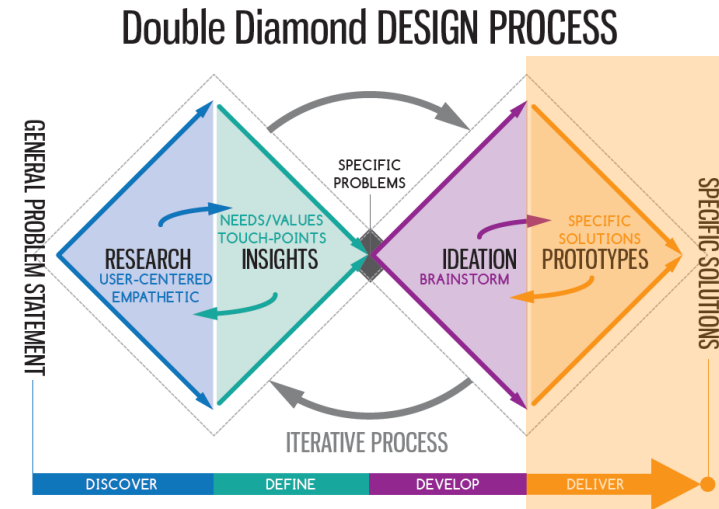
Agenda

▷ Usability testing

▷ Presentation workshop

Usability testing

Deliver

▷ Involves testing out different solutions at small-scale, rejecting those that will not work and improving the ones that will.

▷ Methods
  ○ Usability testing
  ○ User observation
  ○ User interview
  ○ A/B testing
  ○ Product analytics

Double Diamond DESIGN PROCESS

What is usability testing?

▷ Usability testing is the way to evaluate whether the product is easy to use by testing it with the real users.

Usefulness of usability testing

▷ To know the user expectations.

▷ To know the weak points in the design.

▷ To know the user feeling.

▷ To know the user feedback.

Steps in conducting usability testing

Plan → Recruit → Task design → Conduct → Analyze

Plan (1)

|	TRADITIONAL TESTING	DO-IT-YOURSELF TESTING
TIME SPENT FOR EACH ROUND OF TESTING	1–2 days of tests, then a week to prepare a briefing or report, followed by some process to decide what to fix	One morning a month includes testing, debriefing, and deciding what to fix By early afternoon, you're done with usability testing for the month
WHEN DO YOU TEST?	When the site is nearly complete	Continually, throughout the development process
NUMBER OF ROUNDS OF TESTING	Typically only one or two per project, because of time and expense	One every month
NUMBER OF PARTICIPANTS IN EACH ROUND	Eight or more	Three
HOW DO YOU CHOOSE THE PARTICIPANTS?	Recruit carefully to find people who are like your target audience	Recruit loosely, if necessary Doing frequent testing is more important than testing "actual" users
WHERE DO YOU TEST?	Off-site, in a rented facility with an observation room with a one-way mirror	On-site, with observers in a conference room using screen sharing software to watch

Plan

WHO WATCHES?	Full days of off-site testing means not many people will observe firsthand	Half day of on-site testing means more people can see the tests "live"
REPORTING	Someone takes at least a week to prepare a briefing or write a Big Honkin' Report (25–50 pages)	A 1–2 page email summarizes decisions made during the team's debriefing
WHO IDENTIFIES THE PROBLEMS?	The person running the tests usually analyzes the results and recommends changes	The entire development team and any interested stakeholders meet over lunch the same day to compare notes and decide what to fix
PRIMARY PURPOSE	Identify as many problems as possible (sometimes hundreds), then categorize them and prioritize them by severity	Identify the most serious problems and commit to fixing them before the next round of testing
OUT-OF-POCKET COSTS	$5,000 to $10,000 per round if you hire someone to do it	A few hundred dollars or less per round

Recruit

▷ The ideal user is the one as stated in the persona.

▷ 3-5 users are enough to cover the most significant problems.

▷ You can thank participants by giving them compensation.
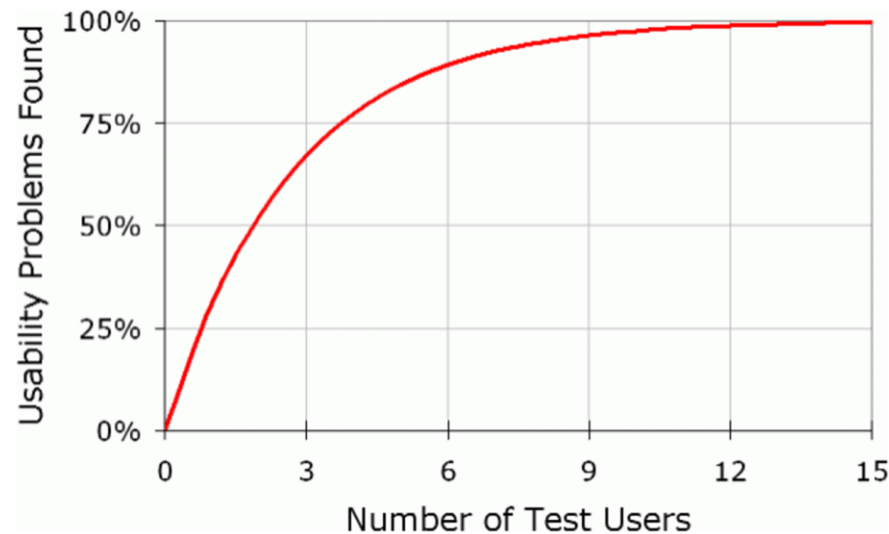
Task design

▷ For each round of testing, you need to come up with tasks: the things the participants will try to do.

▷ First, we have to figure out what the users' goals are.

▷ Then, formulate task scenarios that are appropriate for usability testing.

Goal	Book air ticket and hotel.
Scenario / Task	You're planning a vacation to Chiang Mai on November 1-7. You need to buy both air ticket and hotel. Go to the Expedia website and find the best deals.

Task design tips (1)

▷ Make the task realistic

Goal	Browse product offerings and purchase an item.
Scenario / Task	Buy a pair of shoes for less than $40.

▷ Make the task actionable

Goal	Find movie and show times.
Scenario / Task	Use majorcineplex.com to find a movie you'd be interested in seeing on Friday night.

Task design tips (2)

▷ **Avoid** giving clues and describing the steps

Goal	Look up grades.
Scenario / Task	Look up the results of your midterm exams.

Tasks for usability testing (example)

Goal	Task
Search by using picture in photo album	Search information about Mount Fuji by using the picture in photo album.
Search and watch a video	Search and watch the video entitled "Fascinating Fact Mount Fuji".
Buy a product at the given price	Buy the cheapest wall sticker of Mount Fuji.

Conduct (1)

▷ The test can be broken down into the following sections.

▷ Welcome

- You begin by explaining how the test will work so the participant knows what to expect.

▷ The questions

- Next you ask the participant a few questions about themselves.
- This helps put them at ease and gives you an idea of how computer-savvy and Web-savvy they are.

Conduct (2)

▷ Quick tour

- Then you briefly explain your app/product and ask the participant to look around.

- This will give you an idea of how easy it is to understand your app/product and how much the participant already knows your app/product.

▷ The tasks

- This is the heart of the test: watching the participant try to perform a series of tasks (or in some cases, just one long task).

- Again, your job is to make sure the participant stays focused on the tasks and keeps thinking aloud.

Conduct (3)

▷ Things to do during observation

- If the participant stops saying what they're thinking, prompt them by saying—wait for it—"What are you thinking?", "What are you looking at?", "What are you doing now?"

- During this part of the test, it's crucial that you let them work on their own and don't do or say anything to influence them.

- Don't ask them leading questions, and don't give them any clues or assistance unless they're hopelessly stuck or extremely frustrated.

- If they ask for help, just say something like "What would you do if I wasn't here?"

Conduct (4)

▷ Probing

- After the tasks, you can ask the participant questions about anything that happened during the test and any questions that the people in the observation room would like you to ask.

▷ Wrapping up

- Finally, you thank them for their help, pay them, and show them to the door.

Conduct (5)

▷ Usability testing script must be prepared in advance.

▷ Here are useful resources.

- Example of usability testing checklist
- Example of script for usability testing on mobile app
- Example of script for usability testing on website
- Example of usability testing vdo

Usability testing note (example)

Project: C-DIS Image Search

Task: Search information about Mount Fuji by using the picture in photo album.

Participant (User)	Date	Facilitator	Success? (Y/N)	Time used (min)	Observation Note
Mr. A	17 Feb. 2024	Paitoon P.	Y	1:25	He thought the search button is for taking a picture. He slid left and right several times to find the picture of Mount Fuji.
Mr. B	17 Feb. 2024	Paitoon P.	Y	1:34	He felt that the information on the page is too long.
Mr. C	19 Feb 2024	Paitoon P.	Y	1:45	He had to start over every time he searched. He needs to save what he searched before.

Analyze

▷ After finishing the usability test, we have to analyze the results to find strengths and weaknesses of the design in order to make the improvement plan.

Pros & cons (example)

Pros	Cons
- Simple steps and easy to use. - Use AI to summarize information. - Has minimum, maximum, and average prices that help users know whether the item is too expensive or not.	- Search button looks like shutter button. - Pictures in the photo album are arranged in horizontal direction which is difficult to see and select. - Information on the page is too long. - Need to start over again for a new search. - Users are unable to add the search to favorite list.

Improvement plan (example)

Improvement plan
- Add the label "Search" to the search button.   - Display pictures in grid format.   - Split long information into different tabs.   - Add Favorite menu to keep the favorite searches.

Assignment: Prepare for usability testing

30 mins

▷ Objective
- To be able to prepare and get ready for the usability testing.

▷ Instructions
- Prepare 3 tasks, script, and note-taking sheets that will be used in the usability testing.
- Discuss with your teammates regarding their roles and responsibility, such as who will be facilitator, observer, note taker, and so on.
- Insert all information in your worksheet.
- **Everything must be done and ready before next class.**

Assignment: Prepare for usability testing

▷ Grading Criteria

- 0 = Blank
- 1 = Tasks and note-taking sheets are not well prepared.
- 2 = Either tasks or note-taking sheets are not well prepared.
- 3 = All tasks and note-taking sheets are well prepared.

Tasks for usability testing

Goal	Task

Usability testing note (task 1)

Project:

Task:

Participant (User)	Date	Facilitator	Success? (Y/N)	Time used (min)	Observation Note

Usability testing note (task 2)

Project:

Task:

Participant (User)	Date	Facilitator	Success? (Y/N)	Time used (min)	Observation Note

Usability testing note (task 3)

Project:

Task:

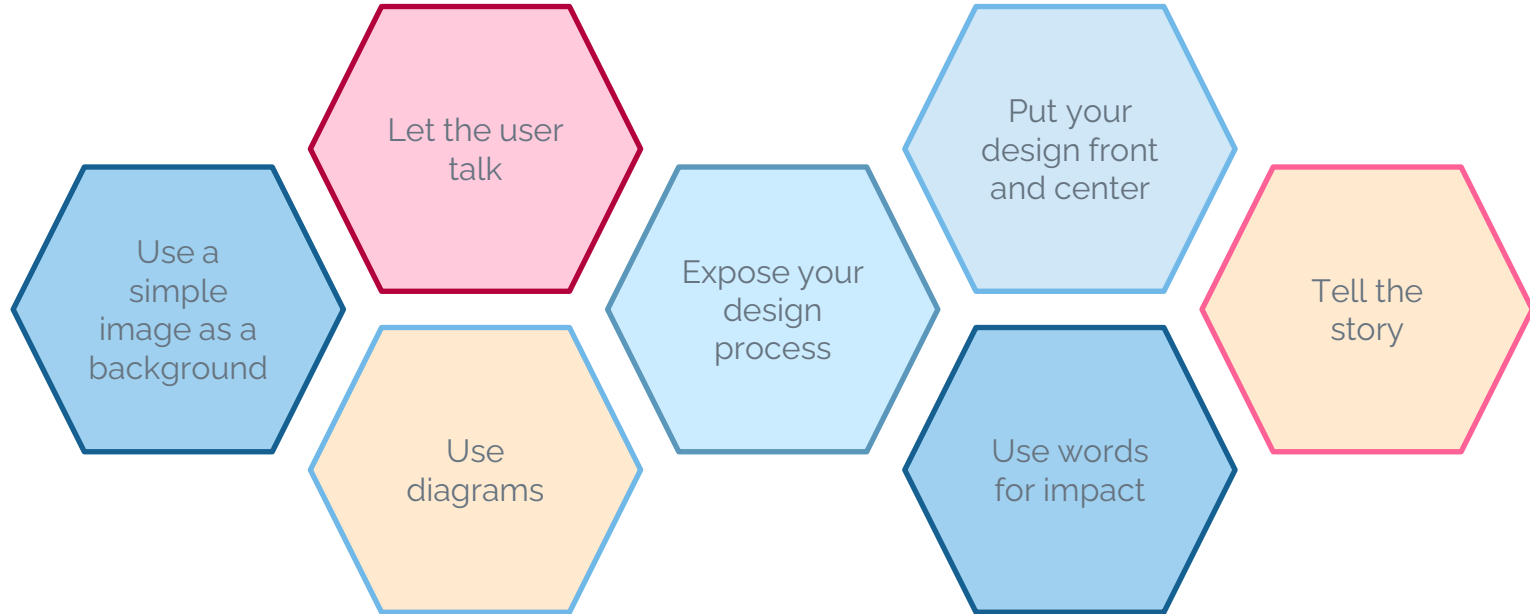| Participant (User)	Date	Facilitator	Success? (Y/N)	Time used (min)	Observation Note

Presentation workshop

Preparation

▷ Prepare PowerPoint or Canva slide (Widescreen 16:9).

▷ Share link to slide 1 day before presentation.

▷ Each team has 7 mins for presentation, 3 mins for Q&A.

▷ Rehearse your presentation several times.

▷ Prepare to answer some questions from audience.

Example of questions

▷ Can this problem be solved in the other ways?

▷ What do you think is the weak point of your solution?

▷ If you have to remove one feature, which feature will you remove? Why?

▷ What is your next improvement plan?

▷ Refer to all design processes that you did, what do you think is the most difficult challenge?

▷ Prepare to answer some questions from audience.

Presentation tips

Use a simple image as a background

Let the user talk

Use diagrams

Expose your design process

Put your design front and center

Use words for impact

Tell the story

Use a simple image as a background

▷ The presentation starts by highlighting the product's mission.

▷ Insert the text on the top of blurring background is helpful.

▷ It's easier to see text over the image.

MISSION

Be the most effective platform for marketers to engage with professionals

Let the user talk

▷ Using the words of your customers has impact for project team because no one can argue with how a customer feels.
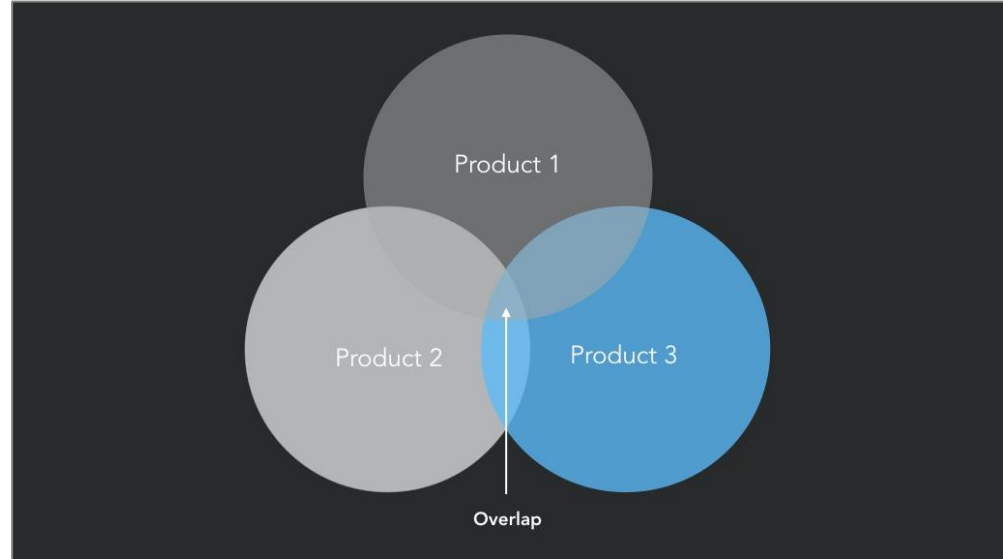
▷ UX design is to design for users.

> "
>
> *I would really like it if you could merge the two products, so it can be much simpler.*
>
> - User

Use diagrams

▷ A diagram is more efficient than trying to describe something in words.

Expose your design process

▷ Exposing the design process brings your audience on the journey of your thought process.

▷ It can answer these questions.

  ○ How did you come up with this?

  ○ Why did you decide to do it this way?
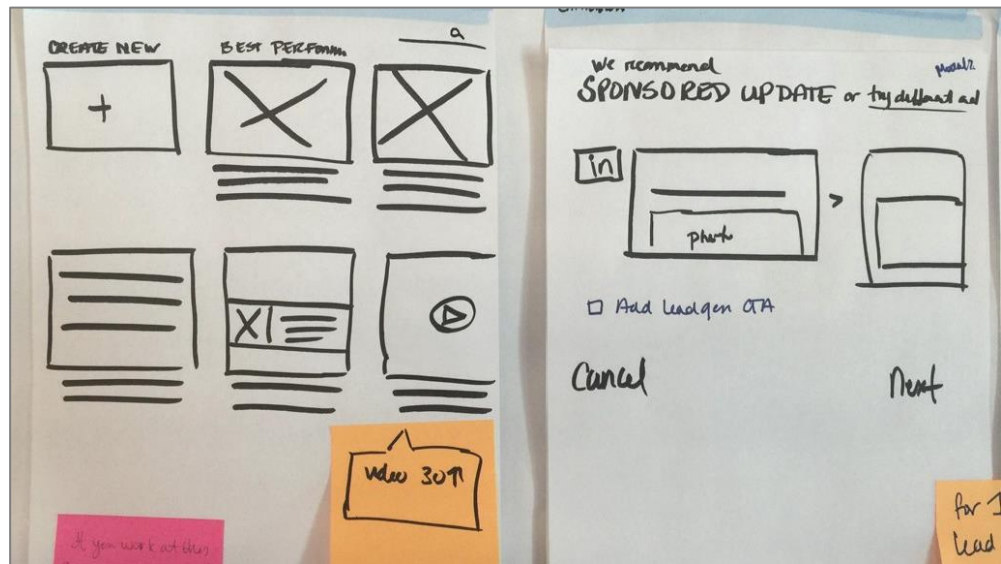
Put your design front and center

▷ Every time you showcase design, make sure it's the focus.

▷ The interface should be unobstructed as much as possible.
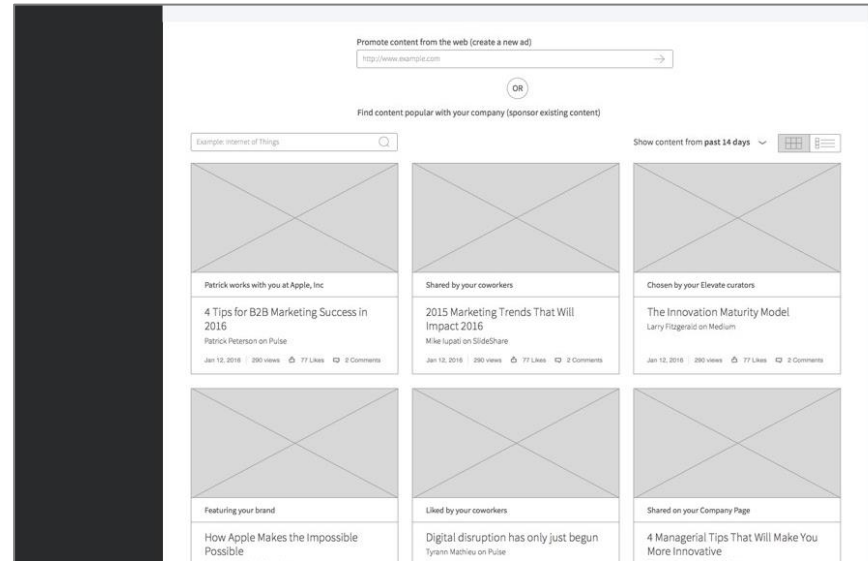
Use words for impact

▷ Using words on a slide can be impactful if designed to highlight a key metric, a key phrase or idea that you want to draw focus to.

▷ If possible, use simple words.

Simple. Integrated. Seamless.

Tell the story

▷ Keep your slides very simple, so the audience will listen to you and not be distracted by text on the slide.

Interesting case studies

▷ [Vantageous: shoot and edit a multi-angle video](#)

▷ [UBER](#)

▷ [Spotify Social Feature](#)

▷ [15 Excellent UX Case Studies Every Creative Should Read](#)

Presentation checklist

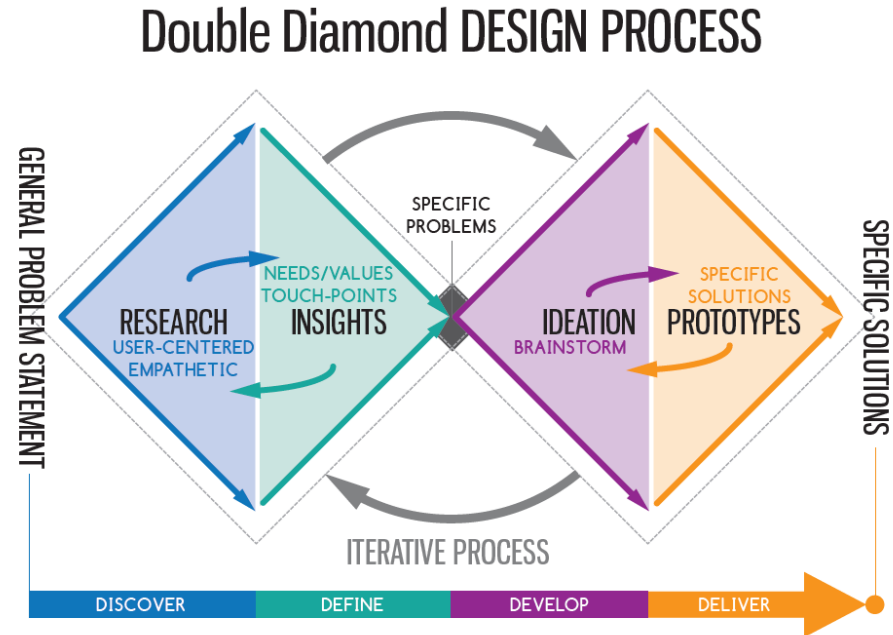▷ Things that you need to have in slides and presentation.

- Findings from user research
- Competitive analysis
- Affinity mapping
- User persona
- User journey
- Problem statement

- Feature prioritization
- Wireflow
- HF prototype
- Results from usability testing
- Improvement plan

Useful resources

▷ PowerPoint Slide Template

  ○ https://slidesmania.com/

▷ Free Images

  ○ https://pixabay.com/

▷ Worksheet

  ○ Things you have done in worksheet.

Rubric

▷ The double diamond design process is used as the rubric to evaluate the understanding, analysis, design, and performance of students in providing the solution to users based on the double diamond design process as well as the quality of the final project.

Double Diamond DESIGN PROCESS

Q&A

End