Usability Testing Approaches for UX Design

INTRODUCTION TO USABILITY

Joe DeVito

DIGITAL PRACTICE LEAD - UDIG | CERTIFIED USABILITY ANALYST (CUA)

@joe_devito http://blindsheeps.com

What will we cover in this Module?

By the end of this module you should know what Usability is and be able to answer the following questions:

What are the objectives with a Usability Test?

Why are you testing?

What are the benefits of usability testing:
- Direct benefits
- Indirect Benefits

What can be tested?

What is Usability Testing?

Usability Testing

Usability testing is the practice of evaluating your User Interface Design by testing it against real users of your product.

Objectives of Usability testing
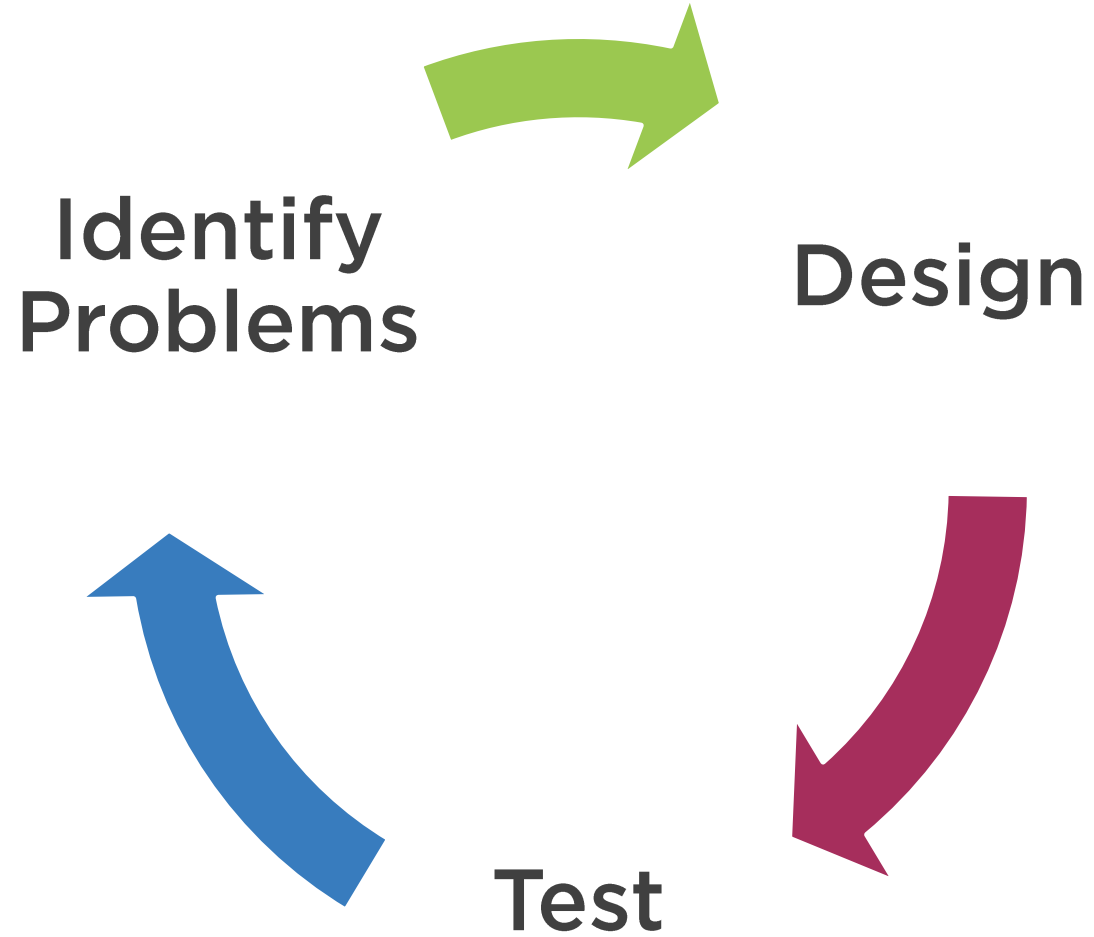
Common Objectives

Are you validating how well your design "worked?"

Are you looking for opportunities to improve the design?

Are you looking for insights into the User's Experience(UX)?

Feedback

Feedback Loop

Identify Problems

Design

Test

Benefits of Usability Testing

Direct

Input comes directly from your users

Provides concrete data for design changes , not opinions

Helps save development time and hours

Leads to positive return

Indirect

Builds value around the overall UCD process across your team

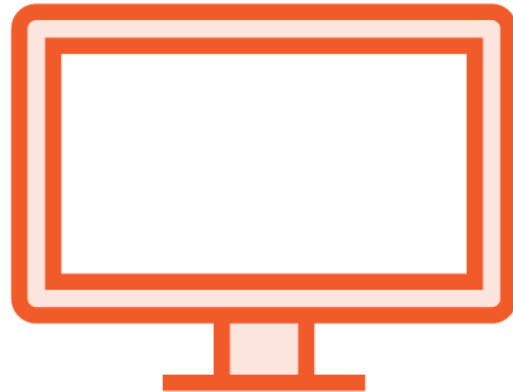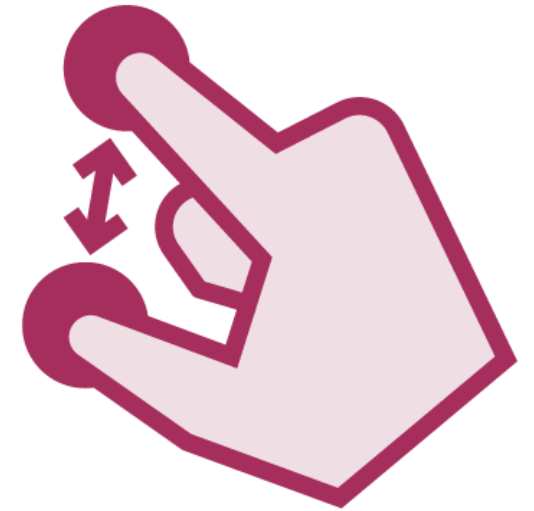**Helps handle the roll out of new websites by having a process already in place**

What Can We Test?

Navigation   Display   Content   Interaction