2nd Feb, 2015

<u>Work Plan</u>

Part One

Homework review

Questioners and interviews

Usability Tests (continued...)

Part Two

Exam

Quick usefulness

Take-Home Reviews and plans

Homework

<u>Thoughts from last weeks' homework</u>

1. Insightful
2. Surprised – genuine moments when you are surprised, or you got the user group all wrong
3. Contextual
4. Logical
5. Relieving – Usability study with 5 and not 500 people
6. Scale – What mattered were your objectives not the size of what you were trying to do

How to do usability tests

1. Formulate questions
2. Figure out how to ask them

   <u>Important to know</u>
   - All UX is knowledge based:
   - You are not and never will be your user
   - Expect to be wrong and embrace it

Before asking questions:

- Assure your user it is not their fault for being wrong and that you are not testing them
- Encourage them to explain what they are feeling as they go through your product (try to make them talk while they go through the product) e.g. "I noticed you just paused, what were you thinking about there?"

Tips:

1. Be humble
2. Be confident

Give open ended questions…"how would you feel about using it again?"

How to ask questions

1. Confidentiality is important, communicate it to them
2. Choose a comfortable setting for the interview that is free from distractions
3. Questions should be worded clearly
4. Questions should be asked clearly
5. Question order is important
6. Do not ask leading questions
7. Avoid biasing responses (be neutral)
8. Avoid questions they can answer with "yes" or "no"
9. Ask for elaboration (probe)
10. Be careful about the appearance when note taking
11. Provide transition between major topics
12. Don't lose control of the interview
13. The last questions might allow respondents to provide any other information they prefer to add and their impression of the interview

14. Be careful asking "why" questions
15. Do not be a **robot**

Quick usefulness -> Career development

Tech Communities

1. IXDA
2. WananCHI – meet last Thursday of every month at Strathmore (iBiz Lab)
3. AfriCHI
4. Tajriba
5. UX Ambassadors
6. ACM SIGHI

Email:

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Homework:

1. Purposeful rule breaking (Do it from last week)

Deliverable:

For each of the 10 heuristics, think of a reason to break the rule, and find an example.

Email it to [me.](mailto:me)

2. Take your project and design some questioners, interviews or usability test for it-> Email me a copy of your script.