Designing Your First 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:

How to Decide How Many Users for Your Usability Test?

What is the Difference Between Tasks and Scenarios?

What are the Methods of collecting Qualitative and Quantitative Data?

Participants and Sample Size

How many participants
should your user test have?

How Many Participants Should Your User Test Have?

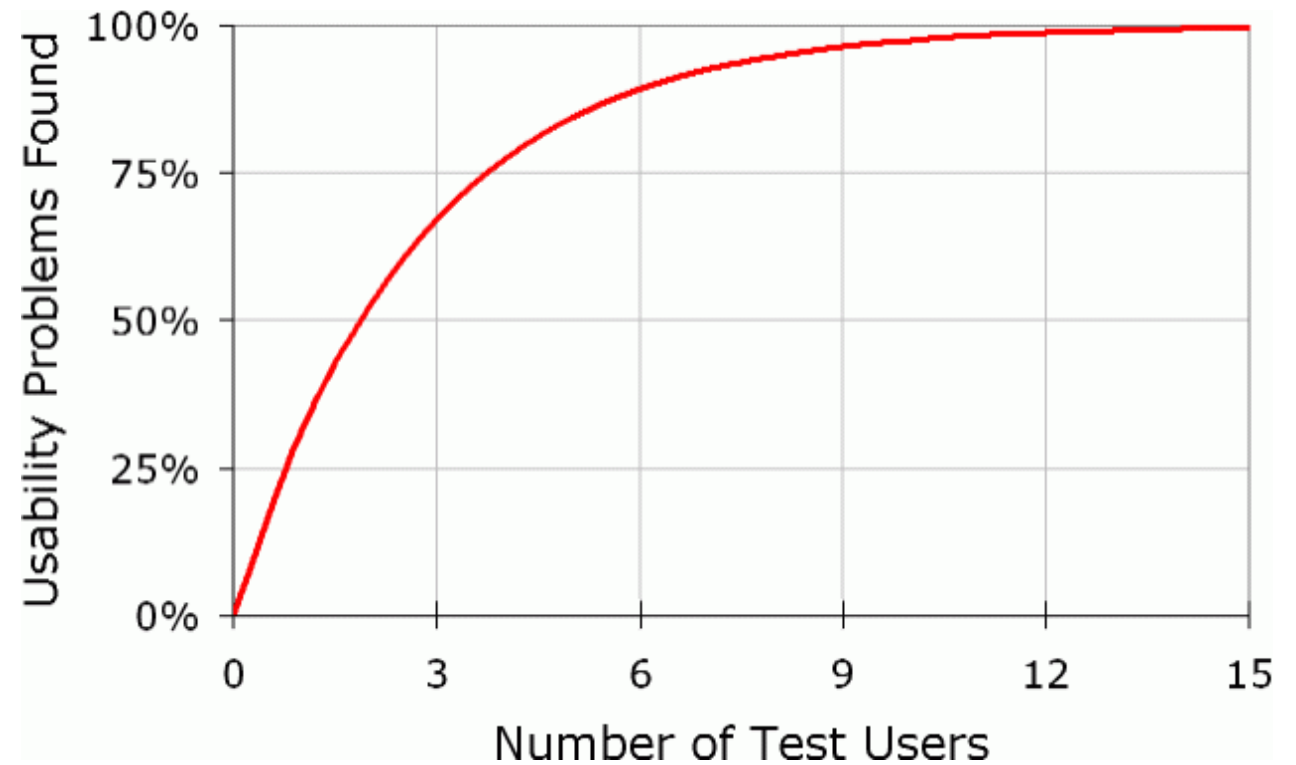As we test each time your participants will come across the same issues

As a result each additional test / participant in your test will discover fewer and fewer issues that have not been found before

5 users will uncover approximately 80% of all usability problems

- Nielsen Norman Group

Sample Size

Sample Size and Reliability

The more people that find the same problems the more reliable your data set becomes

What is the level of importance of this design

The experience of the testing team

The budget

Multiple Rounds of Testing

Selecting The Right People for Your User Test

Selecting Participants

User Profiles

Personas

General Data about your User base

Selecting a Diverse Cross Section of Your Users

Selecting Across Various Factors

The Users Understanding of Your Product

The Familiarity With the Product or Type of Product

Amount of Overall Experience

Recruiting

Recruiting Criteria

Sample Size

Characteristics of Users

Number of Participants for Each Personas or Characteristics

Recruiting Criteria Example

Criteria	Amount
Current Owner of A Car	5
Homeowners	3
Earn Between 30k and 50k	4
Currently Looking for a New Car	5

Recruiting Approaches

Facebook Ads

Craigslist

Professional Organizations

Professional Recruiting Company

Developing Questions for Your Test

Tasks or Scenarios?

Tasks	**Scenarios**
Quick simple functions	Provide the participant context and direction
Easily completed without any background information given	Set the stage , tell the story
"Find the search button"	Increase overall understanding
"Where would one go to out information about lease terms"	Help the user apply the situation to themselves
	Give them an action to perform

Usability Scenarios

Uses vocabulary that the participant uses

The actions are clear and precise

Provides all the details needed to complete the goal

Does not provide steps and definitely does not give away the answer

"You want to buy a car , you would like to lease it for a 36 month term with 1500 down. How would you do this?"

Collecting Responses and Data

Response Collection Format

Expected path to solution

The question (Task or Scenario)

A rating scale to easily measure difficulty

Questions	Expected Response	Observations	Rating
Lets say this is your first time buying a car and you want to do some research to estimate your expected payment. Where would you go to do this on the website?	"Calculate Your Payment"	user initially thought about using the search box but then found button	2 1 0

Ratings

2 = Easy or Under 1 minute to find/ Answer
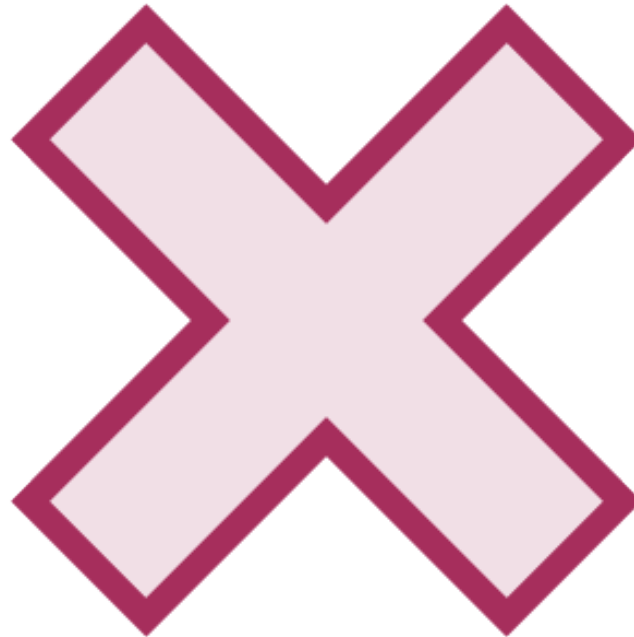
1 = Difficult, takes 1-2 minutes

0 = Fail, Takes over two minutes

Types of Quantitative Test Data

Success Metrics

Error Metrics

Efficiency Metrics