gdi

Girl Develop It!

USABILITY TESTING 102

Welcome Back!

Girl Develop It Virtual Course

5 MIN	Welcome & Agenda Walkthrough
5 MIN	Usability testing recap
55 MIN	Conducting usability testing, pt. 2 - Activity #1 (15 minutes) - Activity #2 (20 minutes)
10 MIN	Recording usability results
5 MIN	Break
30 MIN	Activity #3
5 MIN	Reporting your findings / usability deliverables
5 MIN	Q&A & Wrap-Up

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INTRO TO USER RESEARCH

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UXR OFFICE HOURS

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USABILITY TESTING, PT. 2

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USABILITY TESTING OFFICE HOURS

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USABILITY TESTING, PT. 2

Learning Objectives

- ❏ Review usability scenarios and tasks

- ❏ Review usability testing results of a prototype

- ❏ Understand how to document usability test findings

01

Usability Testing Recap

Usability Testing

"... evaluating a product or service by testing it with representative users." - Usability.gov

Usability testing allows people who do research to **assess how their users understand, learn, and operate their products**.

We conduct usability testing to:

- To get the user's perspective on a product and/or feature
- Collect feedback from users, either directly or indirectly
- Evaluate usability issues with a product, where they are happening, and why
- Gain insights into user's motivations and satisfaction when using a product and/or feature

Steps to run a usability test:

- ❏ Define your goals
- ❏ Prepare scenarios & tasks
- ❏ Recruit participants
- ❏ Conduct the test
- ❏ Debrief and analyze

Define:

- ❏ What (feature) are you trying to test?
    - ❏ What is the use case for this feature?
    - ❏ What problems will it solve for users?
- ❏ How can this feature can be validated?
- ❏ What does successful completion of a task look like?
- ❏ What are the critical errors or deviations from the completed tasks?

Prepare:

❏ Scenarios: What are the specific ways you will orient participants to your design/prototype/wireframe?
❏ Tasks: What are the key tasks that you would like to test?
   ❏ Make sure these tasks are directly related to the users goals
   ❏ Keep the tasks focused and simple
❏ Test the prototype to make sure it's working as expected

Recruit Participants:

- ❏ Define your target audience
  - ❏ These could be people who are either your end users or use a competitor product
  - ❏ Beneficial to collect some demographic information on participants to identify and compare results
- ❏ Typically, you'd want at least 5 users to test

02

Conducting usability testing, pt. 2

Scenarios & Tasks should be:

- ❏ Specific (to your goals)
- ❏ Actionable (for the user)
- ❏ Realistic (aligned to test what you've designed)

Scenarios & Tasks structure:

- ❏ "Imagine you are [verb]."
- ❏ You are looking for [adjective + noun]."
- ❏ "Using [product], find the [noun] that fits your need."

- ❏ Specific (to your goals)
- ❏ Actionable (for the user)
- ❏ Realistic (aligned to test what you've designed)

Scenarios & Tasks structure:

Imagine you are interested in **signing up to learn a language**.

[verb]

You are looking for a **Spanish language course**.

[adjective + noun]

Using **The Language Center website**, find a **course** that fits your need.

[product]   [noun]

Activity Time!

Create 2-3 scenarios and tasks for your usability test

15 minutes

Test Script Outline

❏ Introduce yourself and explain what you're doing
❏ Open the session with "warm up" questions to learn more about your participant
❏ Start the usability test session by getting their initial impressions
❏ Provide a scenario/task for the participant to perform (repeat for each task)
❏ Short user satisfaction survey (optional)

Background: The Language Learning Center currently provides drop in services to people interested in learning courses, ranging from 1-hour, small group sessions to 3-hour one-on-one sessions. Their recent expansion into remote learning provides a unique opportunity to identify elements of their current language learning platform that could succeed in a digital environment.

Business Goal: By providing online and offline options for language learners, The Language Learning Center aims to increase their customer base by 50% by the end of fiscal year 2021.

Research Goal: To learn about the perceptions, behaviors, needs, and motivations of people who have taken at least one language course.

Stakeholders: 5 prospective language learners, 5 existing language learners

Methodology: Qualitative usability test

Interviewer(s): Ida the Interviewer

Testing date(s): June 30 - July 2, 2021

Usability Test Script Walkthrough

Test Script Outline

❏ Introduce yourself and explain what you're doing

Introduction: Hello, I'm Ida, a designer from The Language Center. The Language Center provides drop in services to people interested in learning courses. The Language Center is interested in increasing its options for language courses through remote learning. The purpose for our conversation today is to learn more about your needs, wants, behaviors as they relate to remote language learning.

First, I'll ask you a few questions about yourself. Then, I will provide you with a scenario to imagine and a task to complete using a prototype. There are no right or wrong answers to the questions I ask. I'm interested in learning from you.

Is it okay to record this session? The recording will only be used for my research purposes and will not be shared publicly.
[Get consent before proceeding]

Usability Test Script Walkthrough

Test Script Outline

- ❏ Introduce yourself and explain what you're doing
- ❏ Open the session with "warm up" questions to learn more about your participant

Warmup:

- First, I'd like to get to know you better.
  - Would you please tell me the name you'd like me to call you?
  - What is your occupation?
  - Describe a time where you learned something new.
    - What did you learn?
    - Why did you learn that?
    - What were some challenges in learning that?
  - How do you prefer to learn?

- Now, I'd like to ask you about some preferences you may have.
  - Outside of work, how often do you use your computer/laptop?
  - What websites do you frequently visit (more than twice a week)? Why?

Usability Test Script Walkthrough

Test Script Outline

- ❏ Start the usability test session by getting their initial impressions
- ❏ Provide a scenario/task for the participant to perform (repeat for each task)

I'd now like to learn about how you would use a new product for language learners. I will provide you with a scenario to imagine and then I will provide with you a task to complete based on the scenario. Please remember there are no right or wrong answers to what I ask you to do.

Scenario #1: Imagine you are interested in **signing up to learn a language**. You are looking for a **Spanish language course**.

Task #1: Using **The Language Center website**, find a **course** that fits your need.

Usability Test Script Walkthrough

Test Script Outline

❏   Short user satisfaction survey (optional)

Overall impression / satisfaction survey: On a scale of 1 to 5, 1 being "Very Easy" and 5 being "Very Hard", how easy was it to use this site?

Why did you give it that rating?

Wrap Up: Those are all of the questions I have so that concludes our session for today. Before we wrap up, do you have any questions for me?

[Wait for questions]

Thank you for speaking with me today.
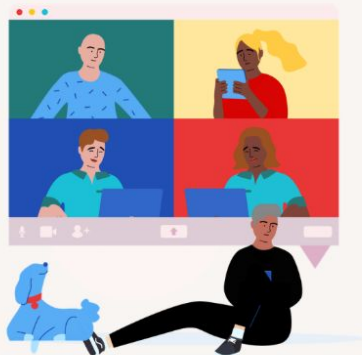
Usability Test Script Walkthrough

Test Script Outline

❏ Introduce yourself and explain what you're doing
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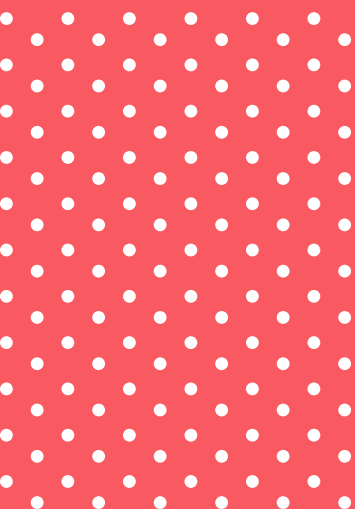❏ Short user satisfaction survey (optional)

Activity Time!

Develop your usability test script template

20 minutes

03

Recording Usability Results

Recording results:

- ❏ Focus on specific observations
- ❏ Record each individual observation separately
- ❏ Identify levels of severity:
  - ❏ Task failures: the task could not be completed
  - ❏ Indirect success: when the user completes a task but may get confused in the process or find another way to complete the task

Quantitative

- ❏ Time on task: how long it takes a user to complete a task
  - ❏ The longer time on the screen, the higher the probability it is that users cannot find what they're looking for to complete a task
- ❏ Error rates: the percentage of actions, like clicks, that do not take users to their intended target
- ❏ Success rate: the percentage of actions in a task that are completed by the user

Participant: Gabriel

Task	Path	Pass/Fail	Rank	Notes
				- mislead from the task, assumed interests
				- didn't see the percentage, maybe a hover
				- clicked on pod meeting
				- Confused by not images
1	Indirect	Pass	2.5	- trying to find a pod that related to him was confusing
2	Direct	Pass	1	- common sense
3	Indirect	Pass	1	- messaging on pod profile

Participant: Emily

Task	Path	Pass/Fail	Rank	Notes
				- cares more about interest
				- more white space between categories
				- thought availability was about room in the pod, not schedule
				- why is availability the best option for me?
1	Indirect	Pass	1.6	- looking for a tab for pods/communities
2	Direct	Pass	1.2	- how to change the time
3	Indirect	Pass	1.5	- would not expect the interface for a website

Participant: Yessica

Task	Path	Pass/Fail	Rank	Notes
				- wording is weird for the countdown, "Time left before your purchase expires"
1	Indirect	Pass	1	- "Based on YOUR availability"
2	Direct	Pass	1	- see availability that is set on profile
3	Direct	Pass	1	notification button. need a clearer place for messages, would

Participant: Evelyn

Task	Path	Pass/Fail	Rank	Notes
1	Direct	Pass	1.5	- 95% match wasn't obvious
2	Indirect	Pass	3	should have the sillohoute, thought he should change within a pod
3	Indirect	Pass	2	Didn't see messages in the menu, new message in the tab bar

Participant: Eric

Task	Path	Pass/Fail	Rank	Notes
1	Direct	Pass	1	
2	Direct	Pass	1.5	- The lack of icon for profile, was confused between my profile and preferences
3	Indirect	Pass	2	-went to profile first, wasn't sure where to find messages, maybe to create message from page of the pod

▶ | **Round 1** | Round 2 | Round 3 | +

Qualitative

- ❏ Data is recorded based on:
  - ❏ Observations about the pathways participants took to complete a task
  - ❏ Problems experienced
  - ❏ Comments/recommendations
  - ❏ Answers to open-ended questions
- ❏ Make sure your problem statements are short and specific (e.g. "User clicked on Donate button instead of Contact button")

Instructions: Color code one individual observation per user.						
		Test Participants				
Observation	Observation Category	P1	P2	P3	P4	P5
E-mail						
Understands the purpose of the email is for remittance of payment						
The Company is sending the payment on behalf of the payer						
States there is no cost to the payee						
So on...						
And so forth...						

Break Time!

5 minutes

Activity Time!

Complete 1 usability test. Each person will take turns conducting a short usability test with 1 scenario and 1 task.

30 minutes

04

Reporting your findings / usability deliverables

Questions to consider:

- ❏ What patterns emerge?
- ❏ What insights did you learn?
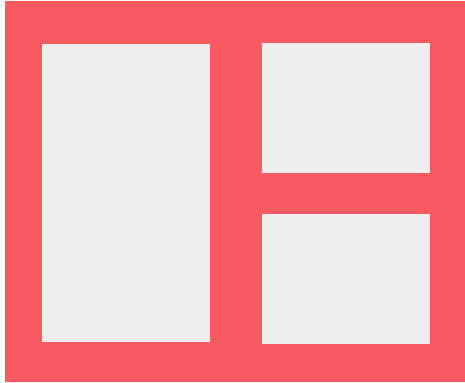- ❏ How does this answer the research question/goal?

Slide 1

Method

Method:
- What did you test?
- Why did you test it?
- How did you test it?
- Who were the participants?
- Summary of what worked/didn't work

Slide 2

Results & Insights

Results and Insights:
- Present the scenarios and tasks
- Which task had the highest completion rate?
- Which task had the lowest completion rate?
- What was the average success and failure for each task across all users?
- Add any notable participant comments

Ex.: 4 out of 5 participants completed task 1 successfully

Slide 3
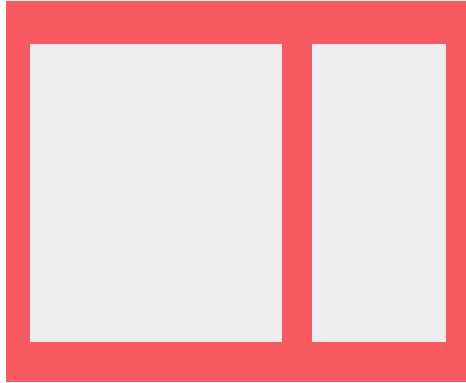
Recommendations

Recommendations:
- What are the positive elements?
- What are the things to improve?
- Based on the overall findings, what areas would you recommend improving?

Questions?

- Usability Test Demo by Steve Krug (Video) | Steve Krug
  https://www.youtube.com/watch?v=1UCDUOB_aS8

- Measuring User Experience with Usability Metrics | Maze
  https://maze.co/blog/measure-usability-metrics/

- Creating usability reports from usability test findings | Adobe
  https://xd.adobe.com/ideas/process/user-testing/usability-report-user-test-findings/

- How to Write a Usability Test Report | XTensio
  https://xtensio.com/how-to-write-a-usability-testing-report/

THANK YOU!

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