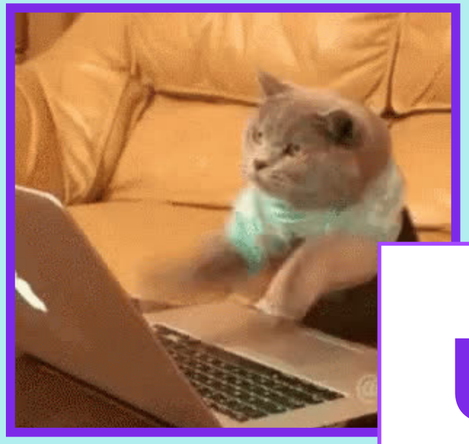
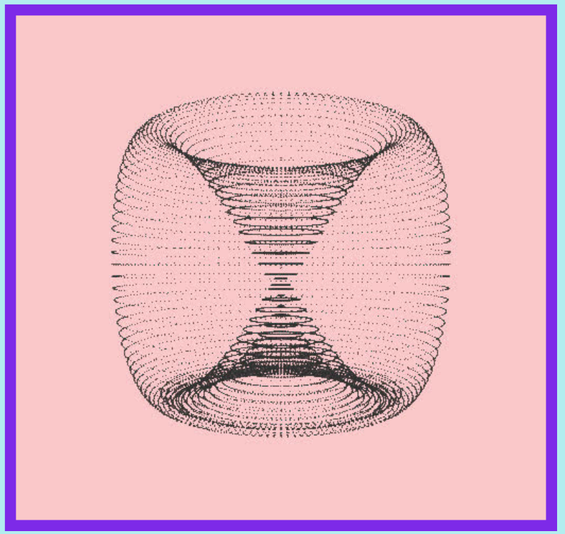
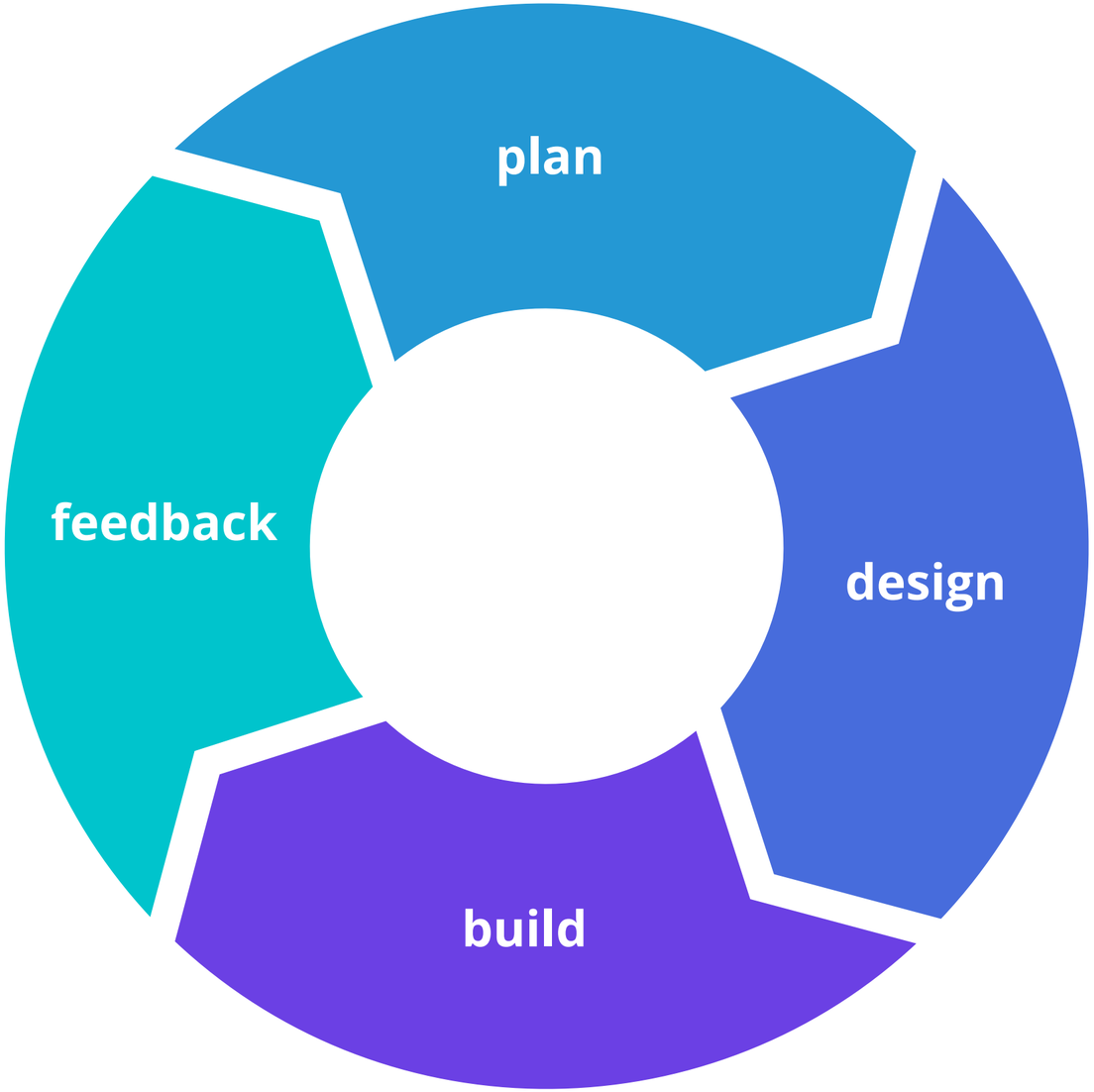


UI/UX #4

Feedback

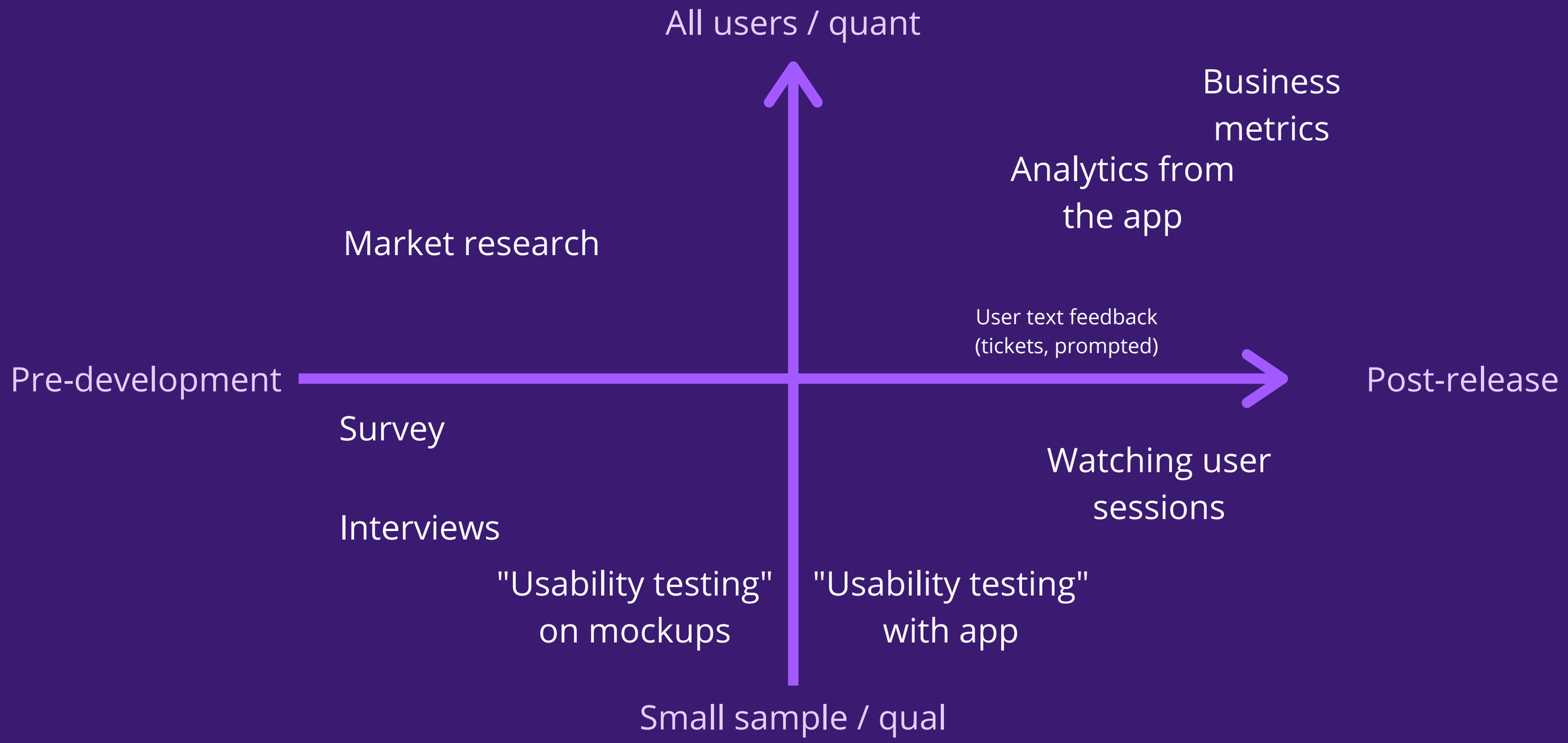
Presented by
Sam Parkinson




plan
design
build
feedback

Types of feedback

How do we get feedback?



How do we get feedback?

2 examples we'll look at today:

1. usability testing
2. app analytics (data)

Usability Testing

Q

What is Usability?

A

If an app is *use-able*, i.e:

- can users understand the app?

- can users complete their tasks?

- are users efficient with the app?

- satisfied with the experience?

3 Elements of Usability Testing

User

Who you'll learn about

You want users that:

- represent your audience
- will think out loud
- are available to take part in the testing

Task

What the users will do

You want tasks that:

- are representative
- are realistic
- focus on your feature
- feel natural for the user

Facilitator

Runs the testing sessions

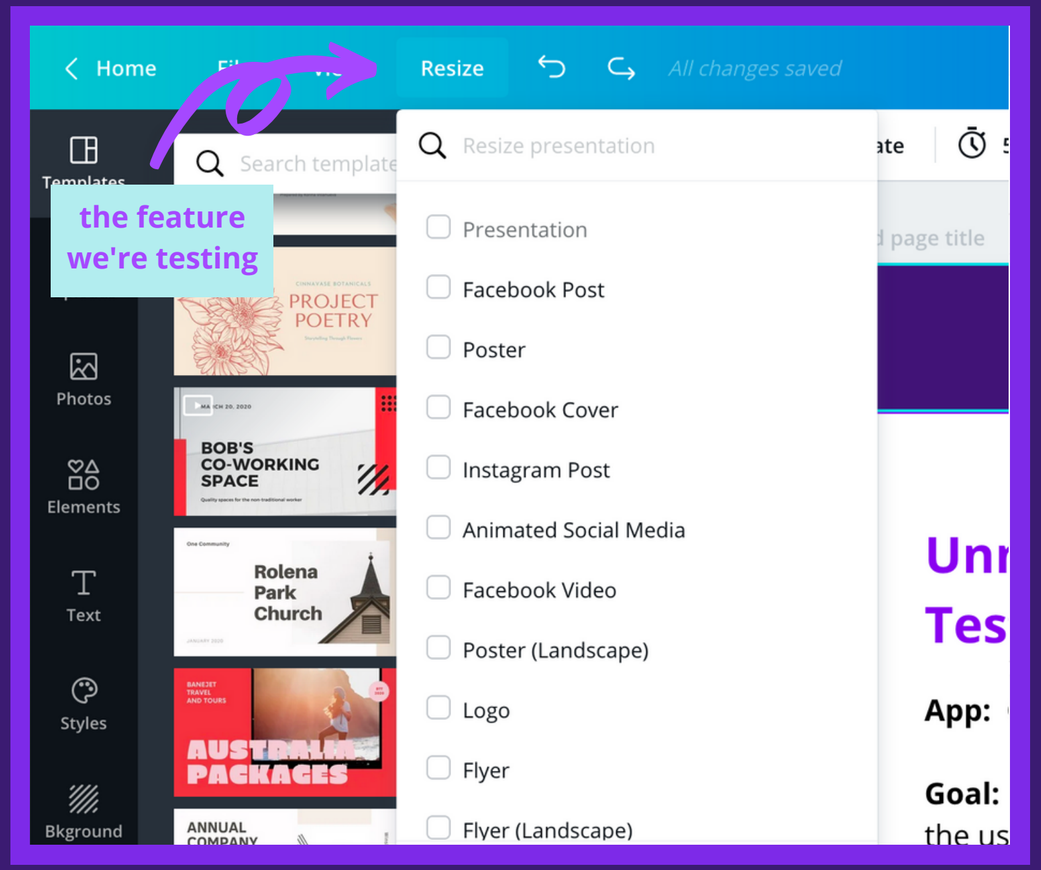
The facilitator guides the user through the task and collects feedback / observations.

Can either be 1:1 (irl or over a call) or asynchronous

Unmoderated Usability Testing Example

App: Canva Pro "Magic Resize"

Goal: Identify opportunities to improve the usability of magic resize on desktop



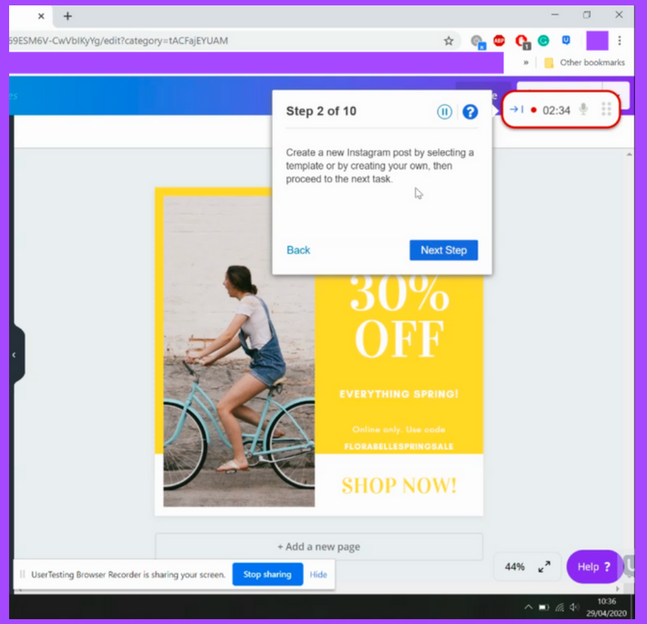
First, we wrote tasks:

Scenario: You’re a marketer who will be using Canva to create a design for multiple social media platforms.

Step 1: Create a new Instagram post by selecting a template or by creating your own, then proceed to the step.

Step 2: Let's now resize your design to post on Facebook, Twitter and Pinterest.

...
Outro: Thank you for taking the time to help us today. What frustrated you most about the overall resizing experience?



Users will see these steps during the test

Then we recruit users:

We use UserTesting.com to recruit users.

5 users are paid to take part.

Users record their screen while following the steps.

Users are told to speak out loud while completing the steps.

Finally, we watch the recordings

for this test, each recording was approx 10m

was each step completed successfully?

Participant	1	2	3	4	Success	Notes
						• For the homepage, user suggested having an icon to indicate which format the design has been resized to

emergy
 	
Desktop
	✅	⛔	⛔	⛔	1/4	• User did not realise that they had to here was a pop up blocker (dismissed the message without reading it)
						  ◦ This prevented the user from progressing further in the task.
						• Hard to distinguish on homepage
						  ◦ Grouped by design type
						  ◦ Naming convention should have the name of the design type
						• Wanted to see a preview of the design in the same view of the editor (so they could see them all when

Seireinosenshi
 	
Desktop
	✅	✅	⛔	⛔	2/4	• Suggested that instead of opening in multiple tabs
						  ◦ It would bring you to a folder (centralised), would make the browser slower and prefer to choose which one to work from
						• Went to All my designs to locate the designs
						• Did not know which design was which in "All your designs"
						  ◦ Should have labelled it with naming convention and dimensions on initial resize

key comments the user made, issues the user encountered

...and draw conclusions to make improvements

Moderated VS Unmoderated

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Moderated = user and facilitator are together (in a room or call)
Unmoderated = user guided by computer (facilitator not present)

Moderated = facilitator can ask followup questions

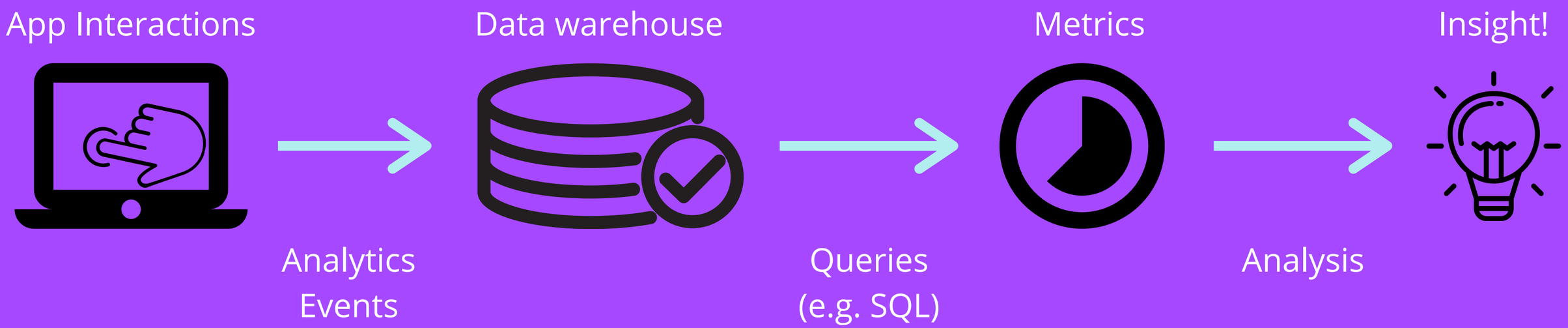
Useful when the test is more exploratory - wider range of responses

Facilitator must resist explaining to the user

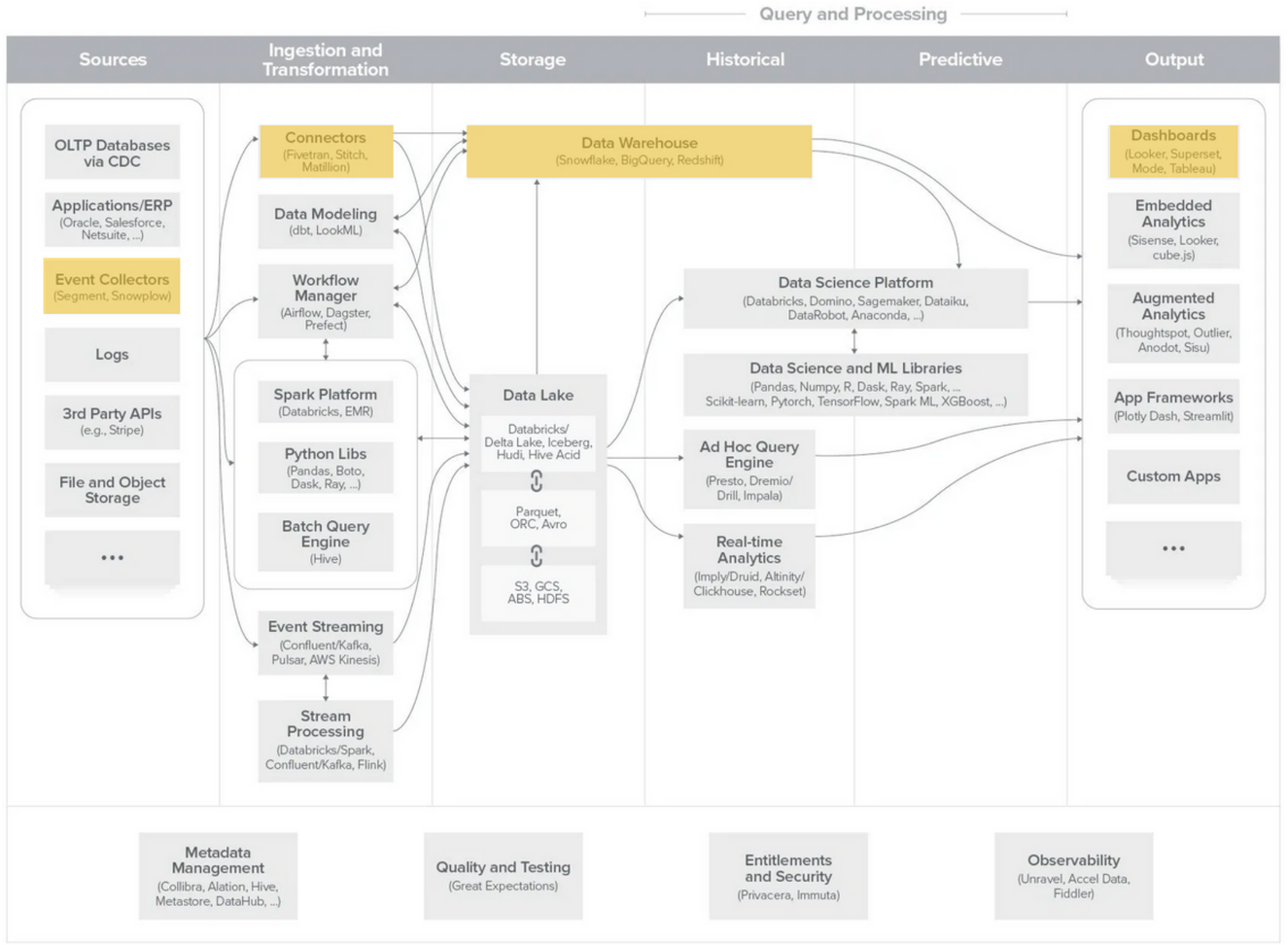
Data!

Rather than interviews, you can answer questions with data from the app

A data feedback process



We're only looking at a small part of "data" in this example:



See *Emerging Architectures for Modern Data Infrastructure* from Andreessen Horowitz

What are some common Metrics?

Metrics are aggregations of raw data that measure something. You can have metrics around:

- **number of users** who visit a page, use a feature
- **no. of times** a page is visited, a feature is used
- session duration (length of usage)
- "bounce rate" (% of users who didn't do anything)
- "activation rates" or "completion rates"

How can metrics create insights?

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We can have metrics that are higher or lower than expected:

20% of users clicked a button before completing a requisite first step. Therefore, the button isn't very clear.

We can compare the same metrics across different app versions:

When users saw an upgrade prompt on the signup page, they were X% more likely to upgrade. However, Y% less users signed up.

We can randomly assign users to different versions to make the comparisons fairer. This is called A/B testing or split testing.

To collect the data, your app needs to send an analytics event when something happens

Libraries such as *analytics.js* (from segment) provide an API for this. You might make your own API to add common properties (like the user's id).

Typically the library will then make a HTTP request to a server. The server will save the event into the data warehouse.

```
                                event name                    properties
analytics.track('search_result_shown', { id: 'abcdef' })
// later when the user clicks the result
analytics.track('search_result_clicked', { id: 'abcdef' })
```

The data warehouse logs all the events

A data warehouse is commonly a SQL database. While you could use a common database like *Postgres* or *MySQL*, they are not optimized for this use case.

Common data warehouse software are *Snowflake*, *Google BigQuery, AWS RedShift*.

Table name: **events**

timestamp	user id	event name	event properties
10:00am	Alice	search_result_shown	id: X
10:01am	Alice	search_result_clicked	id: X
10:04am	Bob	search_result_shown	id: Y
10:04am	Bob	search_result_shown	id: Z

Review

- There's lots of options for feedback, for every part of the development process
- Usability testing let's us observe a small sample really intimately, great for uncovering new issues and feedback
- Analytics / data let's us observe all of our users, useful to understand the magnitude of issues or compare to find small changes