



# FOUNDATIONAL DESIGN

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## 4.2: Usability Test Methods

## MODERATED IN-PERSON

### **Benefits:**

- » With this method, the session is led personally by a moderator. This enables him to observe the behavior of the testers closely on the one hand and to enter into a direct dialogue with him/her through further questions on the other hand in order to obtain more precise information. In this way, in addition to the behavior of the tester with the object, thoughts, and expectations can also be explored.

### **Challenges:**

- » This method can be time-consuming, as something unplanned can always come in between, e.g. failures, postponements, and fixed schedules are difficult to adhere to.
- » Also, with this method, the participant may feel under pressure because he or she feels closely observed each step of the way. Here the behavior could be different than when he feels unobserved and free.

### **Solutions:**

- » Time expenditure: Planning several test persons in smaller slots on one day can help to keep the loss of time as low as possible in the event of disruptions to the process. Also, the test time should not be too long in order not to overwhelm or bore the participant.
- » Atmosphere: By explaining the goal and procedure of the test, initial inhibitions can be overcome and a pleasant atmosphere created.

## MODERATED REMOTE

### **Benefits:**

- » With this method, the analyzer tests in its natural environment. The stress level will, therefore, be very low as the user will feel less like in a test.
- » This method makes it possible to achieve more tests in less time because distances are irrelevant and testers from all over the world can be involved.

### **Challenges:**

- » The technical challenges, such as the right equipment, must be given to each tester on site to take part in the tests. A bad internet connection can cause the quality of the test to suffer or be compromised.

### **Solutions:**

- » In order to create a good test environment, requirements should already be pointed out during tester acquisition. This equipment should be decisive in determining whether a person is at all suitable as a tester.
- » From our side, the tests should be designed in such a way that most potential testers meet the technical requirements.

## UNMODERATED REMOTE

### Benefits:

- » With this method, it is easier to quickly get a variety of testers, then acquire them regardless of geographic location and time zone.
- » Multiple tests can be run in parallel, and then directly evaluated using a variety of tools, saving time, resources and money.

### Challenges:

- » With this method, it is not possible to question why the tester handles the product in this way and not otherwise, whether he does not understand something or whether his expectations are fulfilled.
- » Without a moderator, even the tester cannot ask questions if he has problems. This can lead to distortions in the results as the tasks may not be completed correctly.
- » The results provide only facts about the efficiency of the product, but no emotional components, such as joy-of-use or tastes.

### Solutions:

- » One possibility is to test the test live with other people beforehand in order to uncover possible hurdles and ultimately make the test as simple and understandable as possible.
- » Another possibility would be further information (?) on the individual tasks, in order to leave less room for interpretation.
- » In order to collect emotional impressions of the testers, favorites of different variants, e.g. by A/B tests, can be determined and help to improve the design of the app.