

Wizard of Oz

The Wizard of Oz testing is a process that allows a user to interact with an interface without knowing that the responses are being generated by a human rather than a computer by having someone behind-the-scenes who is supplying the functionalities that hasn't yet been implemented. This requires three things which are listed below

1. A script that provides directions for what is to take place.
2. A person to play the role of the end user and a human "wizard" that will perform tasks that will simulate the behavior of the completed product.
3. The person playing the end user may -- or may not know -- that they are playing a role or that the wizard's tasks are being performed manually by a human being instead of by a machine or computer program.

Guerrilla

The Guerrilla testing is a way to evaluate how effective an interface is by testing out its visual design, functionality and general message on its intended audience and capturing their responses. It is a cheap and fast way to identify user trends and observe user behavior to improve your user interface when working with a limited UX budget and a brief timeline.

Simple guerrilla-style usability testing can increase conversion rates, improve customer satisfaction and retention, and reduce maintenance and project risk. It is unique because in this testing, participants are not recruited in advance. Instead, members of the public are approached by those conducting the study during live intercepts in cafés, libraries, and malls, or in any other natural environment.