

Types of Usability Test



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What will we
cover in this
Module?



By the end of this module you should be able to answer the following:

What are the Three Roles Within a Usability Test?

What are the Main Types of Usability Tests?

What Types of Approaches are there for conducting Usability Tests



Roles Within Usability Tests



3 Primary Roles within Usability Tests



Participant



Facilitator



Observer

Main Types of Usability Tests



There Are Two Types of Usability Tests

Formative Testing

Formative testing is usually conducted during website development and is typically used to test a specific feature like the design of a button or the findability of a specific piece of content etc.

Summative Testing

Summative testing is conducted at the end of development, the “Summation” of the development process. Summative testing is used to determine whether the website has successfully accomplished all of its goals



The Main Approaches to Doing Usability Tests



Qualitative

relating to, measuring, or measured by the quality of something rather than its quantity.



Quantitative

relating to, measuring, or measured by the quantity of something rather than its quality.



How and When to Use?

Qualitative Testing

The focus of qualitative testing is so that you can observe direct input from users.

Quantitative Testing

Quantitative is based on directly measurable metrics. Quantitative testing uses data vs. observation in order to derive conclusions based on the data.



Purpose of Qualitative Testing



Rules of Good Qualitative Testing

You can't generalize the results to the whole user group

You are conducting an observational study not a statistical analysis

Have the users perform realistic achievable tasks

Do not rely on Quantitative measures - this is about finding broad issues and insights

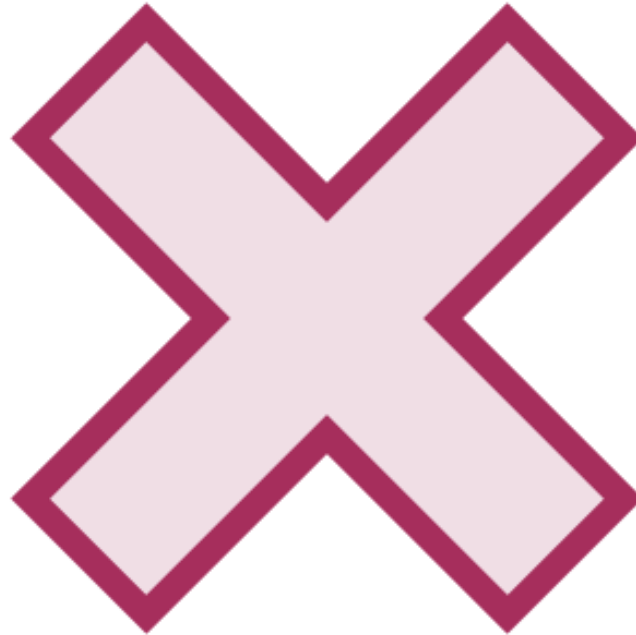
Having users think out loud this helps ensure your inferences are drawn directly from your users experience



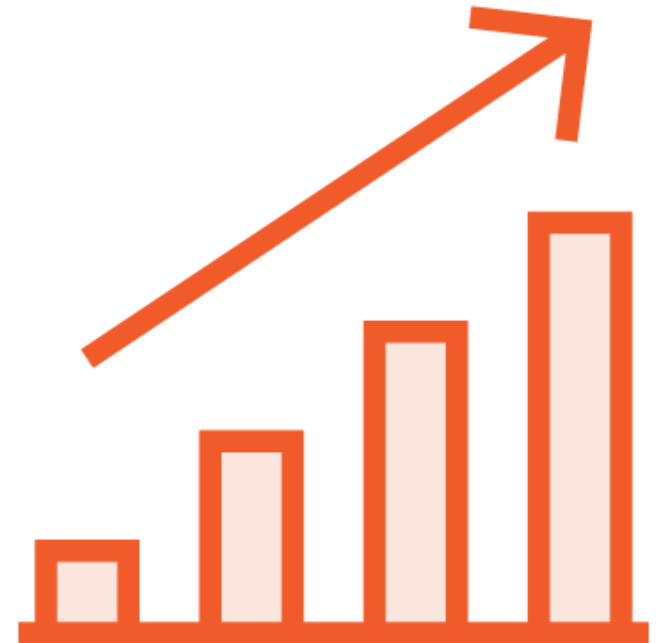
Types of Quantitative Test Data



Success Metrics



Error Metrics



Efficiency Metrics

When Should You Perform Usability Testing

