

Analyzing the Results



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Collecting and Managing the Data



Participant	Customer	Auto Dealer Sales	First time car buyer	Experienced buyer	Auto Dealer Mgr	Average
Question 1	2	0	1	0	2	.98
Question 2	1	1	2	1	1	1.1
Question 3	1	2	1	1	2	1
Question 4	0	0	1	2	1	.54
Question 5	1	1	0	1	1	.8
...						
Participant Average	1.12	.67	1.78	.8	1.3	



Making Sense of The Data

Did the users that had these issues fall into a specific user group?

Based on who based or failed what was your success rate as compared to your goal?



Prioritizing Your Findings



Prioritizing Findings

How important is it to fix the problem?

Of the people tested, how many had this problem?

What was the average time spent on the problem?

What was this problem's impact on the overall user experience?

How did this affect the overall business objectives?



Creating a Scale

Priority Usability Issue

!	This would mean severe business and usability impact, if not corrected this will be a showstopper and be very costly
H	This is not quite a showstopper but still has a significant impact on overall usability
M	Could potentially have a negative impact
L	No significant impact



Creating Recommendations



Creating Recommendations For a Specific Problem

What was the problem found in your observations?

What caused the problem?

First Provide a General Solution

Then, Provide a Specific Solution The Problem



Creating a Scale

Recommendations	UX Priority	Business Priority	Level of Effort	Final Recommendation
Provide Feedback when submitting form	H	L	Easy to Fix	Fix for this release
Redesign Marketing Graphic for Offer #1	L	H	Time Consuming	Wait until next release



Compiling Your Report



Ways to Present Your Final Report

Quick List

Top 10 Issues and Results

Full Report

Presentation to Stakeholders



Rules to Follow



Ways to Present Your Final Report

Use all data collected

Present charts, graphs, or the visuals to make the data more digestible

Create logical groupings based on tasks, pages, or design issues

Use screenshots and diagrams to support findings

Focus on the *insights* from the data not the data itself



The Report Outline



The Outline

- **Introduction**
 - Objectives
 - Methods
 - Participants
- **Executive Summary**
 - Overall Assessment
 - Key Findings
- **Test Results and Recommendations**
 - Grouped by Task
 - Grouped by page
- **Recommendations**
- **Implementation plan / next steps**

This outline is derived from the report template at www.usability.gov/templates



Further Reading/ Sources

<https://www.nngroup.com/>

www.usability.gov/

<https://www.smashingmagazine.com/category/uxdesign/>

<https://www.uxpin.com/>

