User Experience Testing & Usability (1 or 2 days)

Course Objective

- Improving Usability Testing in Global Standards with interactive and practical methods.
- Latest Usability test techniques, methodologies in the courses with sample applications that provide you opportunity to gain skills and practical information.

Intended Audience

- Test Engineers, Usability Experts, Business Analysts, System Analysts, Programmers, Web Designers, Project Managers, Enterprise Architecture Specialists, Software Architects

Course Outline

Introduction to UX and Usability
- What is User Experience and Usability?
- What is Usability Testing? When to do the usability testing?
- Formative Usability Testing
- Summative Usability Testing

User Experience Testing Methods and Techniques
- Heuristic Inspection (Expert Review)
- User Experience Checklist
- User Observation
- Identifying Users, User profiling, Persona identification
- Choosing the right users, Mental models
- Selection of users
- Phone interview, Field study, User Incentives
- Test Tasks Preparation, User task analysis

- User Observation Scenarios, Use cases
- Exploratory Tasks, Directed Tasks

Reporting and Test Environment Setup
- Reporting
- Analysis of results
- Quantitative Analysis
- Qualitative Analysis
- Prioritization of results
- Reporting
- Improvement suggestions
- Formal and informal laboratories (In the Lab vs In the Wild Testing)
- Moderated tests
- Tests without Moderation
- Remote Testing