October 22nd, 2019

Intro to Usability Testing

Hazel Jeon

Hello there,

I’m Hazel, a UX Designer at Carvana.

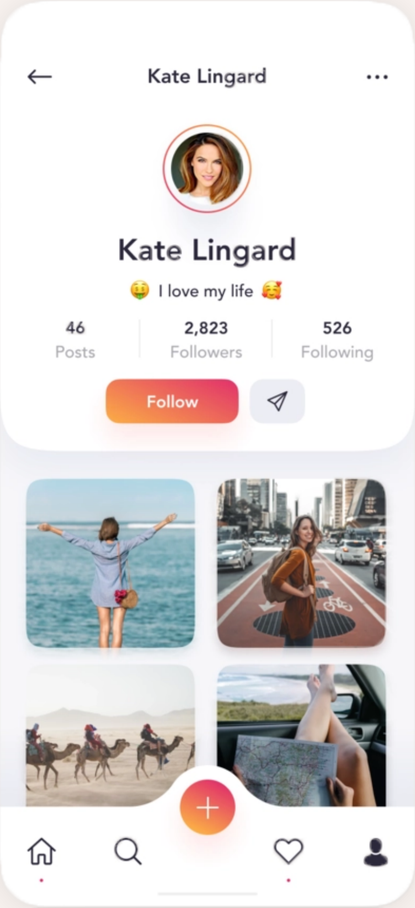
Carvana

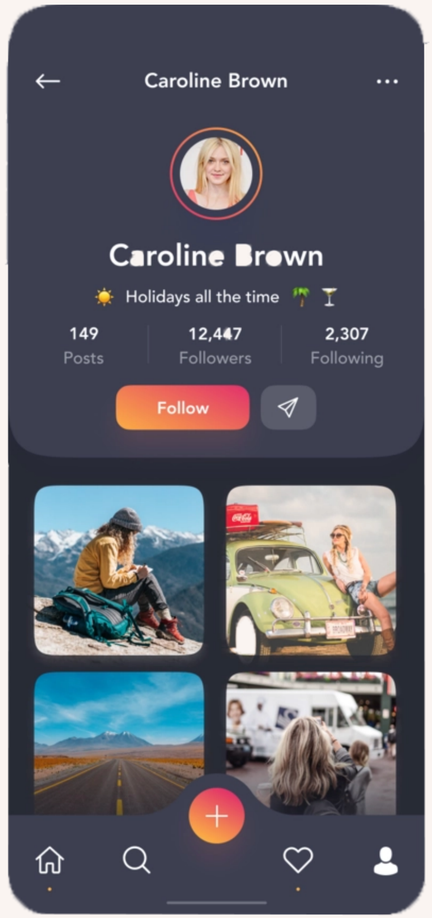
dubbed, the “Amazon of cars” is changing the way people buy cars.

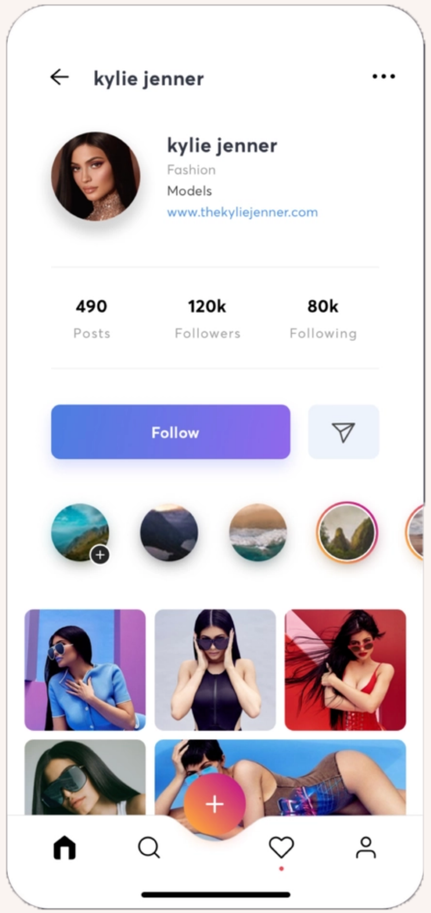
- Worked in an autism lab as a research assistant
- Held a PR Internship
- Graduated with a major in Psychology
- Managed a flagship retail store in San Francisco
- Worked as a UX Designer for the past 3 years

What’s the heck is User Experience Design?

What it’s not


Kate Lingard
Kate Lingard
I love my life
46
Posts
2,823
Followers
526
Following
Follow


Caroline Brown
Caroline Brown
Holidays all the time
149
Posts
12,447
Followers
2,307
Following
Follow

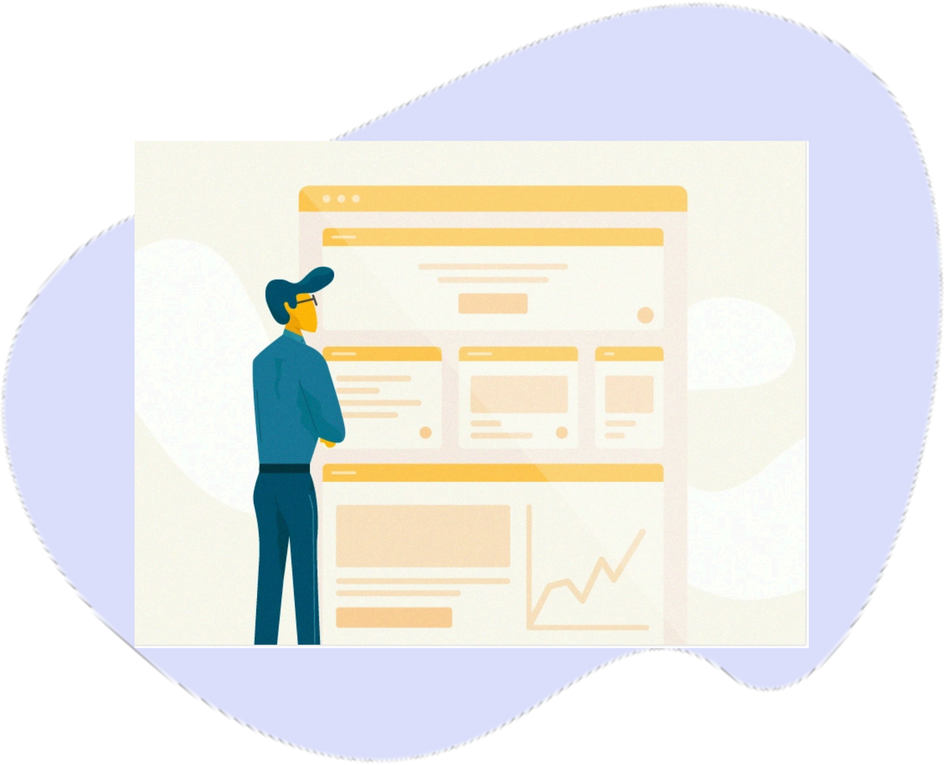

kylie jenner
kylie jenner
Fashion
Models
www.thekyliejenner.com
490
Posts
120k
Followers
80k
Following
Follow

UX Design considers the holistic experience of a product, including aspects of **branding, design, usability, and function**.

PRODUCT

VS

EXPERIENCE



User research is a critical component of the process, informing design decisions from the perspective of the user.

Why do research?

The Birth of Swiffer

In research, the company realized that people were cleaning their mops as much as they were cleaning their floors – meaning that there was space for a speedier clean.

Why do research?

- Trying to discover usability issues
- Looking for unmet user needs
- Observing how users behave
- Identifying area where you can improve metrics
- Recognizing confusion, frustration, and delight
- Uncover revenue and growth opportunities

You don’t know what you don’t know. You aren’t users.

You are not a mind reader.

Research Methodologies

- Usability-Lab Studies
- Ethnographic Field Studies
- Participatory Design
- Focus Groups
- Interviews
- Eyetracking
- Usability Benchmarking
- Concept Testing
- Diary/Camera Studies
- Customer Feedback
- Desirability Studies
- Moderated Remote Usability Studies
- Unmoderated Remote Panel Studies
- Intercept Survey
- Card Sorting
- Clickstream Analysis
- A/B Testing
- True-Intent Studies
- Email Surveys
- Unmoderated UX Studies

There’s a lot...lol

Today, we're just going to focus on **usability testing**

And have you ever done a usability test before?

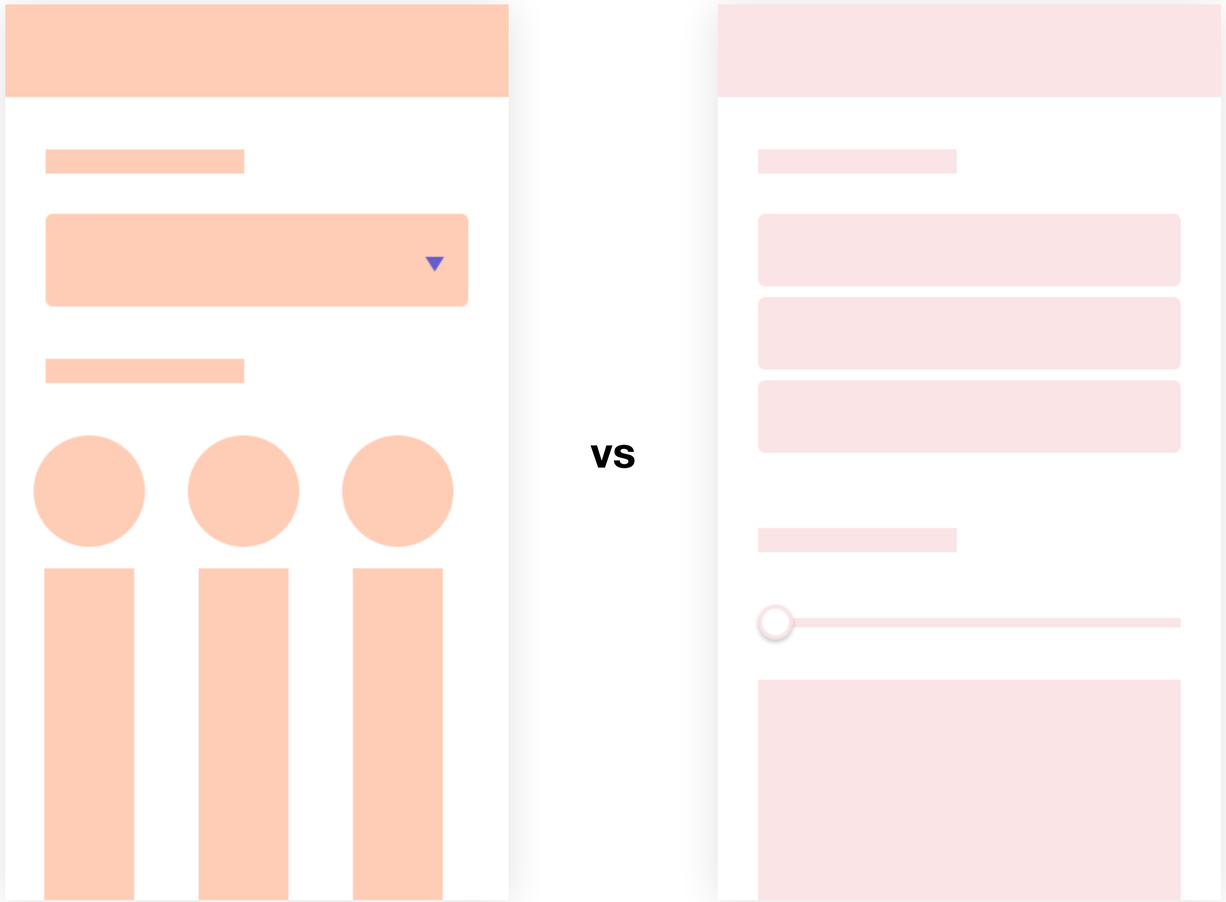
What do we think usability testing is from this video?

Usability Testing is a way of determining ease of use by testing with real users.

3 Main Types of Usability Testing

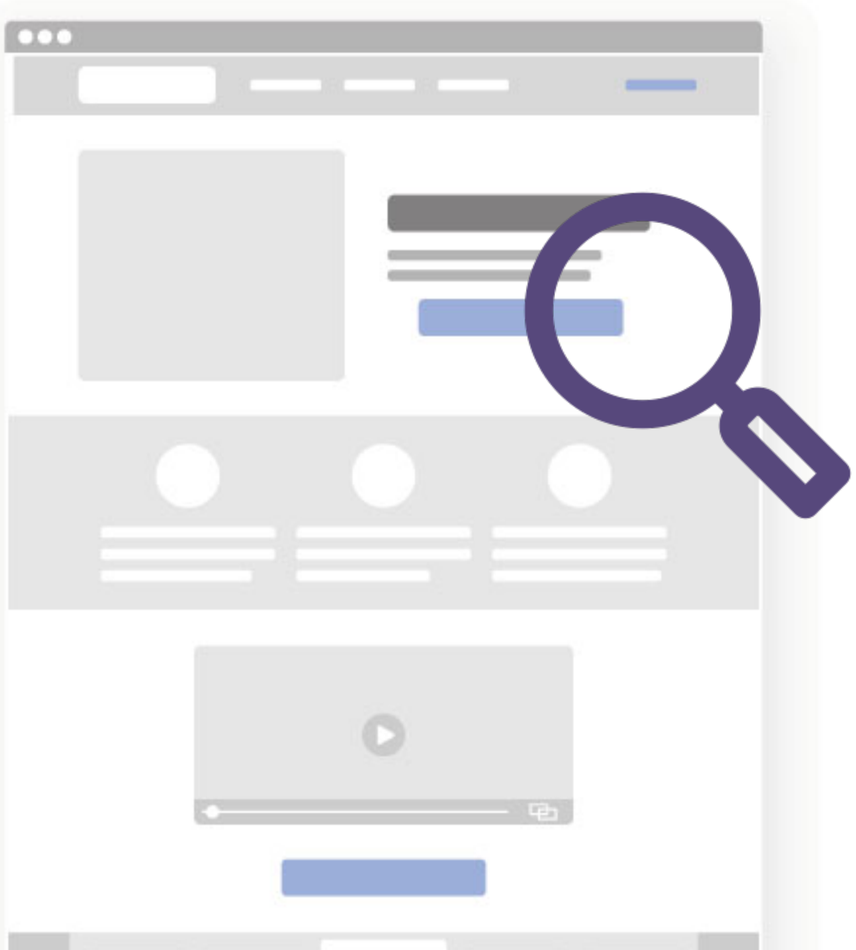
Comparative

Compare usability of one interface to another. Could be peer, competitor sites, or two designs to establish which provides the best UX.



Explorative

Determine what content and functionality a new product should include by testing a range of different services. Helps to highlight any gaps in the market and illustrate where to focus design.



Evaluative

Test of a new or updated service either before or after launch. Ensure design is intuitive and provides a positive UX. Identifies any potential issues to be fixed.

How to conduct a Usability Study

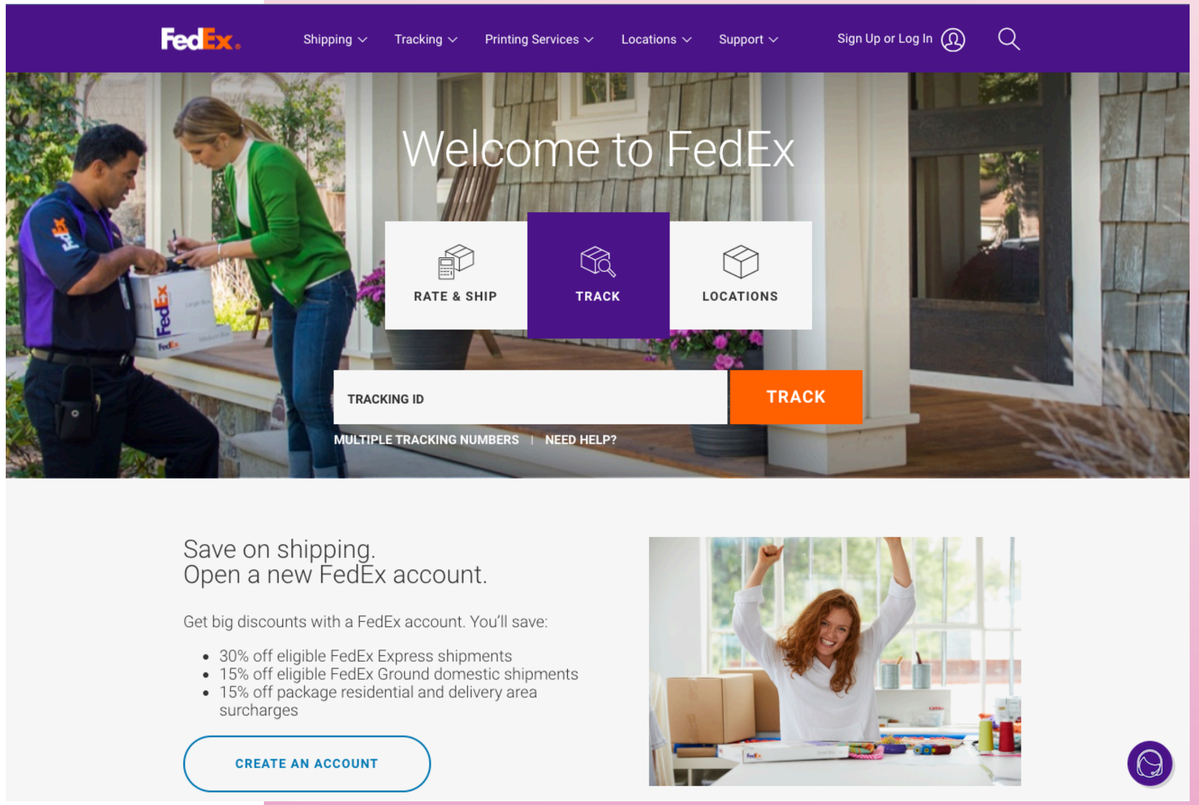
- Draft a goal
- Create tasks
- Gather participants
- Conduct test and take copious notes!
- Create recommendations

Goals and Hypothesis

- Focus on a narrow set of testable theories or goals
- Keep it targeted, don’t let scope get out of control

Example Goals and Objectives

- Gather user impressions and identify opportunities with current FedEx Compatible website and prototype.
- See if users understand the terminology/ language used when searching/filtering for relevant content.
- Find opportunities to improve overall usability and content, in order to better engage, educate and convert customers.



How to conduct a Usability Study

- Draft a goal
- Create tasks
- Gather participants
- Conduct test and take copious notes!
- Create recommendations

Creating Tasks Must Be:

- Clear
- Achievable
- Realistic
- Not too simple or overly complex

Creating Tasks

Make the Task Realistic

User goal: Browse product offerings and purchase an item.

Poor task: Purchase a pair of orange Nike running shoes.

Better task: Buy a pair of shoes for less than $40.

Make the Task Actionable

User goal: Find movie and showtimes

Poor task: You want to see a movie Sunday afternoon. Go to www.fandango.com and tell me where you'd click next.

Better task: Use www.fandago.com to find a movie you'd be interested in seeing on Sunday afternoon.

Avoid Giving clues and describing the steps

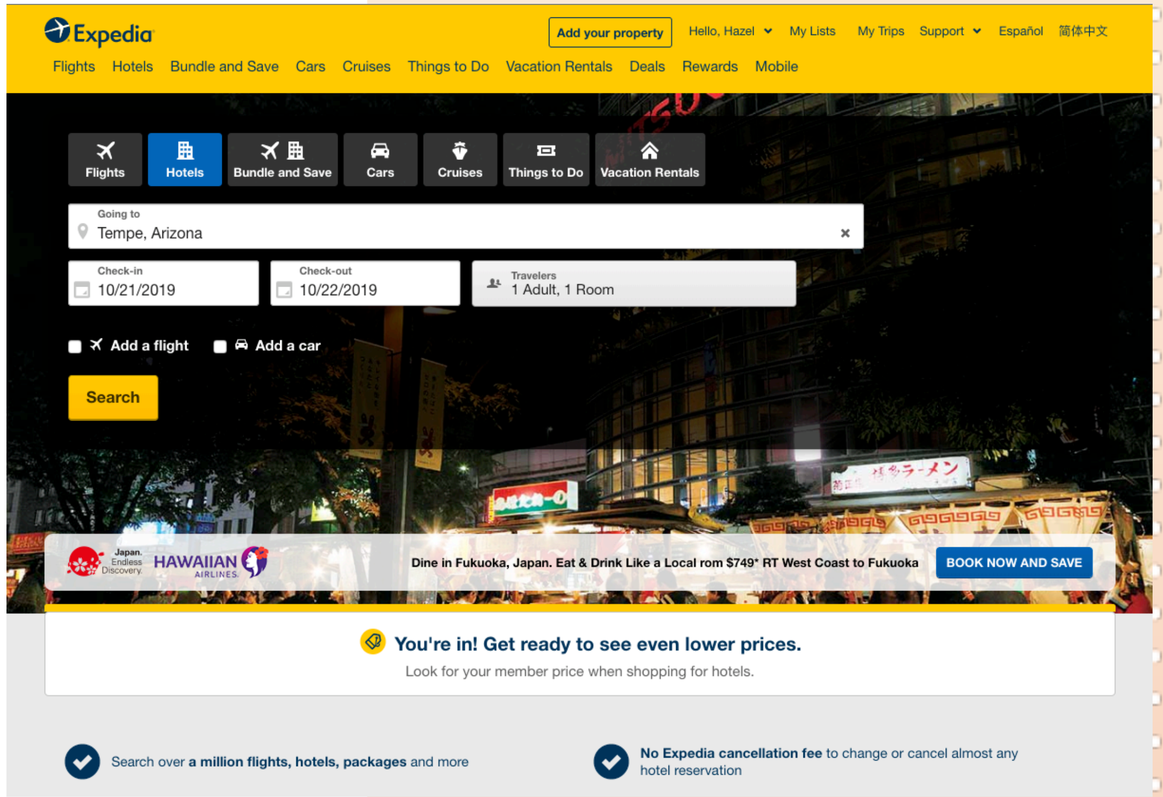
User goal: Look up grades

Poor task: You want to see the results of your midterm exams. Go to the website, sign in, and tell me where you would click to get your transcript.

Better task: Look up the results of your midterm exams.

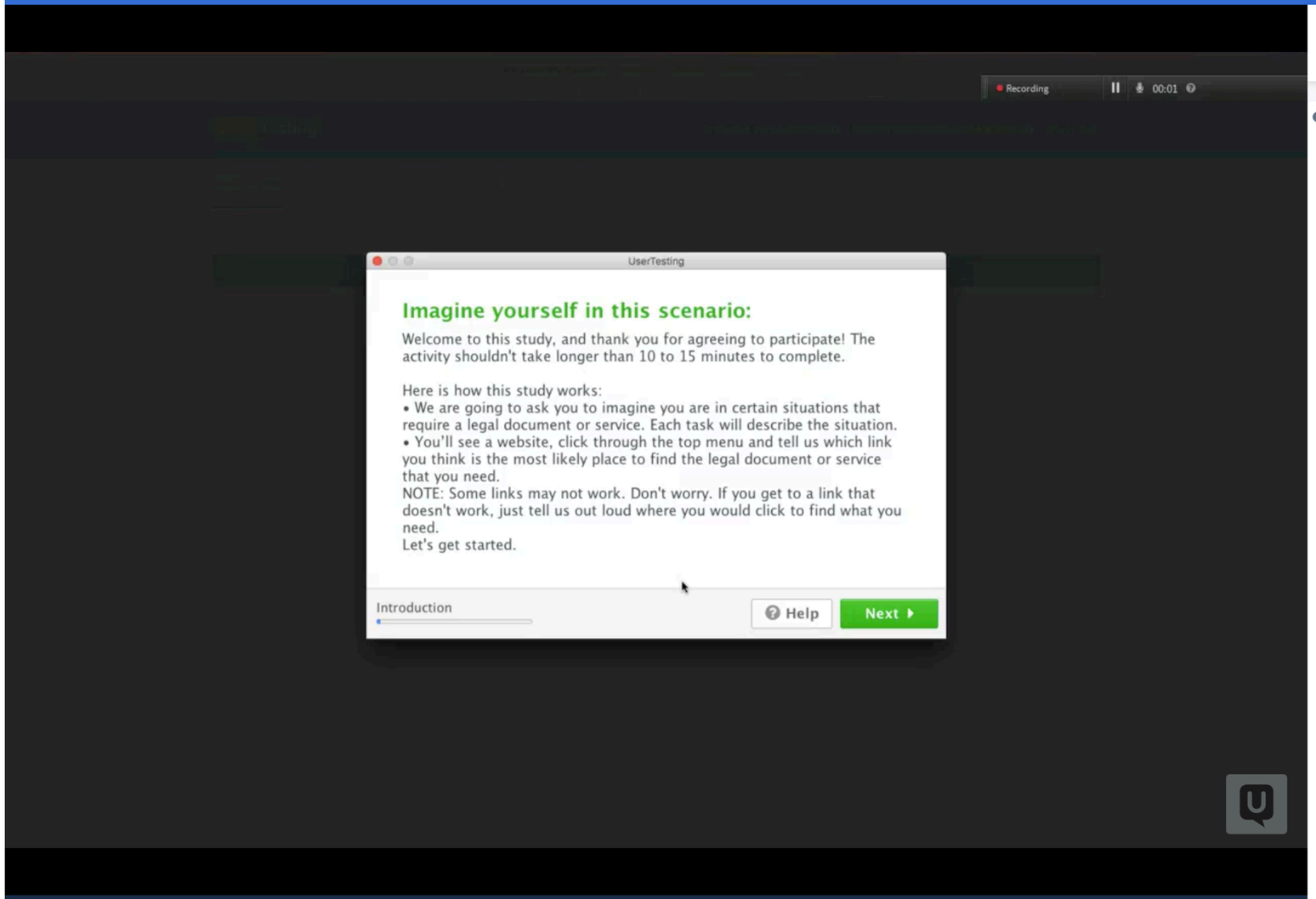
Example Task List

- Review home page
- Search for hotel in Las Vegas
- Compare prices and amenities
- Select venue based on preferences
- Apply filters to find room at venue that meets requirements
- Book hotel
- Share plans with family



Example Task List

- Review home page
  - Spend 5 minutes to look at this page and say out loud what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it's for. Just look around and do a little narrative. You can scroll if you want to, but don't click on anything yet.
- Search for hotel in Las Vegas
  - Imagine you are looking for a hotel in Las Vegas to stay from December 10 to the 13th with you and your family of 4. Explore the site as you would to find a choice right for you.
- Compare prices and amenities
  - How would you go about comparing prices and amenities between different hotels and rooms?
- Select venue based on preferences
- Apply filters to find room at venue that meets requirements
- Book hotel
- Share plans with family



2x 0:02 / 7:14

Transcript

Imagine yourself in this scenario will destroy anything for brains pretty straight execution date love of ten fifteen minutes we're going to ask you to imagine you are in a certain situation that requires legal document or service each tusk will describe the situation you'll see a website click to the top menu and tell us which link you think is most likely to place to file a legal document service that you need some links may not work don't worry it's a link that doesn't work just to also allow anything where you would click to find what you need let's get started if you want to specify who can make medical decisions for you if you are ever unable to do so on your own or when you click click next to continue to the next task it's OK so if I want to make a special unit to make medical decisions I would assume you start with our services.

Will trusts and family and than that it doesn't make sense of I guess as a business OK.

A C Last Will and Testament living trust living well so I would do one of those or power of attorney probably one of those things that cause the

Task 2

next over all the SAS was that it was fine I got a little confused with the hope for a were saying if you made the background that every car might make it easier to figure out

Activity Time!

Usability Test Tasks

Scenario: You have been asked to do a usability test on an e-commerce site. Choose any of your liking!

After evaluating the site and its stated purpose, what tasks would you create for your usability test?

- Break into groups of 3
- Come up with a list of 5 usability tasks
- 20 mins

Remember to ask yourself! Do the tasks:

- Flow naturally?
- Build up?
- Not influence or guide?

How did it go?
Thoughts?

How to conduct a Usability Study

- Draft a goal
- Create tasks
- Gather participants
- Conduct test and take copious notes!
- Create recommendations

Identify Your Target

- Existing customers, new prospects, or mix?
- Specific target or general panel?
- U.S. only, international, or mix?
- Geographic diversity?
- Demographic?
- Need sub-quotas?
  - Ex. 50% male, 50% female
  - Ex. .10% from southwest
  - Ex. 250 single-owner businesses max

What kind of participants would you want to gather for a new feature on Tinder?

Possible Demographic:

- Heavy app users
- Gen Z - Millenial
- Mix of genders
- Mix of sexual preferences
- Mix of ethnicities and cultures
- Single!!

How to conduct a Usability Study

- Draft a goal
- Create tasks
- Gather participants
- Conduct test and take copious notes!
- Create recommendations

Be impartial! Make sure not to bias the participant.

Things a Therapist Would Say

- “Uh huh”
- “Ok”
- “Mm hmm”
- “I see”
- “Got it”
- Head nodding!

Other Tactics

Echo

- “Oh you’re right that is strange.”

Boomerang

- “What do you think it means?.”

Columbo

- “You were wondering if umm... [pause] you might umm... [pause].”

Taking Notes

- Mistakes
  - He skipped the “City” field on the address form
- System errors and error messages
  - Menu didn’t drop down the first time she clicked it
- Click-paths
  - Search “ford truck” > ford.com > Trucks & Vans > F-150 > Models
- Strategies and tools
  - Always chooses two items because shipping costs less
- Search terms and results
  - Search 1: Lexis (Nothing useful)
  - Search 2: Lexus (correctly chose 3rd result)
- Quotes
  - “This is great!”
  - “I expected this to work like Amazon.”

More Examples

AH

She didn’t understand the term “unique legal matter”.

AH

Missed the prompt to click for additional details, got lost.

AH

“I always read reviews on other sites before I try something new like this.”

AH

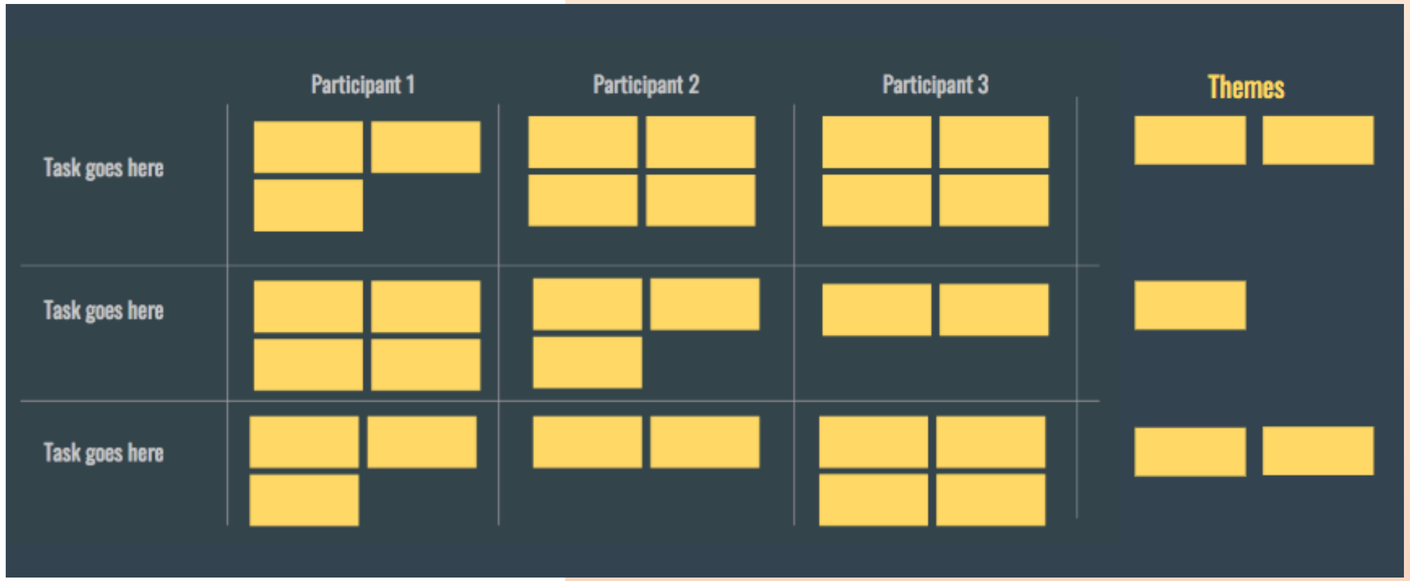
Likes the illustrations, says they are very helpful.

How to conduct a Usability Study

- Draft a goal
- Create tasks
- Gather participants
- Conduct test and take copious notes!
- Create recommendations

Recommendations

- Organize your notes into themes
- Dive into the data and see what patterns emerged
- Using your findings, you'll make recommendations for improvement of the design.



Example Recommendations

Insight: Users were unfamiliar with the brand and was unsure what the website offered.

Recommendation: Consider showing all categories offered on the homepage.

Insight: Users struggled to find the right filter they needed because of the large number of options.

Recommendation: Consider narrowing down the list of filters to only most commonly used.

SUMMARY

- Usability Testing is a great way to compare designs, to gather sentiment, and to find usability issues.
- Test with the right people
- Create tasks that are not too simple or overly complex
- Don’t lead the participant one way or another (Remember what a therapist would say!)
- L-I-S-T-E-N and take notes
- Research is damn important!!

Let’s Stay in Touch

@hazelawake

linkedin.com/in/hazeljeon

Thank you!!