

# FIGHTBĒAN



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# Why you need user testing (even if you are a developer)

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**You are not  
the user**

# False Consensus effect



TALK WITH USERS

**You** can't guess everything



A man and a woman are sitting at a desk in an office, looking at a laptop. The man is pointing at the screen. The image has a blue and purple color overlay.

# User testing



PURPOSE

# Build Empathy



PURPOSE

# Understand behaviour





PURPOSE

# Confirm hypotheses



2 QUESTIONS TO ANSWER

- **Can they figure out how to use the product?**
- **Would they use it?**



## ELABORATE THE ANSWERS

- **Do people use your software for the same reason you built it?**
- **Do users get value from your software product/service?**
- **If users achieve their goal, are they left feeling satisfied or frustrated?**

**Quantitative**

**Qualitative**





A person is seen from behind, sitting at a desk and working on a laptop. The laptop screen displays a website with a blue and white design, featuring the word 'Sicilia' and some circular graphics. The entire image is overlaid with a semi-transparent blue filter. The text 'Where to start' is written in a large, white, sans-serif font across the center of the image.

# Where to start



RULE #1

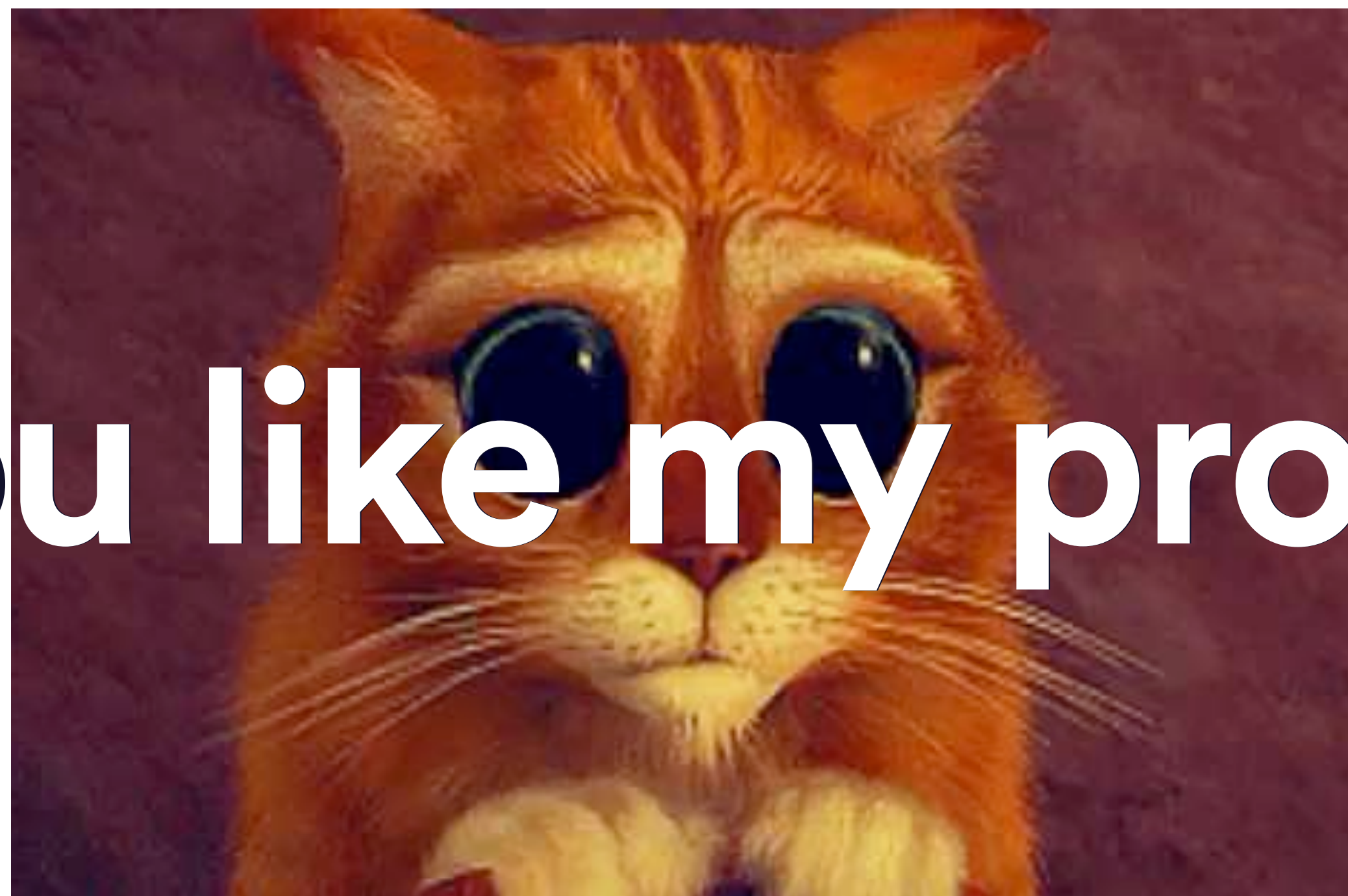
**Get out of the building  
and meet with real  
potential users**

RULE #2

**Get to know the right  
questions to ask, and the  
right answers to look for.**



**Do you like my product?**



**Avoid leading questions,  
ask instead how likely  
are they to recommend  
your product to a friend?**



My name is Bill and I lead up marketing at Slack. We'd love to hear about your experience with Slack. Would you mind filling out this short 2 question survey to help us improve? It will take less than 60 seconds, I promise! We read every single response.

How likely are you to recommend  
Slack to a friend?

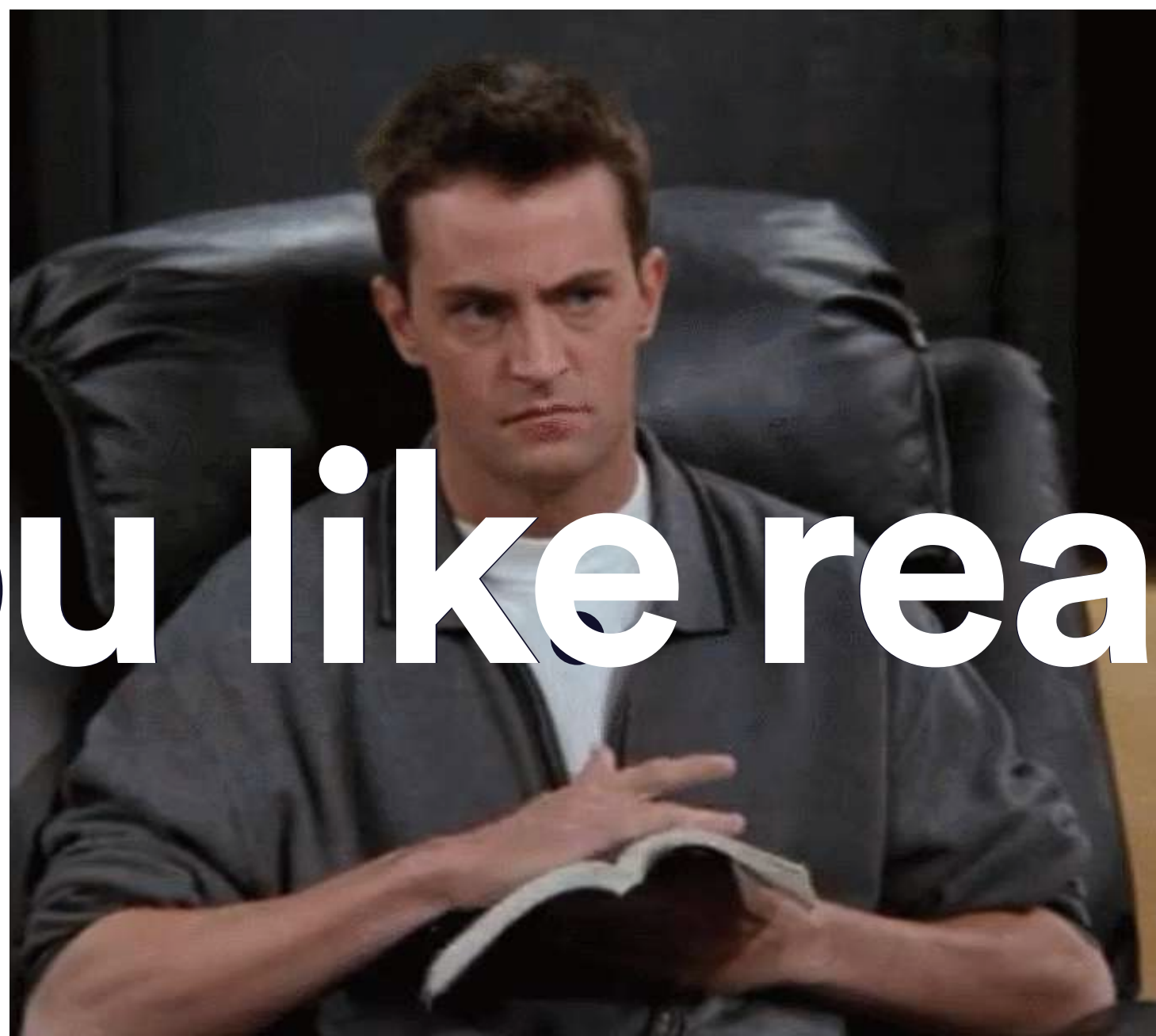
0	1	2	3	4	5	6	7	8	9	10
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Not likely

Very likely



Do you like reading?



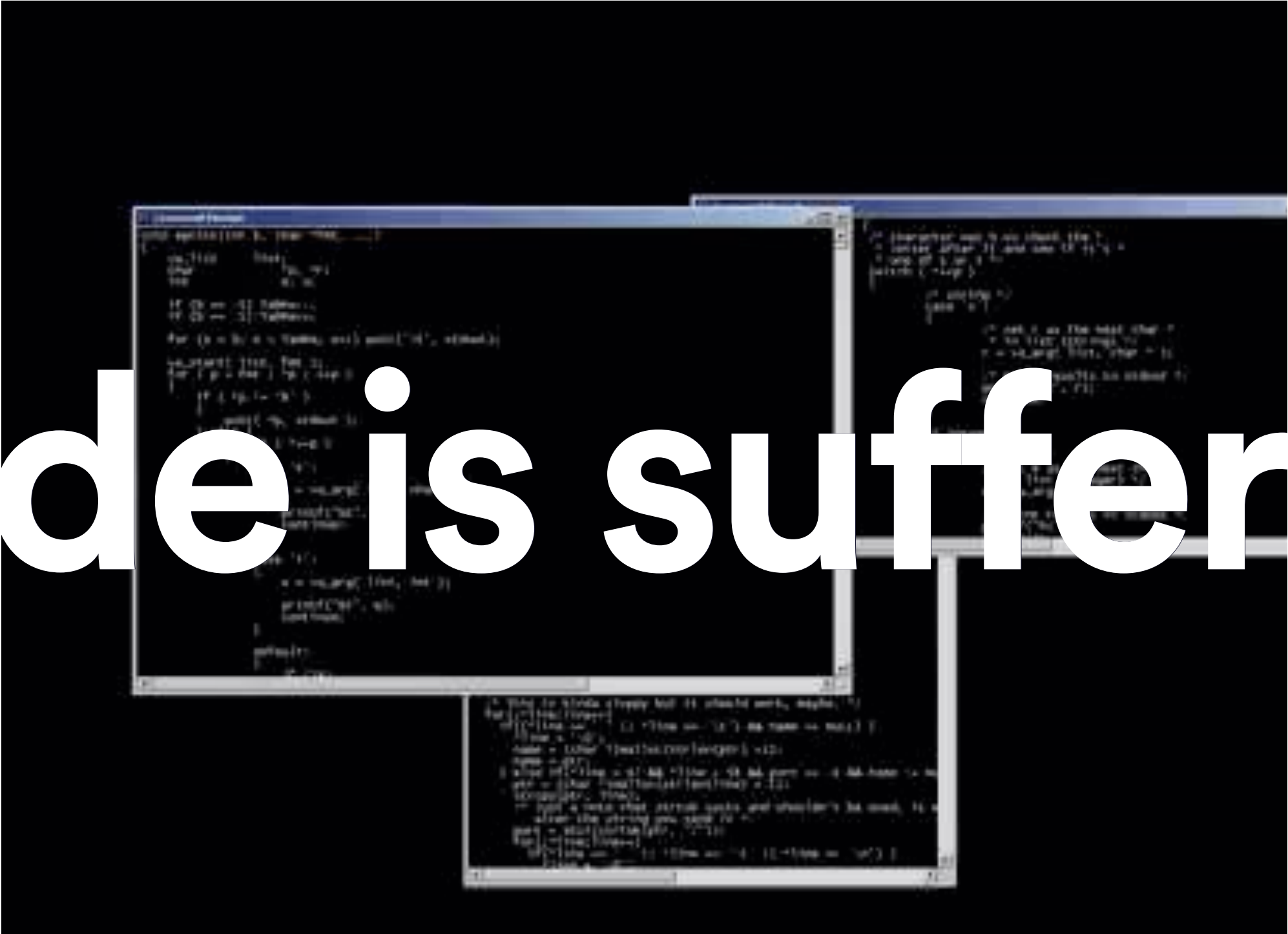


The image shows two men in a modern office environment. In the foreground, a man with glasses and a beard is seated at a desk, looking at a laptop. His hands are resting on his lap. In the background, another man is seated at a desk, also working on a laptop. The entire image is covered with a semi-transparent blue overlay. Centered over this overlay is the text "So, why should a developer participate to a user test?" in a bold, white, sans-serif font.

**So, why should a developer  
participate to a user test?**



# Code is suffering





## A MATTER OF FEELINGS

**We write software to help human beings, and to write better software, we need to start caring about those human beings and their messy, illogical, and confusing **feelings**.**

GAINS

**Develop  
compassion  
for the user**



GAINS

**Communicate  
more effectively  
with designers and  
product owners**





GAINS

# Feasibility feedback sooner



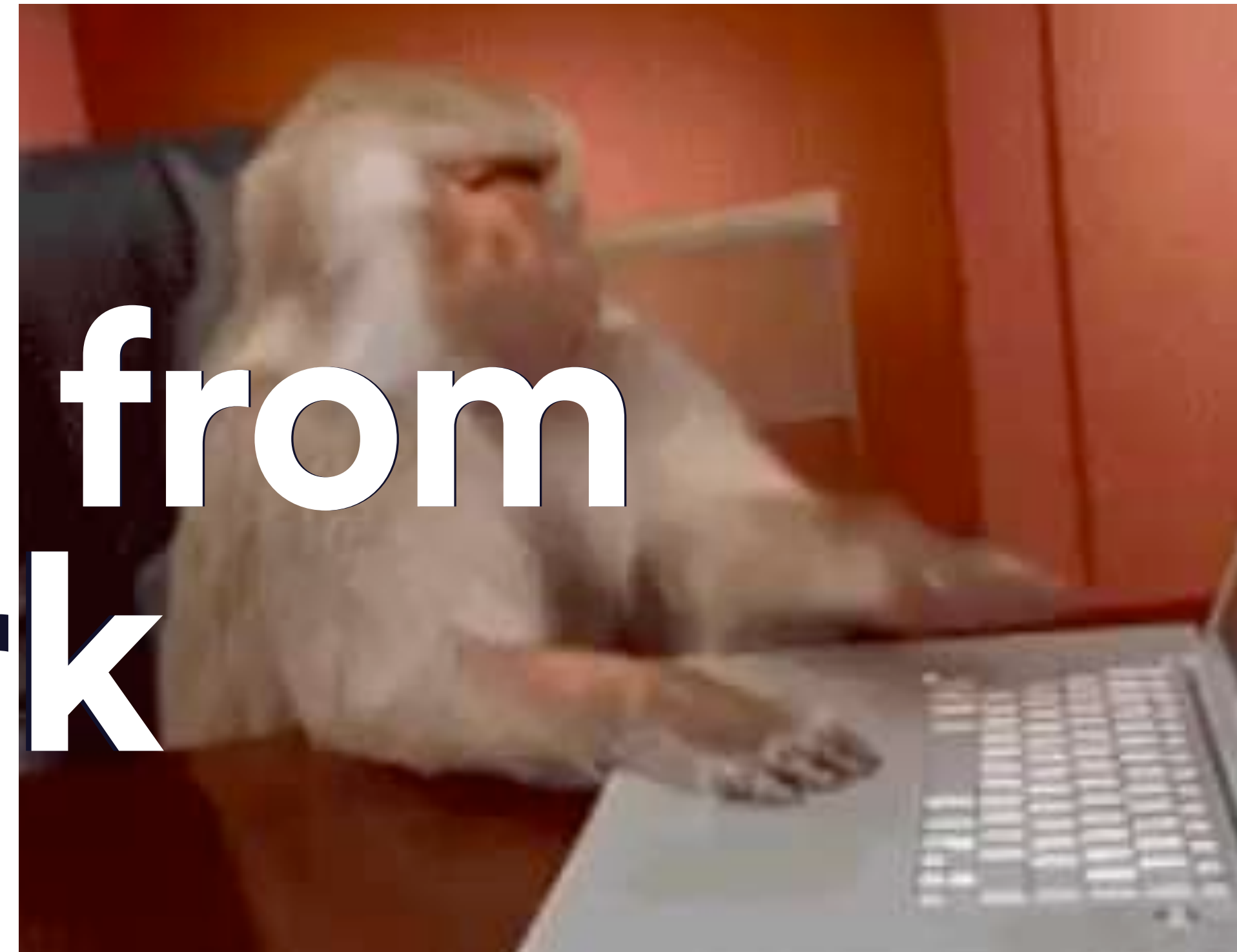
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**Diversity of thought  
means different  
connections and  
interpretations**



GAINS

# Meaning from your work





## WRAP UP

**So, developers, if you're ready to cultivate compassion for your users, have more productive conversations with designers and product owners, and find more meaning in your work, please consider sitting in on a user test every now and then!**

**Thank you**

# Contacts

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