

# *Girl Develop It!*

**INTRO TO USABILITY  
TESTING**



# Welcome Back!

Girl Develop It Virtual Course

# AGENDA

**5 MIN**

Welcome & Agenda Walkthrough

**30 MIN**

What is usability testing?

**20 MIN**

Why conduct usability testing?

**5 MIN**

Break

**35 MIN**

How to conduct usability testing

**15 MIN**

Q&A

**10 MIN**

Wrap-Up & Resources

**01**

**INTRO TO USER  
RESEARCH**

**02**

**UXR OFFICE HOURS**

**03**

**INTRO TO USER  
RESEARCH 102**

**04**

**INTRO TO USABILITY  
TESTING**

**05**

**USABILITY TESTING  
OFFICE HOURS**

**06**

**USABILITY TESTING,  
PT. 2**

**01**

**INTRO TO USER  
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**USABILITY TESTING  
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**06**

**USABILITY TESTING,  
PT. 2**

## Learning Objectives

- ❑ Understand usability testing
- ❑ Understand best practices for usability testing
- ❑ Develop a usability test script



01

**What is  
usability  
testing?**

## Usability Testing

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



## Usability Testing

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

“Watching people try to use what you’re creating/designing/building (or something you’ve already created/designed/built), with the intention of (a) making it easier for people to use or (b) proving that it is easy to use.”

- Steve Krug

## User Testing

- ❑ Used during the idea generation phase
- ❑ Who are the users of my product and how will they use what I design?
- ❑ Typically run using interviews, focus groups, card sorting, etc.

## Usability Testing

- ❑ Used during the product and/or feature testing phase
- ❑ Can people use what I'm designing?
- ❑ Typically run using moderated and/or unmoderated usability testing sites (either remote or in a lab)

## Types of Usability Testing

- ❑ Remote vs. in person
- ❑ **Moderated vs. unmoderated**
- ❑ **Explorative vs. comparative vs. assessment**

## Moderated vs. Unmoderated

- ❑ Moderated: administered in person or remotely by a researcher/designer who does research
  - ❑ Used to investigate the reasoning behind behaviors
- ❑ Unmoderated: done without direct supervision
  - ❑ Used to test a specific question or measure patterns in behaviors

## Explorative vs. Comparative vs. Assessment

- ❑ Explorative: open ended tests where participants are asked to express their initial impressions about an idea or concept
  - ❑ Typically collected in the early stages of product development
- ❑ Comparative: asks users to choose which solution they prefer and why
- ❑ Assessment: used to test a user's satisfaction with a product and how well they use it

## Quantitative

- ❑ Data is recorded on a spreadsheet to make calculations such as:
  - ❑ Success rates
  - ❑ Task time
  - ❑ Error rates
  - ❑ Satisfaction questionnaire ratings
- ❑ Necessary to identify the task scenarios for each of the metrics you use

## 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")

Designer Jane is going to conduct a remote usability test by directly administering the test. What type of usability test is this?





Designer Jane is going to conduct a remote usability test by directly administering the test. What type of usability test is this?

A moderated usability test.

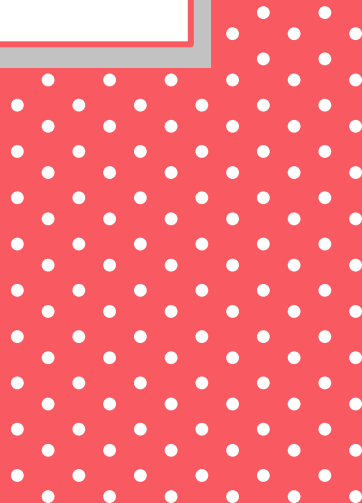
Designer Jane wants to understand the user's satisfaction with her design. What type of usability test will Jane conduct?



Designer Jane wants to understand the user's satisfaction with her design. What type of usability test will Jane conduct?

An assessment usability test.

During the usability testing sessions, Designer Jane needs to record success rates and satisfaction ratings of the users on a spreadsheet. What type of usability test is this?



During the usability testing sessions, Designer Jane needs to record success rates and satisfaction ratings of the users on a spreadsheet. What type of usability test is this?

An quantitative usability test.

The background of the slide features a close-up photograph of a person's hand pointing at a line graph on a sheet of paper. The graph has a grid and a line with data points. The paper is resting on a wooden surface. The entire scene is framed by a red border. On the left side, there is a red rectangular area with a white polka-dot pattern.

**02**

**Why conduct  
usability  
testing?**



# The (Norman) Door

How might we open this door?

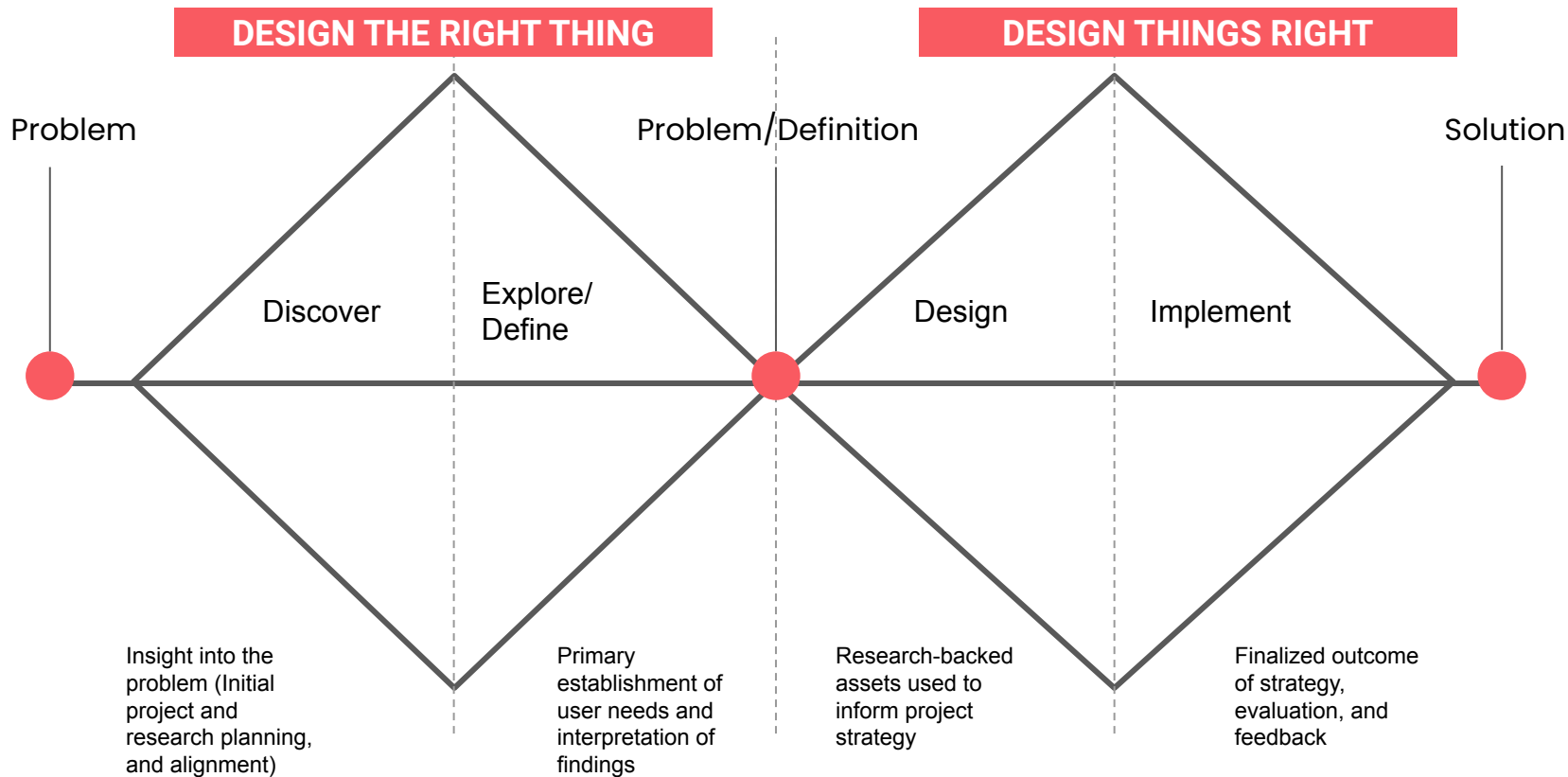
The door provides usability signals that are opposite of what you're actually expected to do.

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 in the user flow, and why
- Gain insights into users' motivations and satisfaction when using a product and/or feature

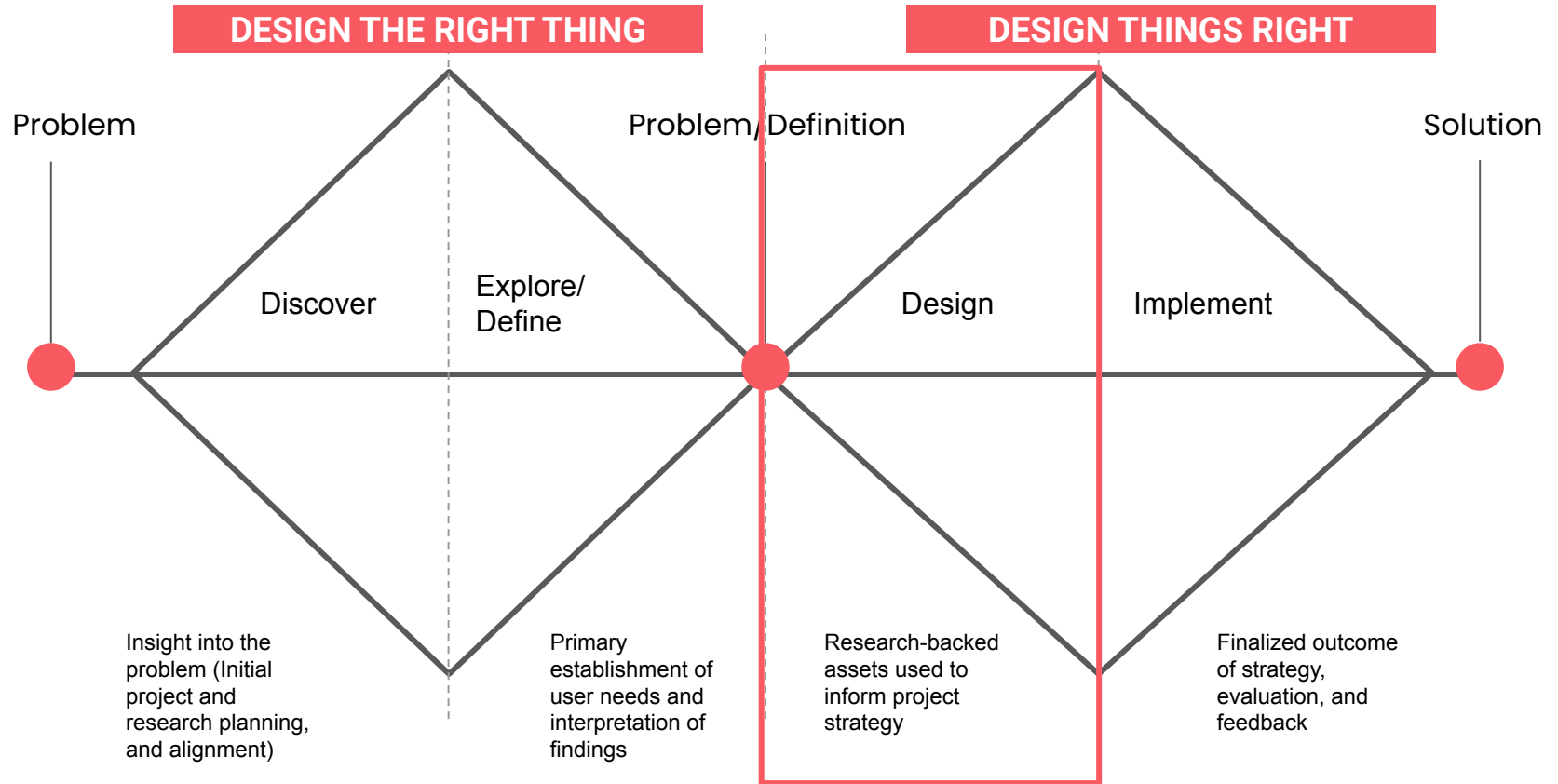


# DOUBLE DIAMOND PROCESS



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Within the double diamond process, the design phase would include sketches, wireframes, mockups, prototypes, and usability testing.





***Break Time!***

**5 minutes**

The background of the slide is a photograph of a person's arm and hand resting on a desk, with a computer monitor visible in the background. A large red overlay covers the left side and bottom of the image. A white rectangular box with a red border is centered on the right side of the image.

**03**

**How to  
conduct  
usability  
testing**

## Steps to run a usability test:

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

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## 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:

- ❑ What are the specific ways you will orient participants to your design/prototype/wireframe?
- ❑ 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

## Conduct the test: goals, tasks, and scenarios

### GOALS

- ❑ Define a user goal (or what users need to be able to do)

### TASKS

- ❑ Define a task based on a user goal (or what steps a user will take to reach their goal)

### SCENARIOS

- ❑ Create a scenario based on your goal

## The Language Learning Center - Usability Test

**User goal:** Browse language course offerings and register for a course.

Goals,  
Tasks,  
Scenarios

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**User goal:** Browse language course offerings and register for a course.

**Task (good):** Register for a course.

Goals,  
Tasks,  
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## The Language Learning Center - Usability Test

**User goal:** Browse language course offerings and register for a course.

**Task (good):** Register for a course.

**Task (better):** Register for a Spanish language course on Monday evening.

Goals,  
Tasks,  
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## The Language Learning Center - Usability Test

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**Scenario:** "You have decided to register for a Spanish language in preparation for your vacation."

Goals,  
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## The Language Learning Center - Usability Test

**User goal:** Browse language course offerings and register for a course.

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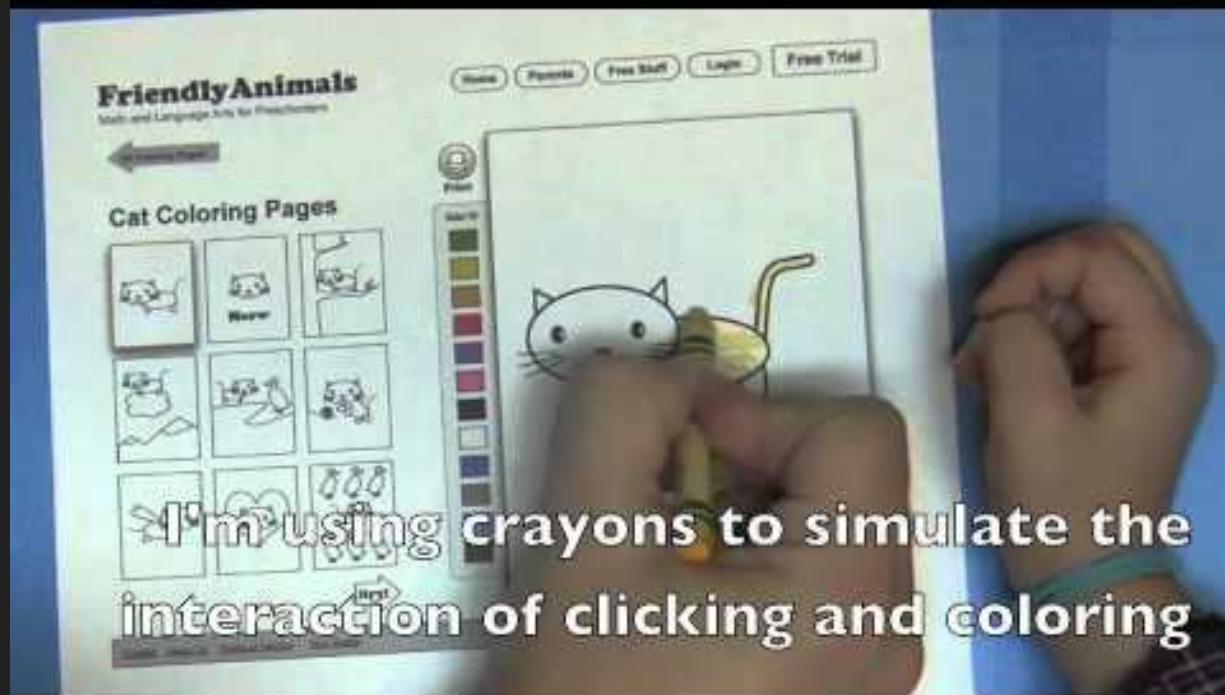
**Scenario and task:** "You have decided to register for a Spanish language in preparation for your vacation." Register for a course on Monday evening.

Goals,  
Tasks,  
Scenarios

## 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)





*Questions?*

- Usability Testing 101 | Nielsen Norman Group  
<https://www.nngroup.com/articles/usability-testing-101/>
- Remote Usability Testing 101 & How to Get Started | Justin Morales, Adobe  
<https://xd.adobe.com/ideas/process/user-testing/remote-usability-testing/>
- User testing vs. usability testing | Vipul Mishra  
<https://medium.theuxblog.com/user-testing-v-s-usability-testing-c3a9edd04612>
- Example Usability Testing Script | 18F  
<https://methods.18f.gov/usability-test-script/>
- 8 Tips for Writing a Smarter Usability Test Script | Sean McGowan, Usability Geek  
<https://usabilitygeek.com/tips-for-writing-usability-test-script/>

# THANK YOU!

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