



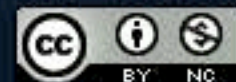
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User Testing, Part 3

INTRO TO UX

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Debrief (After tasks)

- **Review problems, get more information**
- **Ask about usefulness, value**
- **Ask about perceived usability, aesthetics, credibility**
- **Compare to known alternatives**

Making Sense of the Test

- **Capture “critical incidents”**
 - **Errors**
 - **Expressions of frustration**
 - **Breakdowns**
 - **Pleasant surprises**
- **Assess success/failure**
 - **Usually a spectrum**
- **Capture overall reaction & reaction to specific aspects**
- **Link incidents, success/failure, and subjective reaction**

Learning from the Test

- **Quick! Write it down!**
- **Critical Incidents, and *why they happened***
 - **Mental model mismatches**
 - **Misinterpretations**
 - **Invalid assumptions made by the system**
 - **Missing user needs**
 - **Too little flexibility**
 - **Too little guidance**

Learning from the Test

- **Problems ⇒ Severity: impact on**
 - Success/failure
 - Subjective experience
 - Product goals
- **Other UX factors**
 - Usefulness
 - Desirability
 - Credibility...

One Other *Very Important* Thing

- **Participation is voluntary**
- **Participants can stop any time**
- **You are testing the system, not the participant**
- **You need to let the participants know this**

What's “Micro” About This?

- **Relaxed recruiting**
 - People close enough to target audience to be able to imagine
 - A.k.a. “Hallway” usability test
- **Fewer tasks**
 - <30 minutes, rather than 60-90 minutes
- **Little or no data collection**
 - No recording
 - No questionnaires
 - No logging
- **Off-the cuff analysis**

Next up

- **Watch example Micro-usability test**
- **Do your own!!!**

Attributions

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