Week 4 Testing & Prototyping

DESN2000 Workshop

Design Next, September 2022

Today – Making a user testing

- Introduction → why plan in advance your user testing. Also for this workshop we use MIRO's tools
- Map out project context → consider the field of application of your project stream to better adapt tools and methods
- Plan your user testing→ who do what how where and when

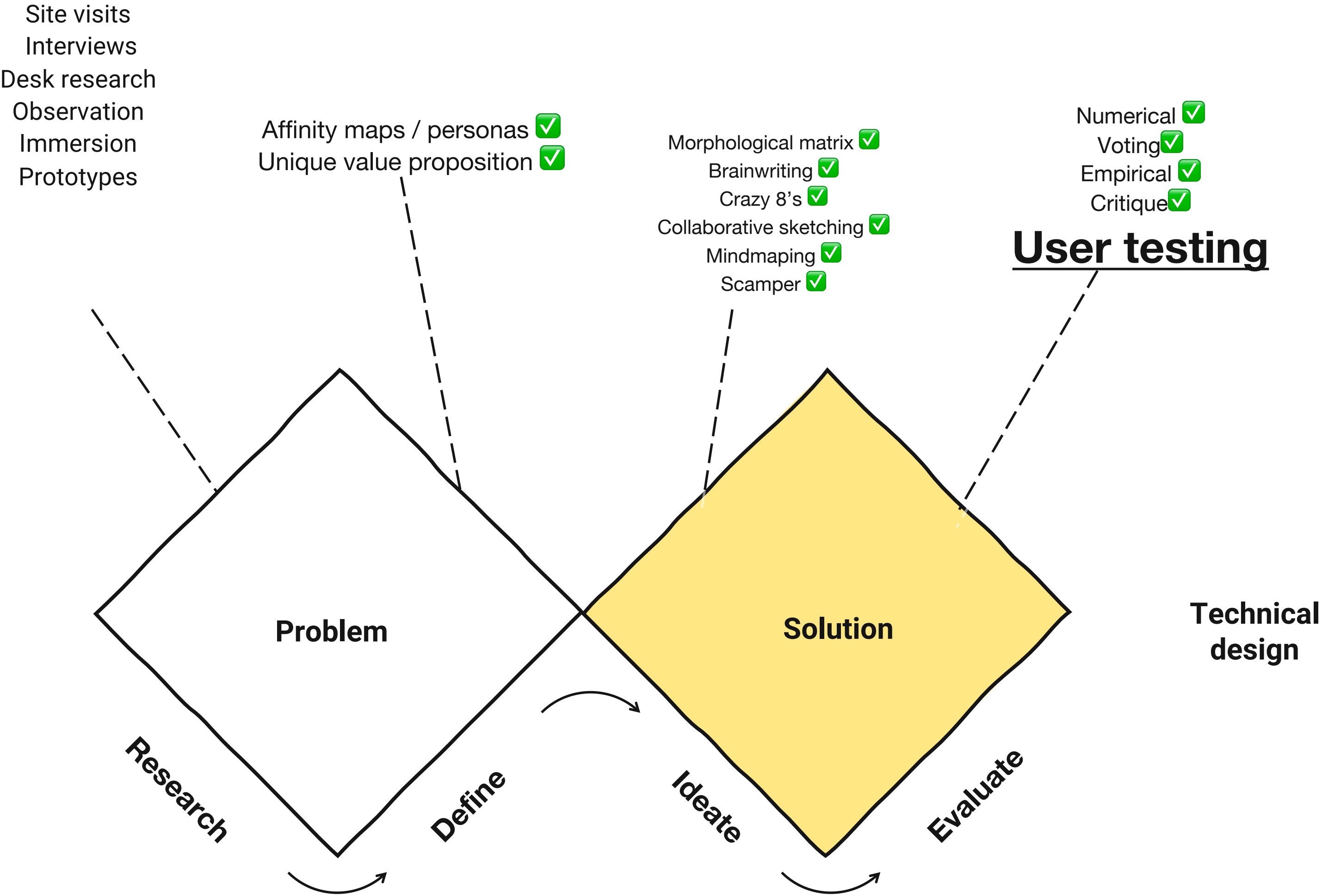| Intro	Goals	Hypothesis	Variants	Wrap-up
5 min	30 min	30 min	30 min	5 min
all	teamwork	teamwork	teamwork	all

Overview - Aims

When you have a solution (in different stages of development) you can test the viability with your users. Plan the user testing is design as well!

A good plan goes towards answering:

- Who can I engage for the test?

- What type of prototype?

- How can I collect feedback and comment for further improvements?

- When and Where I can test my solution?

- Which decisions I can take with the support of users?

Overview – where we are

Site visits
Interviews
Desk research
Observation
Immersion
Prototypes

Affinity maps / personas ✅
Unique value proposition ✅

Morphological matrix ✅
Brainwriting ✅
Crazy 8's ✅
Collaborative sketching ✅
Mindmaping ✅
Scamper ✅

Numerical ✅
Voting ✅
Empirical ✅
Critique ✅

User testing

Problem

Solution

Technical design

Research

Define

Ideate

Evaluate

Overview - Method

3 steps 3 tools

| Goals | Hypothesis - Storyboard | Variations - Prototype |

DEFINE GOALS

PHASE
Define how many user testing in which phase / phases of the design process

GOALS
Define aims for each user testing

EVALUATION
Method and metrics

GENERATE HYPOTESIS

STEP 1
ENGAGEMENT

STEP 2
PREPARATION

STEP 3
INTRODUCTION

STEP 4
TESTING

STEP 5
ANALYSIS

STEP 6
IMPLEMENTATION

CREATE VARIATIONS

PROTOTYPE 1

PROTOTYPE 2

Define Goals

30 minutes

- **Consider factors that can influence improvements of your project**

- **Consider the phases of your design process: how many times and in which phase you want to test your solution?**

- **Consider the area / areas you want to explore for improvements:**

  - Capitalise findings and insights from the user research

  - Use the Unique Value Proposition (UVP) to define goals for your user testing

  - Define the metrics you want to use to evaluate the feedback of your users

Intro	Goals	Hypothesis	Variants	Wrap-up
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Apps

Search for apps & tools

</> Paste iFrame code

Web page capture

IconFinder

Stickies capture

Wireframe Library

Charts

Mind map

Card / D

Kanban

Tables

Diagramming

😃 Stickers and Emojis

G Google image search

Get more apps →

A/B Testing

USER TESTING

A/B testing is a user-experience research methodology. A/B tests consist in experiment two variants A and B. In the design process it is a simple way to compare and test two different variants of the same interface, product or service, observing the users answers to that variants. It is a methodology useful to take decisions based on evidence and data collected from the users

WHY plan your user testing

Manage your tasks in the timeframe you have. Organise the activities before start. Every team member might be have specific tasks and goals

WHAT planning

There are several tools you can use for user testing. Thanks to the A/B method you can plan in advance the process of testing with your teammates

HOW team management

Consider personal attitudes, competences and ability to better set up the plan for your team

WHO
WHAT
WHERE
WHEN
HOW
WHY

DEFINE GOALS

PHASE

Define how many user testing in which phase / phases of the design process

GOALS

Define aims for each user testing

{ You can stick post-it or use other Miro's tool }

EVALUATION

Method and metrics

Generate Hypothesis - Storyboard

30 minutes

When you have listed the goals and the metrics for your user testing you can build a **storyboard to determine the steps of implementation** of your test.

Use the Miro's tool to define actions, touchpoints (= moments of interactions with users) tools for each step:

1- Engagement: where you can find users, how you can engage them (write a message you should use to engage them and define the tool you want to use: e-mail, social media, etc.)

2- **Preparation**: where and when you can develop the test

3- **Introduction**: prepare the introduction to the test explaining to users the aims, expectations, duration etc.

4- **Testing**: who can do what in your team during the test. Define the tasks and the tools you might use

5- **Analysis**: according to the metrics define how you will analyse the data and the feedback collected. Define the possible risks and mitigation action (and don't forget it's a qualitative approach!)

6- **Implementation**: define how you can use feedback to implement your solution

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WHY plan your user testing

Manage your tasks in the timeframe you have.
Organise the activities before start. Every team member might be have specific tasks and goals

WHAT storyboard

Use the storyboard to define the moments of interactions with your users.
How many relevant moments in the testing defining:
- touchpoints
- actions
-

HOW team management

Consider personal attitudes, competences and ability to better set up the plan for your team

WHO
WHAT
WHERE
WHEN
HOW
WHY

GENERATE HYPOTESIS

STEP 1

ENGAGEMENT

STEP 2

PREPARATION

STEP 3

INTRODUCTION

STEP 4

TESTING

STEP 5

ANALYSIS

STEP 6

IMPLEMENTATION

Create Variations

30 minutes

- **According to the goals and the hypothesis for your user testing you can now define the two variants you want to propose to your users**

- **Define each variant in terms of:**

  - which type of prototype: model, mock-up or prototype

  - Sketch and design the details you want to test

  - Time of realisation (considering when and where you want to have the test)

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WHY plan your user testing

Manage your tasks in the timeframe you have.
Organise the activities before start. Every team member might be have specific tasks and goals

WHAT design

Design the specifications of the model / mock-up / prototype you want to test with your users. Define the two variants A and B you want to use during the test. If you plan to have more than 1 user testing define the two variants for each session.

HOW team management

Consider personal attitudes, competences and ability to better set up the plan for your team

WHO
WHAT
WHERE
WHEN
HOW
WHY

PROTOTYPE 1

PROTOTYPE 2

Wrap-up

5 minutes

- **Brief reflection**

  - How did the group go?

  - What will you work towards?

- **A few tips :**

  - Remember it is a qualitative approach

  - User testing supports the building of evidence (and the storytelling)

  - During user testing, you can fail and learn as well!

  - Consider your users are not engineers: user testing empowers your communication

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