Hall tests

How to conduct

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About hall tests

- There are cases when you need to urgently check the design, but there is no time for research. A hall test can help here – we take the prototype and run around the office interviewing colleagues

- Hall tests are an extremely ambiguous way to test a design: the sample in it is as small as in a qualitative study. And we will be able to extract quite a bit of information from each respondent, as with a quantitative study

About hall tests

- But, the hall test is useful when we do not have time for a full-fledged study at all, and we want to insure ourselves against the most obvious mistakes

- Use the hall test if and only if you have no other choice, and only to find most obvious usability issues in the interface – the hall test will not work for everything else

- **Here you will find 12 cards that will allow you to conduct the hall test study so that it will be of at least some use**

Goals and objectives

We use it only if there are no other ways to test the prototype, but we need it very urgently.
Only as a last resort.

Good:
"We have drawn a login form, we want to make sure that everything is ok with it"

Bad:
"I want to know if my product will be bought"

Goals and objectives

We use it only to eliminate the most critical issues in the product.

Good:
"We conducted a hall test and realized that we need to make the social network login buttons more noticeable"

Bad:
"We have conducted a hall test, you can no longer test it"

Goals and objectives

We do not ask:
- about the opinion
- about special terminology
- about lifestyle

The hypothesis is unambiguous – the user can't do something

Good:
"The user will not notice the login via Facebook button"

Bad:
"The user will like the background color"

Respondents

Best possible respondents - technical personnel (cleaners, security guards, office managers) worst of all - designers and developers.

Good:
"First of all, we went to the secretary at the reception, he found time to answer questions while he was going to meet the courier"

Bad:
"I sent a chat to the designers, they said that everything is ok"

Respondents

We do not touch the team, designers, testers and researchers-too. The respondent should not have seen this prototype before or participated in its creation in any way

Good:
"Only my team is around me, I'll go to the next floor, there are client managers there"

Bad:
"I showed it to my colleagues from the team, they liked it"

Respondents

We don't get favorites, we ask different people every time. If necessary, we go to the next office or to the street

Good:
"I have already asked all the securities in our office recently, I will go to the kitchen, maybe will catch someone there"

Bad:
"I always go to our office manager, he is always ready to help"

Tasks

Don't compare several prototypes head-on, one prototype per test

Good:
"We wanted to find out which form of login is clearer: A or B. We conducted separate hall tests with each of them, and made a third version that smooths out the weaknesses of both"

Bad:
"We asked which option is better? The majority voted for A"

Tasks

The task should be as brief as possible, but at the same time understandable

Good:
"You want to log in to your personal account via Facebook. Where will you click to do this?"

Bad:
"Imagine that you are in the subway and you really need to choose flowers for your wife. You need to authorize via token. Which button will you choose?"

Tasks

The task wording should not indicate the correct answer

Good:
"Which of these buttons is responsible for logging in via Facebook?"

Bad:
"Do you understand that this button is responsible for logging in to Facebook?"

Conducting the test

No more than 3-5 tasks. Ideally, the respondent will answer everything before he (or she) gets from workplace to the elevator

Good:
"We have a lot of hypotheses, we have conducted several hall tests with different tasks to keep it compact"

Bad:
"To answer all the questions, the respondent needs 30 minutes of free time"

Conducting the test

We show the mobile prototype on the phone, the desktop one on the laptop

Good:
"We have a new prototype of a mobile application, take this test phone"

Bad:
"We have a new website, but so far only the desktop version, scale more to see the buttons"

Conducting the test

No more than 10 respondents for 1 task. As soon as the unsuccessful answer is repeated, the hypothesis is confirmed

Good:
"This question has already been answered incorrectly 2 times. We don't have to ask any more"

Bad:
"A minority of respondents answered incorrectly, only 40%"

Thanks for your attention!

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