



USABILITY TESTING

UX IMMERSION 4.2

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USABILITY TEST METHODS



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4.2 USABILITY TEST METHODS

MODERATED IN-PERSON

Benefits

A moderated in-person session takes advantage of real time data being acquired. In this method, the moderator can guide the session, pushing the participant to answer exact questions and having a true dialogue with the user.

Challenges

This method can be costly and time consuming. Also, could have some bias as the participant may want to just please the moderator.

Workarounds

The best way to work through the issue is to have multiple people at the session at once, and doing a combination of anonymous initial tests and then ask the same questions to the group to get the dialogue.

4.2 USABILITY TEST METHODS

MODERATED REMOTE

Benefits

Moderated remote testing can be very attractive due to working with someone in their own environment. This makes it very convenient for the participant and gives them a natural buffer so they feel less influenced by the moderator.

Challenges

The main challenges with this testing method is many of the current software solutions can have technical issues at the worst time. Internet connection, and hardware compatibility issues can really have a negative effect on the session, out of the moderators control. Also, there can be commitment issues on part of the participant if they don't have to be anywhere in particular.

Workarounds

The main way to work with these issues is to prepare. Have the participants work with the software ahead of time to reduce the risk of technical issues. Things like internet connection and software compatibility can be reduced in this way by a large margin. We can also reduce the commitment issue by holding out on any rewards until completion of the session.

4.2 USABILITY TEST METHODS

UNMODERATED REMOTE

Benefits

Unmoderated remote testing is a very cost effective way to get usability testing done. The lack of a moderator saves time on the moderators behalf and is very convenient for the participation. This method also gives great autonomy for the participants, creating a comfortable environment for them to be as honest with their feedback as possible.

Challenges

With the lack of the moderator, it is vital that the instructions for testing be as clear as possible. This doesn't have any way to really follow up with questions on either end, and the real time data such as body language and can not be collected.

Workarounds

The best workarounds can include using a third party administrator or even providing the test for a first run with other people to help filter out any doubts or questions before doing live testing.