

HUGE

Hello.

May 25, 2016

Elizabeth Zagroba, QA Analyst

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May 25, 2016

Testing When The World Is Watching.

Huge

Agenda



1. Why I do care. 2. Why you might care.
3. Before it's released.
4. Right after it's released. 5. Keep it going.

Why I care.

Why I care

A bit about me.

Born



Born

+ Add a Photo



Elizabeth Zagroba

QA Analyst at Huge

United States | Computer Software

Previous

New York Public Radio, Colby College

Education

Colby College

[View profile as](#)



<https://www.linkedin.com/in/ezagroba>

CENSORED

Why I care:

1. Same products for years.
2. Wasting customers' time.
3. Wasting my time.

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Why I care:

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2. Wasting customers' time.
3. Wasting my time.

Why you
should care.

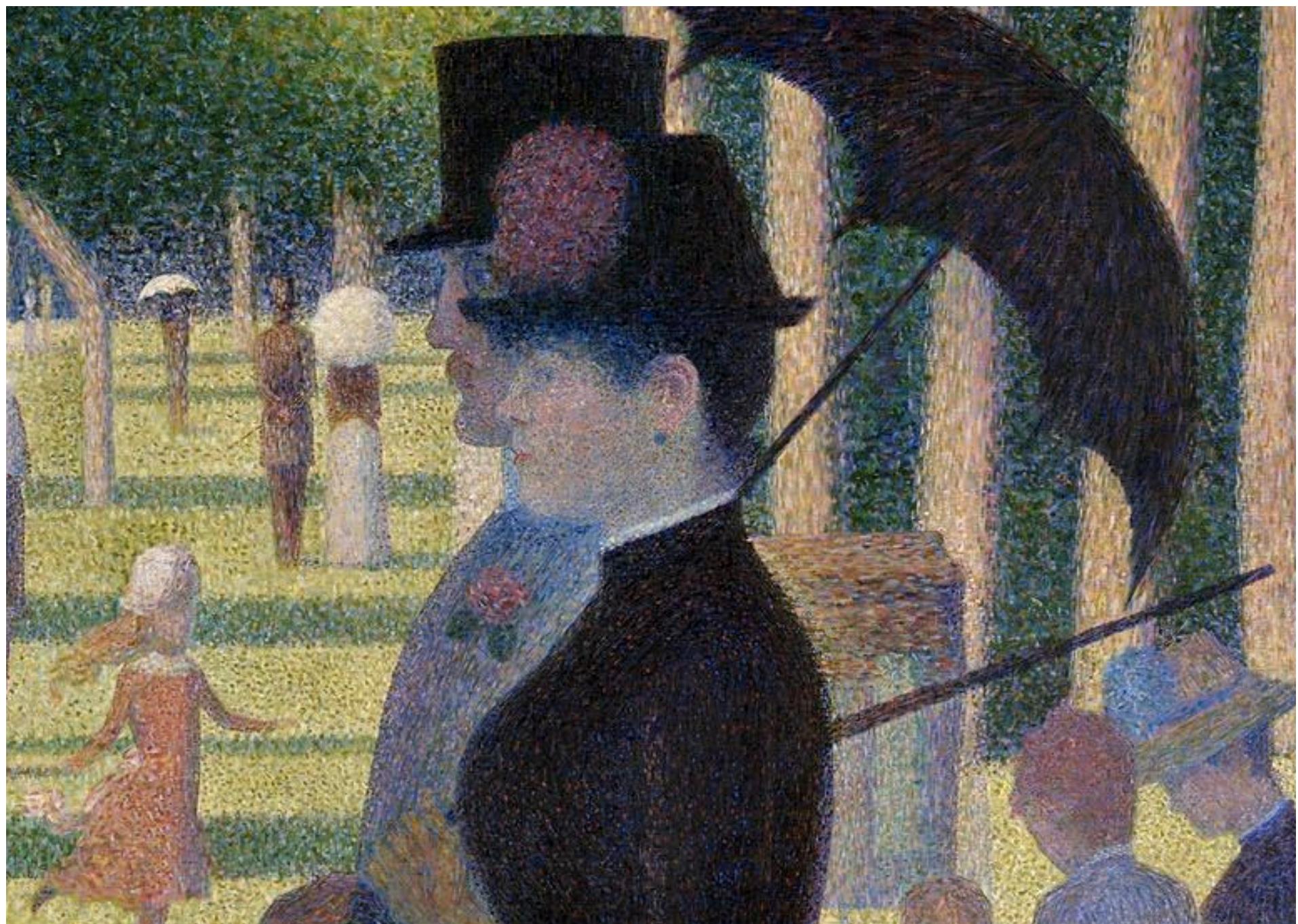
Clients use a product for longer than you do.

Your product will remain available in the world, even after you're not testing it anymore.

“It’s kind of like a Seurat painting. We often spend so much time looking at the details that we don’t back and look at the big picture.”

[-Jennifer Riggins, QA Testing For What Your Users Really Want](#)







 radiolab app

 radiolab app - Google Search

 radiolab apples

 radiolab apparel

 radiolab app keeps crashing

 radiolab app problems

 radiolab app not working

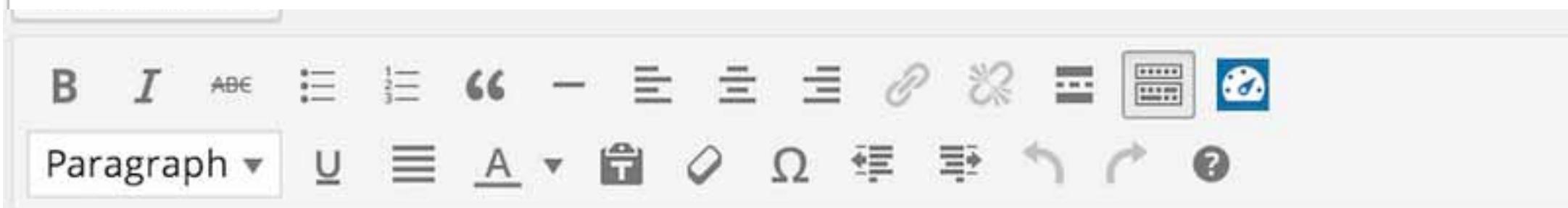
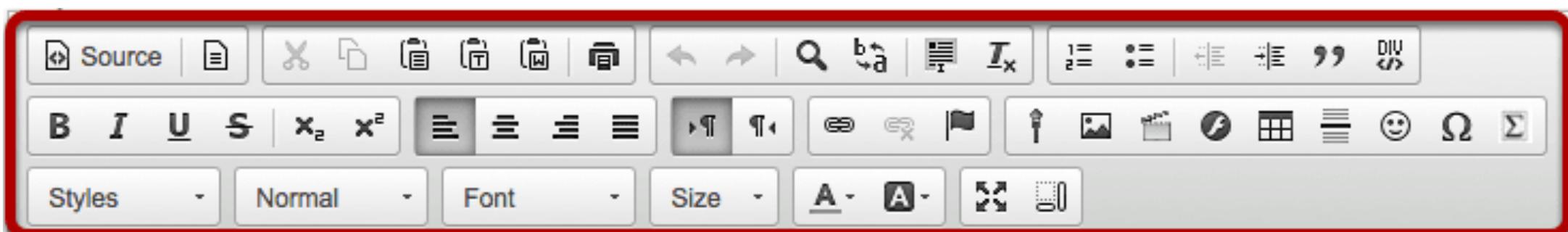
Embarassment.

You don't want your product + "not working" in the Google auto-complete results.

Before it's released.

Label buttons with what they do.

Users should know what to call them. Don't use icons alone.



Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

People will use things they understand.

Encourage customer feedback.
Be sneaky if necessary.

**BABIES R US**

how do you like our app?

Now that you've added some items,
are enjoying your mobile
experience with Babies"R"Us?

not so much

it's great!



Fisher-Price Brilliant Basics Rock-a-Stack



add to registry



rate it for others

We're so glad to hear you're
enjoying our app! Would you take a
moment to rate or review it?

[no thanks](#)

[rate or review](#)



Fisher-Price Brilliant Basics Rock-a-Stack



[add to registry](#)

**BABIES R US**

let us know how to help

We apologize if you haven't enjoyed your experience with our app. Please send us your feedback so we can always be improving!

[no thanks](#) [give feedback](#)

Baby Cache Riverside



add to registry

You can learn more from negative feedback
than positive feedback.

People can't use your product “wrong.”

Neglected pieces of user interface:

1. Page titles & headers.
 2. Empty states.
 3. Errors.
 4. Unsupported systems.
-

Neglected pieces of user interface
Page titles.

Playing: WNYC 93.9 FM

<https://www.wnyc.org/radio/#/streams/wnyc-fm939>

WNYC 93.9 FM VOL 

 Streams

 Saved 0

 Trending

 Donate

 Feedback

 Marketplace until 7pm

Marketplace is not only about money and business, but about people, local economies and the world — and what it all means to us.



Neglected pieces of user interface
Empty states.



Search or enter website name

Favorites

About Me: Individual Therapist |...
inezserventilcsw.com
Inez Serventi provides relationship counseling and psychotherapy servic...

50 Jobs over \$50,000 –...
mrmoneymustache.com
When people write to me for help, I'm often confr...

How To Change User Ha...
thenextweb.com
By understanding how people form habits, inte...

Designing Navigation O...
smashingmagazine.com
Patrick Marsceil explores the design process begi...

Butternut Squash Panini...
foodbabe.com
Butternut Squash Panini - Perfect for lunch or wee...

The Power of Minimalis...
medium.com
Design by committee is death by a thousand cuts.

Designing Twitter Video
paulstamatiou.com
In mid-2011, Twitter rolled out the ability to natively tweet photos. 2013...

A Beginner's Guide to W...
boxesandarrows.com
Web site optimization, commonly known as A/...

Apple

Disney

ESPN

YAHOO!

Huge :: FX Simpsons W...

R1 index- FX Simpsons W...

DWS Simpsons W...

Lexus - Luxury Sedans, SUV...

HUGE | Bookmarks

portfolios

Lexus Server Status

Crock Pot Saag"Paneer"

Fruits and Veggies

Whole30

sketch tutorials

HUGE | Intranet

HUGE | Web Help Desk

HUGE | Mail

HUGE | Timesheets

HUGE | Pay

HUGE | Expenses

HUGE | Voicemail

HUGE | Meetings

Honey

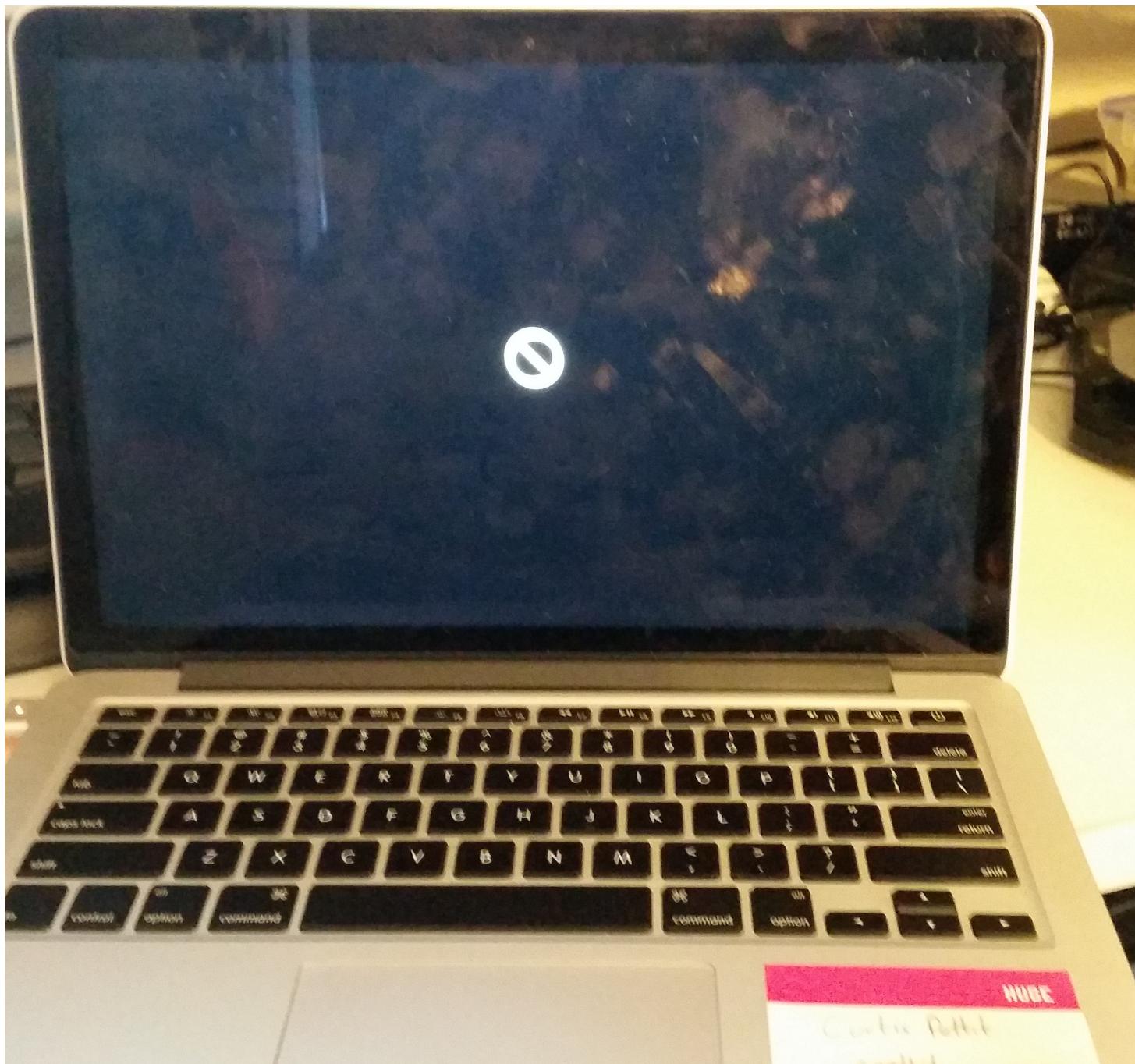
JIRA

Google Apps

Confluence

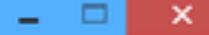
Dropbox

Neglected pieces of user interface
Errors.





Windows 10 Setup



Something happened

Something happened

[Close](#)

“The best error message is the one that never shows up.”

[-Thomas Fuchs, How to write a great error message](#)



13:36

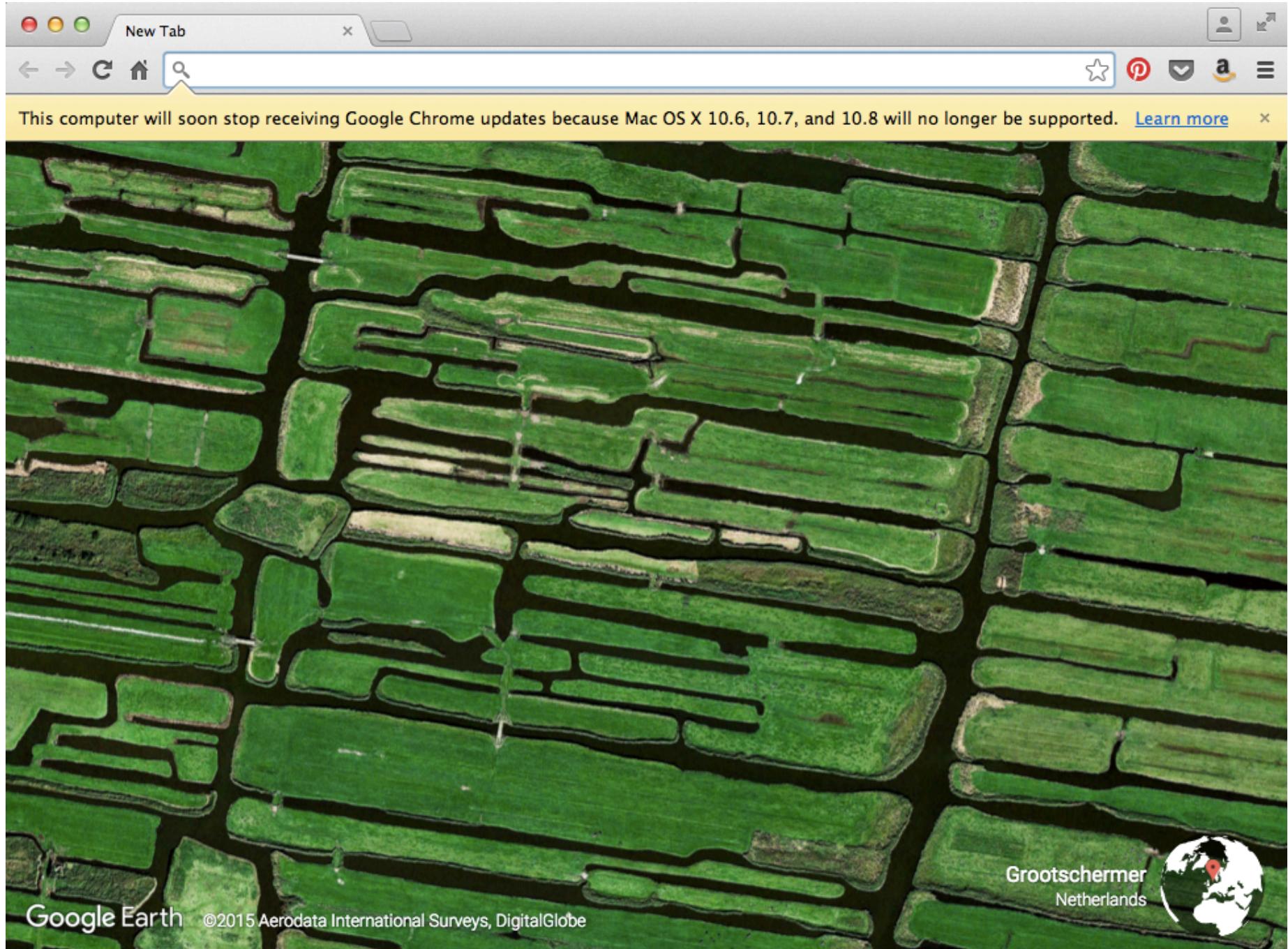
62 %

Limited or no connectivity.

Uh oh, the Internet connection is
being a little fussy! Please
connect to WiFi.



Neglected pieces of user interface
**Unsupported
systems.**



Google Earth ©2015 Aerodata International Surveys, DigitalGlobe

Grootschermer
Netherlands

Can't Play Video

Adobe Flash Player must be installed and enabled in your browser.

To download Flash, visit [here](#)

LAST WEEK TONIGHT WITH JOHN OLIVER

Mar 6, 2016, Ep 4

TV-MA | 30 min | Released 2016 | HD

John Oliver hosts this comedy series that takes a satirical look at the week in news, politics and current events.

 ADD

CAST & CREW

John Oliver

John Oliver

**CAST & CREW**

John Oliver

John Oliver

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Mar 6, 2016, Ep 4

TV-MA | 30 min | Released 2016 | HD

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ADD

HOW TO BUILD A MINIMUM VIABLE PRODUCT

NOT LIKE THIS —



LIKE THIS —



Right after
it's released.

Look at all that customer
feedback you got!

Don't let your job title stop you from doing good work.

Tester

Engineer

Manager

QA Analyst

Customer Service Representative

Copywriter

Designer

Business Analyst

Tell your team you're looking into customer feedback.

Your project manager should know how you're spending your time, especially when it's not directly questioning your product.

And sometimes
Your team will want to know what customers
think.

Add it to the list.

Put customer feedback in your bug tracker or on your roadmap. Label them so you can see which ideas came from outside your team.

Tell the customers you fixed it.

Prioritize changes that make the greatest impact for the user, then tell them when you've changed it!



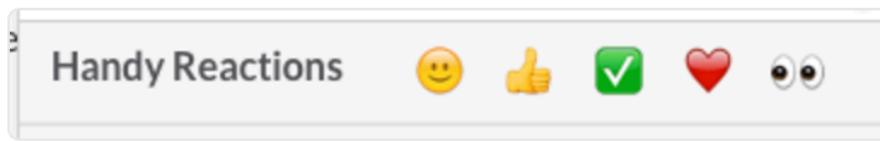
Elizabeth Zagroba

@ezagroba



Follow

@SlackHQ I want to customize this list of handy reactions.



LIKE

1



11:56 AM - 24 Feb 2016



...



Reply to @ezagroba @SlackHQ



Slack @SlackHQ · Feb 24

@ezagroba Hmm, that's a nice idea! 💡 We'll share it with our emoji craftspeople for more consideration. ☁️🌟

5



1

...

Keep it going.

Believe them.

Work under the assumption that a bug is reproducible until you can prove otherwise.

Don't hand over a hard-to-reproduce bug.*

*Without extenuating circumstances. Or reasons.

Who do you need to talk to before you prioritize a customer's bug?

Talk to your team:

- 1. Analytics.**
2. User experience/visual design.
3. Customer service team.
4. Business analyst.
5. DevOps.

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Talk to your team:

1. Analytics.
2. User experience/visual design.
3. Customer service team.
4. Business analyst.
5. Developers.

Questions?

HUGE

Done.

May 25, 2016

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References

[7 Best Practices for Buttons](#)

[The Problem with Icons](#)