



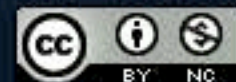
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User Testing, Part 2

INTRO TO UX

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Task Wording

- **Don't lead the witness**
 - **Not good: “Put 3 books in your shopping cart, then purchase them using Standard Shipping.”**
 - **Better: “Choose three books and buy them, making sure they can get here by next Wednesday.”**

Task Wording

- **Avoid ambiguity**
 - **Not good: “Use a list to find a gift for your 10-year old nephew.”**
 - **Better: “A friend told you that Amazon has helpful gift idea lists for different age groups. Find a list that would be useful for finding a gift for your 10-year old nephew’s birthday party, and select a gift for him.”**

Task Wording

- **Include context and motivation where needed**
 - **Not Good:** “Buy a book and have it shipped by Monday.”
 - **Better:** “It’s Friday and you have just realized that you need a book on Japanese business etiquette by Monday so that you have time to brush up before your meeting with colleagues from Japan on Wednesday. Find and purchase an appropriate book, making sure it arrives in time.”

Task Wording

- **Include information about how/when to stop**
 - **Better: “It’s Friday and you have just realized that you need a book on Japanese business etiquette by Monday so that you have time to brush up before your meeting with colleagues from Japan on Wednesday. Find and purchase an appropriate book, making sure it arrives in time.**

When you feel you have completed the task, please say ‘I’m done.’”

Task Wording

- **Pilot test!**
 - It's very hard to get right on the first try
 - Try the tasks out
 - Yourself
 - With a friend or two
 - ... before trying them with “real” participants

Think Aloud

- **Participants say (out loud) what they are thinking**
- **Thinking includes**
 - **Looking for something**
 - **Reading text**
 - **Hypothesizing about how the system might work**
 - **Interpreting system options**
 - **Interpreting system feedback**
 - **Explaining decisions**
 - **Feeling frustrated, happy**

Think Aloud

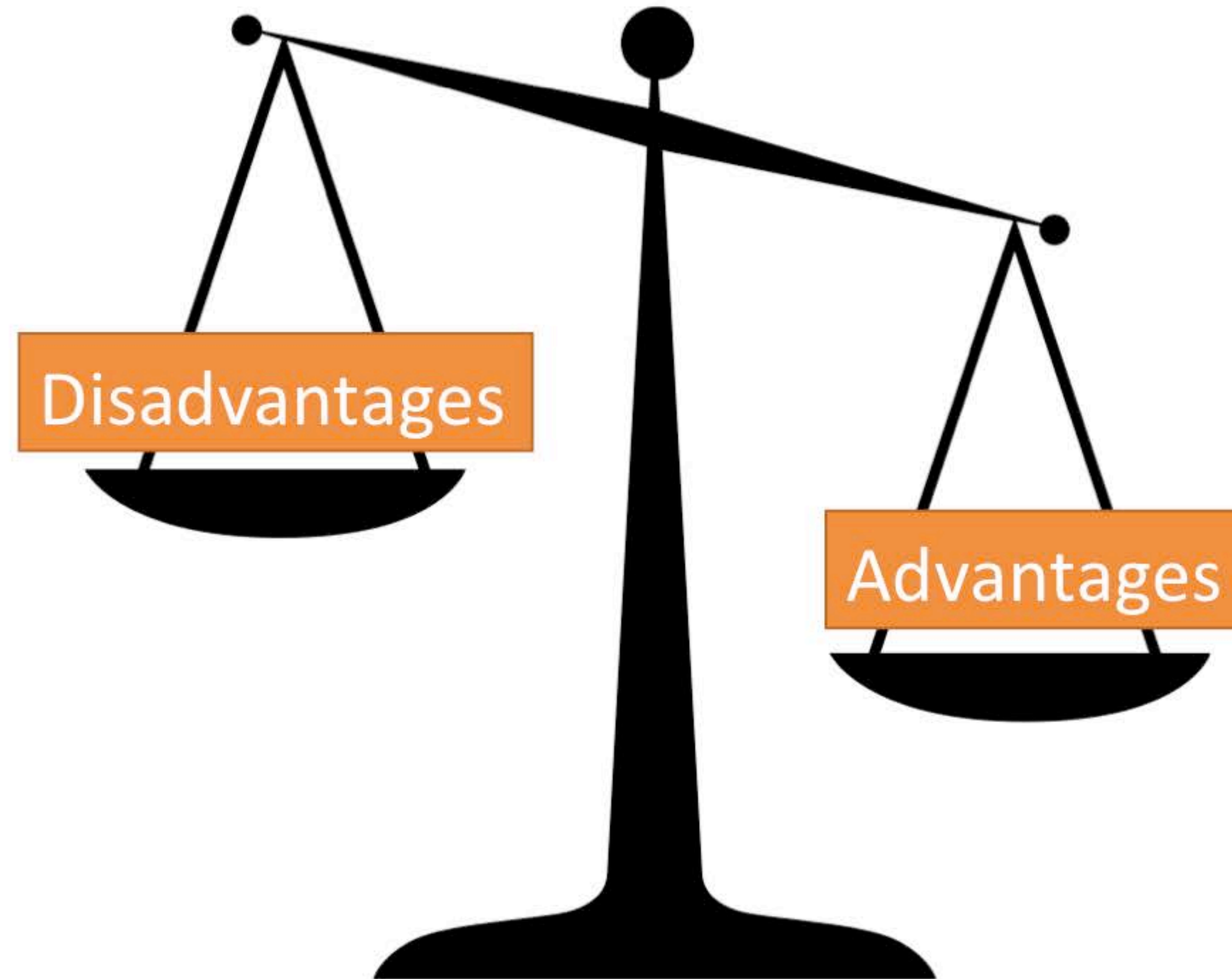
Advantages

- Hear how the user thinks about the task
- Learn what the user actually sees and notices
- Hear how the user interprets options, feedback

Disadvantages

- Timing will not be realistic
- Attention to detail will not be quite realistic
- Need to determine “rules of engagement” for questions, mistakes, etc.

Problem-finding: Using Think Aloud



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