



GUERRILLA RESEARCH

OR:

HOW I LEARNED TO
STOP WORRYING AND
LOVE UX

|

I

One

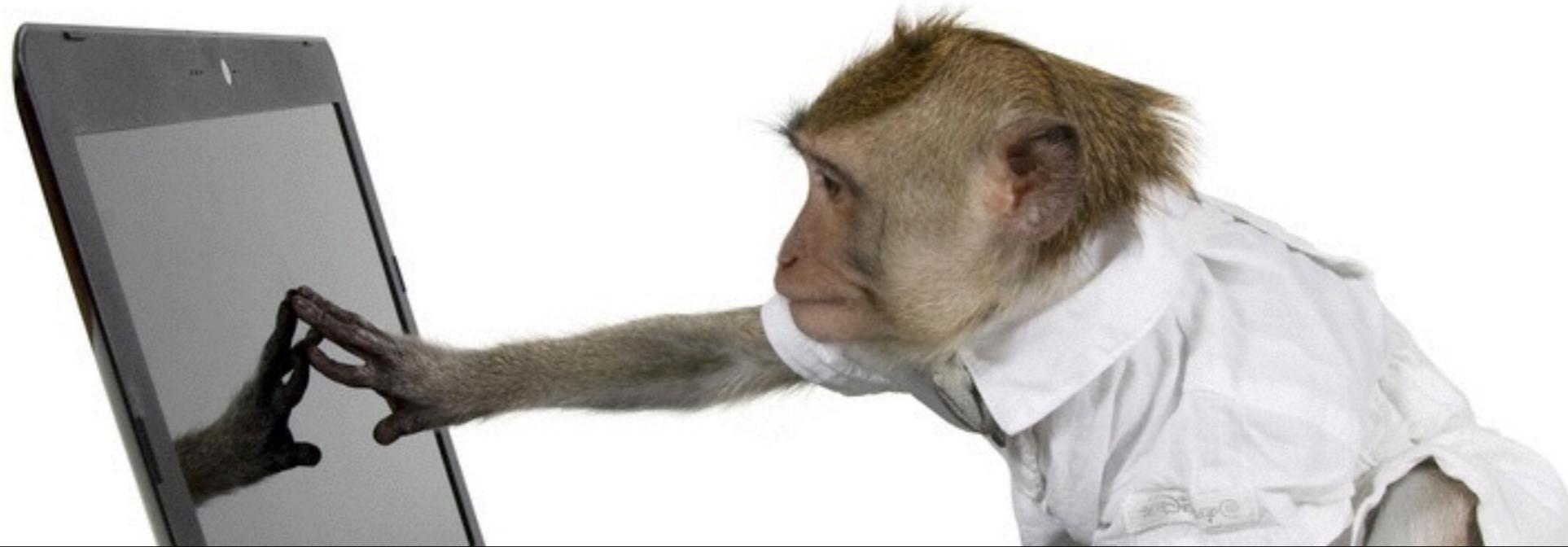


Slap some UX on it.

What's the solution?



Guerrilla Usability



Guerrilla Warfare

“The strategy and tactics of guerrilla warfare tend to focus around the use of a small, mobile force competing against a larger, more unwieldy one.”

- Wikipedia, “Guerrilla Warfare”

Usability

“All aspects of the end-user’s interaction with the company, its services and its products.”

- Nielson Norman Group

Usability Criteria

1. Learnability
2. Efficiency
3. Memorability
4. Errors
5. Satisfaction

UX is everything.

Stand back!



I'm going to attempt science!

The Scientific Method

1. Define a question
2. Gather information and resources
3. Form an explanatory hypothesis
4. Test the hypothesis
5. Analyze the data
6. Interpret the data, form conclusions and create new hypothesis

The “lab” test

Today's lab

Where do I get my users?

The Intro

The Intro: Explained

Background Questions

Tasks

Framing the question



<http://tsaoshin.deviantart.com/gallery/45473299>

Questions to avoid



<http://tsaoshin.deviantart.com/gallery/45473299>

Leading questions



<http://tsaoshin.deviantart.com/gallery/45473299>

Yes/No questions



<http://tsaoshin.deviantart.com/gallery/45473299>

Questions about future actions

Echo. Boomerang. Columbo.

* <http://www.nngroup.com/articles/talking-to-users/>



What to do after you test

No, really, I don't have the time.

Remote studies

[Usabilla.com](#), [UsabilityHub.com](#) and [OptimalWorkshop.com](#)

Remote Studies 2: Click Test Boogaloo

The image displays a composite view of a digital user interface and a physical interaction. On the left, a screenshot of a Square sign-up page is shown with a heatmap overlay. The heatmap highlights several areas of high user engagement with red and yellow circles. These include the 'Square' logo at the top, the main headline 'Start accepting credit cards.', the subtext 'The simplest way to grow your business.', and two large input fields for 'Create a password' and 'Verify password'. Below these fields is another heatmap cluster. At the bottom of the page, there's a section for a free card reader with a small icon and the text 'Free Card Reader' followed by a bullet point: '• Free app for iPhone, iPad & Android.' On the right side of the image, a person's hands are shown holding a blue Visa credit card above a white Square contactless and chip card reader. A smartphone held below the card displays a digital wallet interface with a profile picture, the name 'Jackson Walker', a balance of '\$15.33', and a 'Description' field. The entire composite image is overlaid with a dense grid of numerous small heatmaps, illustrating the concept of click testing and user behavior analysis.

Where would you click to start using Square?

Other techniques of note

- Card sorts
- Surveys
- 5-second surveys
- A/B testing
- Analytics



Bryan Robinson

Twitter: @brob

LinkedIn:

<http://linkedin.com/in/bryanlrobinson>

Presentation Slides:

<http://bit.ly/guerrilla-ux>

Questions?

Resources

usability.gov

silverbackapp.com

xsplit.com

ethn.io

usabilla.com

usabilityhub.com

optimalworkshop.com

uxbooth.com