Experience Design Studio

FIGHTBĒAN

Experience Design Studio

10/05/19 | @ Agile Venture Bolzano

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

Federica Pecoraro
UX Lead & Founder @FIGHTBEAN

You are not the user

False Consensus effect

TALK WITH USERS

You can’t guess everything

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

Where to start

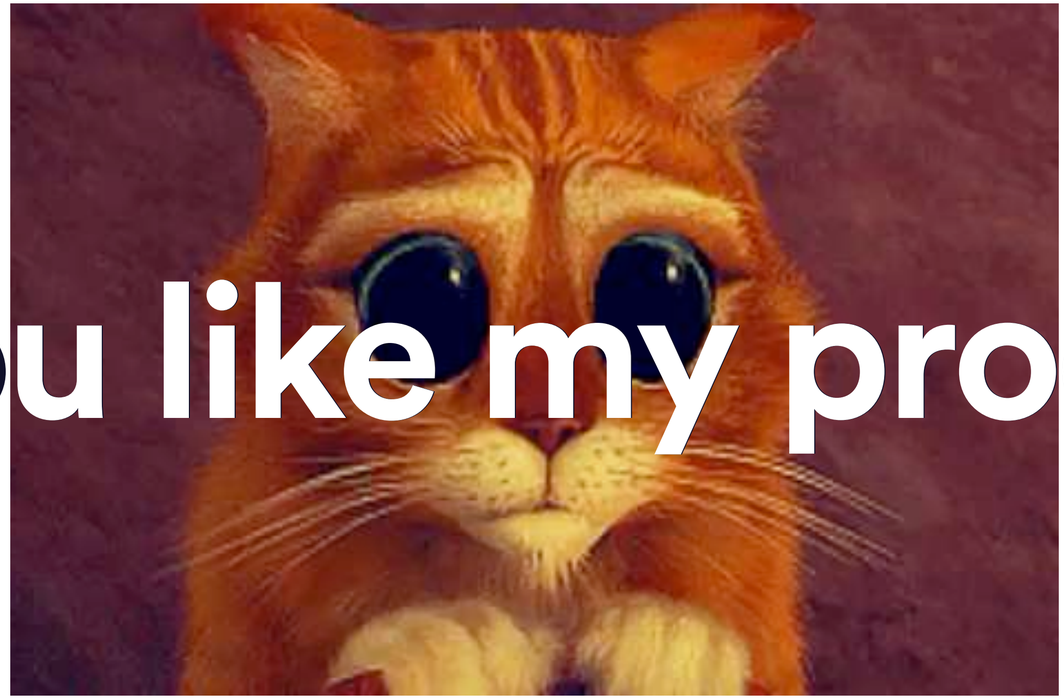
RULE #1

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?

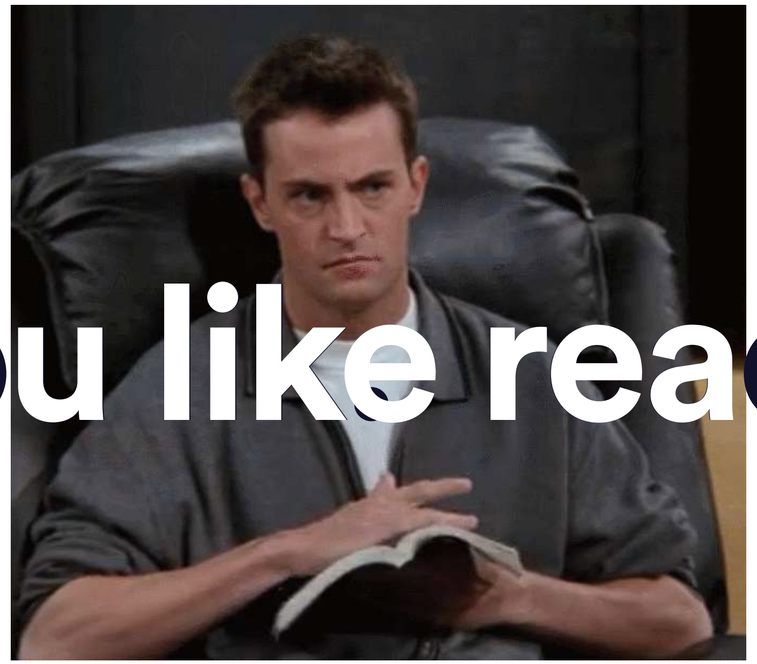
My name is Bill and I lead up marketing at Slack. We'd love to hear about your experience with Slack. Would you mind filling out this short 2 question survey to help us improve? It will take less than 60 seconds, I promise! We read every single response.

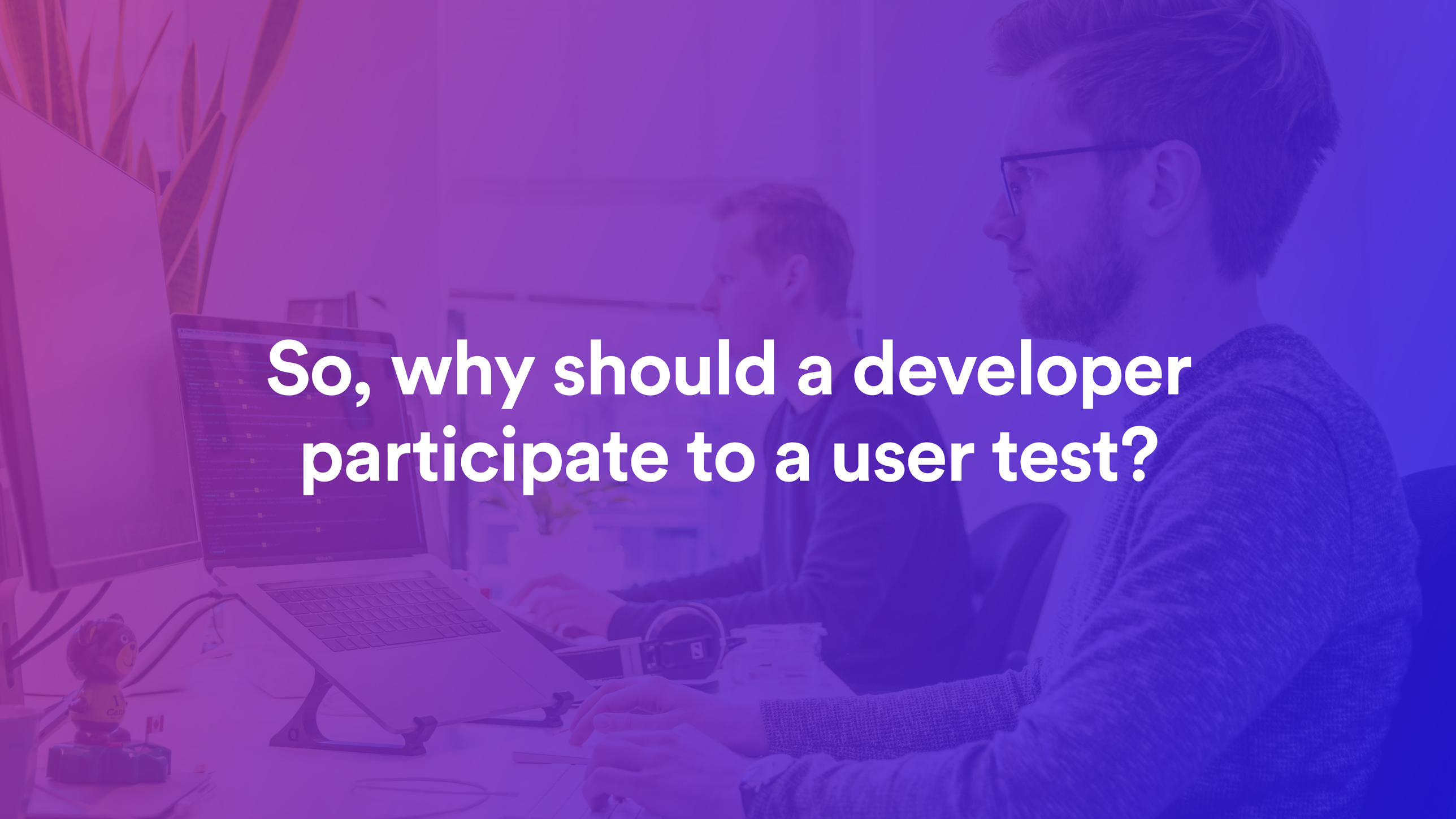
How likely are you to recommend Slack to a friend?

0 1 2 3 4 5 6 7 8 9 10

Not likely Very likely

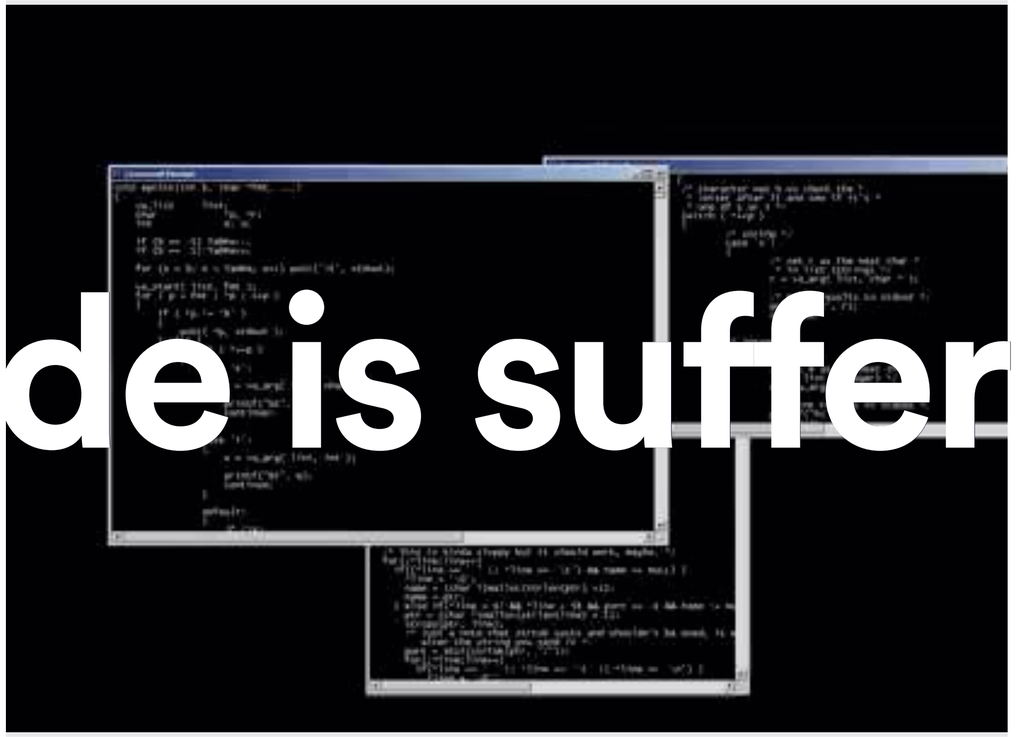
Do you like reading?





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

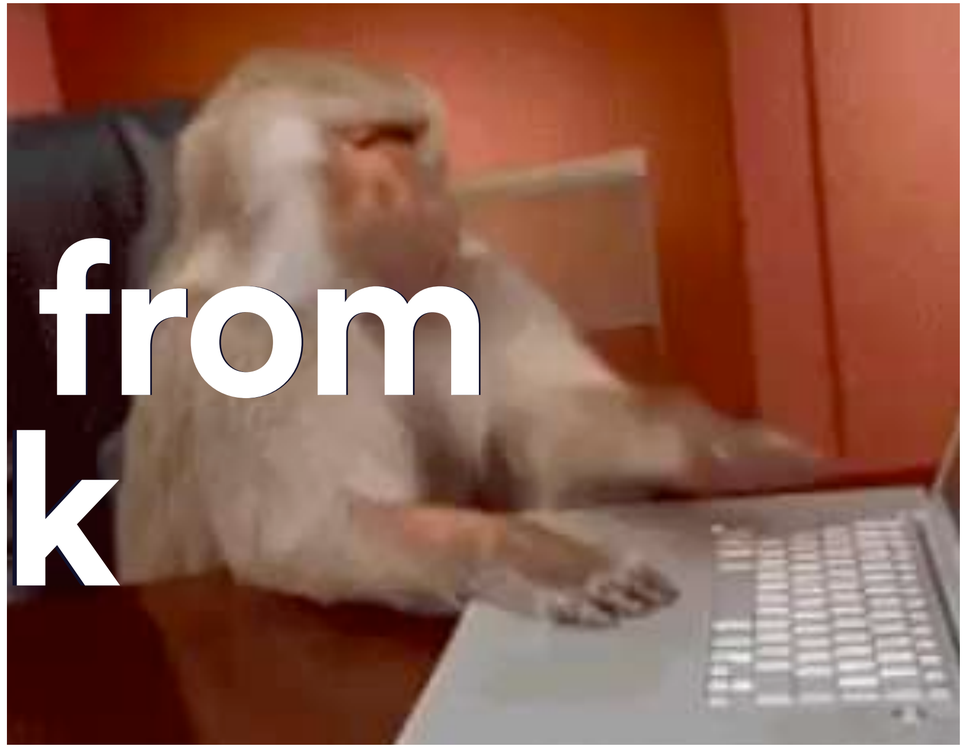
Feasibility feedback sooner

GAINS

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

federica.pecoraro@fightbean.it

hello@fightbean.it

fightbean.it
facebook/fightbean
twitter/fightbean
medium/@Fightbean