

Testing

Now you know who
your users are,
how do you design
for them?

User Testing
A/B (Split) Testing

User Testing



“Desire paths”



a consequence of erosion
caused by traffic.

usually represents the shortest
or most easily navigated route
between an origin and destination



Desire paths become a way to learn how your user navigates through a space (or app!)

What are the
desire paths
in your own
userflows?

Usability Testing

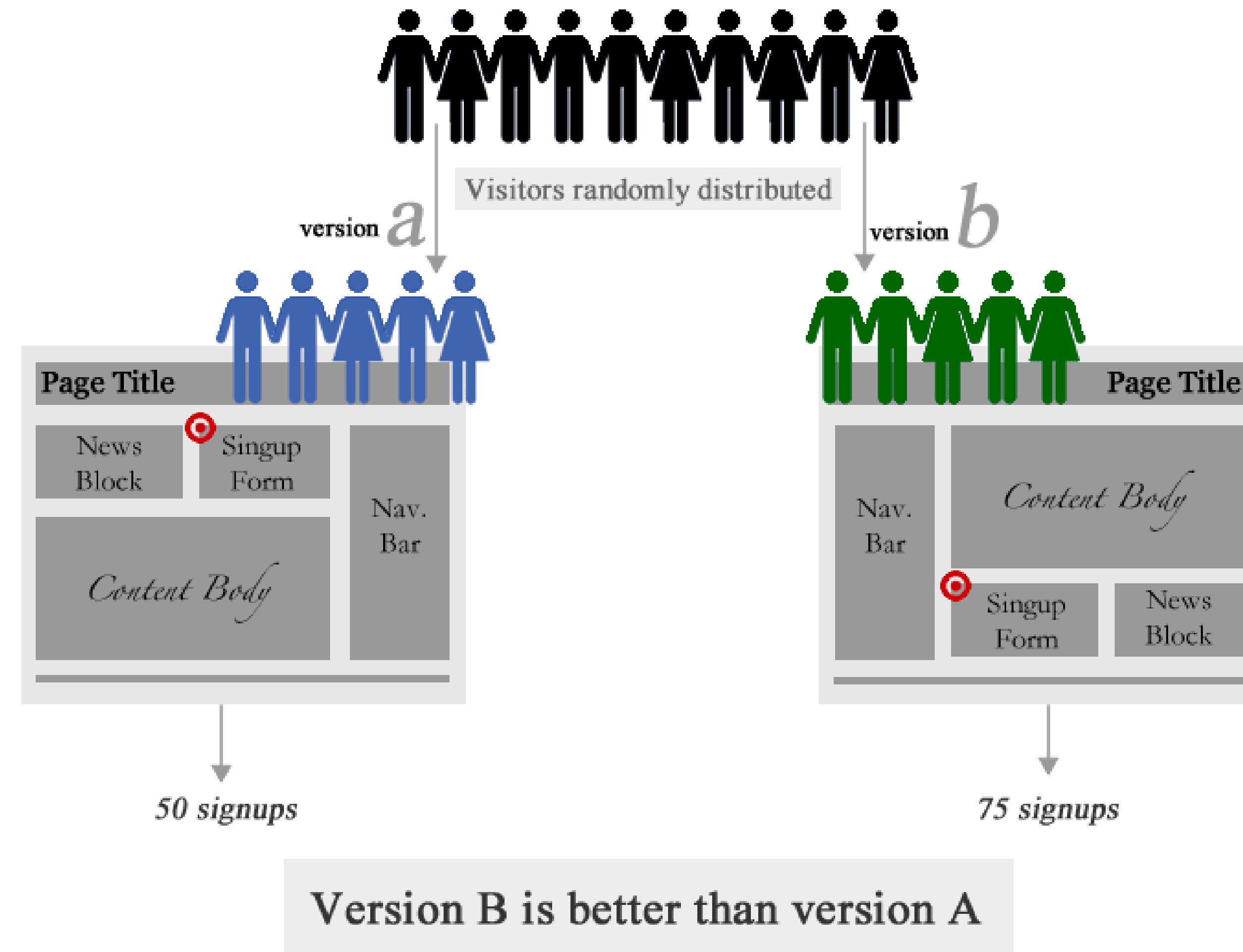
How do people move through the app?

What do they expect at each step?

How is it reinforcing/subverting expectations?

A/B Testing
Split Testing

a way of comparing multiple versions of a website, landing page, or application to find out which one converts visitors best.



Search for people, places and things

Chris Ziegler Edit Profile

Update Status **Add Photos/Video**

What's on your mind?

Sascha Pallenberg once again... the only speaker wearing a cap 😊

Nicola Kiess Vice President European Commission

Dr. Min Kim Park Head of Information Deutsche Telekom

Dr. Jürgen Rehert Leiter Telekommunikation Global mobility R Company, Düsseldorf

Sascha Pallenberg TechMlogger and CEO New Media Publishing and Consulting Ltd., Taipei, Taiwan

Lutz Schäfer CEO Olympia Media KabelNet

Like · Comment · Share · 28 seconds ago · 49
2 people like this.

Write a comment...

SB Nation One of the kindest hits we've ever seen

News Feed **Messages** **Events** **Photos** **Browse**

PAGES **The Verge** **Pages Feed** **Like Pages** **Create Ad**

GROUPS **Yes and Yes Yes ...** **Create Group...**

FRIENDS **Engadget** **Engadget** **SB Nation** **The Verge** **Vox Media, Inc** **Luvonia Churchill** **Chicago, Illinois A...**

APPS **Games** **Pokes** **Words With Friends**

Search for people, places and things

Andy Chung Edit Profile

Update Status **Add Photos/Video**

What's on your mind?

Vivian Wang Just now · 4h
Colorful day on the boardwalk!



Like · Comment · Share

3 upcoming birthdays

Trending Learn More

- Dominique Ansel:** Something new from Cronut inventor: Milk shots in cookie 'glasses'
- André 3000:** First clip of Outkast's André 3000 in Jimi Hendrix biopic All Is By My Side emerges
- Kyle Carpenter:** 24-Year-Old Who Covered A Grenade To Save His Friend Will Reportedly Receive The Medal Of...

See More

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The World's Best Café nespresso-us.com

NESPRESSO Create the perfect cup every time with Nespresso®. Shop our coffee machines now!

Shop at Amazon.com amazon.com

Friedrich SS12N10 12,000 btu = 115 volt = 10.8 EER Kuhl series Wi-Fi Capable room air...

Adobe Creative Cloud adobe.com

Ps Lr Limited-time offer: Get Photoshop CC, Lightroom 5, and more for only \$9.99/month.

Andy Chung Edit Profile

News Feed **Messages** **Events**

GROUPS **Lunch Crew** **Science 101** **Mystic Camping** **Create Group...**

FRIENDS **Close Friends**

PEOPLE YOU MAY KNOW See All

Alex Ristevski and 1 other

2 events this week

TRENDING Learn More

- Paul Rudd:** Lip Sync Battle with Paul Rudd
- Ben & Jerry's:** Ben and Jerry's Announces Four New 'Cone' Flavors
- Paco de Lucia:** Renowned Spanish flamenco guitarist Paco de Lucia dies

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This Simple Trick Helped Netflix Increase Video Viewing by More Than 20 Percent

 **Janko Roettgers**
Senior Silicon Valley Correspondent
[@jank0](#)

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House of Cards
★★★★★ 2013-2015 TV-MA 3 Seasons 5.1
A ruthless politician will stop at nothing to conquer Washington, D.C., in this Emmy and Golden Globe-winning political drama.

MARCO POLO Based on your interest in: Marco Polo

Popular on Netflix: HOUSE OF CARDS, BLOODLINE, UNBREAKABLE KIMMY SCHMIDT, BO JACK HORSEMAN, DEE

Recently Watched: ROBOCOP, ARCHER, ORANGE IS THE NEW BLACK, AZIZ ANSARI LIVE, NETFLIX

COURTESY OF NETFLIX

2016-2017 OSCAR PREDICTIONS



MOST POPULAR

1 / McDonald's

“conversions”

email marketing

banner ads

click-through rates

“Data driven”

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Know Your Contacts & Leads by Heart

Over 100,000 businesses use Highrise to manage 20 million contacts & customer relationships.

Who followed up on that new client sales lead?

What's the lawyer's mobile number? When did we last speak with her?

Where are the notes from Monday's conference call?

See Plans and Pricing

30-day Free trial, sign up in 60 seconds Or, [take a quick tour](#).

Highrise remembers so you never forget.

Store every conversation, email, call, meeting, document, and deal you've ever had with a contact. With Highrise you'll always know who you talked to, what was said, and when to follow-up next.

Import/export contacts from Outlook, Excel, vCard, ACT!

Email/SMS reminders so you never forget to follow up.

De-clutter your inbox: Forward or bcc emails to Highrise.

Highrise is the perfect fit.

Mazyar Hedayat
Attorney at Law
Organizes case notes & eliminates piles of paper.
Workforce
Translation services
Keeps tabs on 13,000 leads & customer relationships.
Agile Partners
Software development
Uses Highrise for centralized contact management (CRM).
Colossal Squid
Interactive design firm
They're better prepared for client calls & meetings.

Highrise makes it easier.

Meet some more Highrise customers

Highrise's focus on simplicity, clarity, and ease of use make it truly unique. You'll love using Highrise.

Review past calls, mails, leads, and conversations.

Jordan Chang from Triad Investment
Tuesday, March 2, 2010
Regarding: Marketing Director Search (Case)
Email via Julie K.
Subject: marketing director job listing
If you are seeking to augment your busi

Only you can see this deal.

Stephanie Lake: Log
Print — \$7,750 fixed bid
Track proposals, leads.

How to keep the upper hand in your business relationships.

The one who remembers always has an edge. Whether you're resolving a dispute or reaching out to clients, it pays to be prepared.

Here's how to get that edge by using Highrise:

- Impress with preparation. Highrise keeps a log of notes so you can recall details from past conversations. Have the whole back story when you walk into a meeting. Highrise is like an always available cheat sheet.
- Track promises from vendors, partners and clients before a problem ever occurs. When disputes happen, you'll be ahead of the game with a dated record of the whole issue.
- Never forget to follow-up. Instead of going to your agenda, let Highrise tell you to follow up. Highrise will send you a text message or email so you never forget to make the call.
- Ahead of time when you need something. Stop panicking with papers and filing cabinets. Highrise lets you attach notes and documents right on a page for the person they are about. You'll have one place to find the info you need.
- Sleep well at night. Life is easier when you have a system remembering things for you. Information goes into Highrise so you can get it out of your mind and off your shoulders.
- Declutter your email inbox. Forward emails to Highrise and they will be automatically filed under the correct contact for easy reference.
- Share with your team. It's embarrassing when your right hand doesn't know what the left is doing. Highrise gives your team one place to see the latest status. Find out who talked to a person last, what they said, and who is supposed to follow up.
- Keep things simple. Don't waste time with complicated software. Highrise is made by easy-of-use experts. There's nothing to install or update. Just sign in to the web site. No "computer guy" required.

When you can do all these things, you have a real advantage. Here are more ways Highrise helps your business...

TEN ways Highrise prepares you for business.

- Review a colleague's notes before calling her contact at the printer
- Build a list of all the designers your company has hired in the past
- Set a reminder to write your client a thank-you note next Friday
- Keep all important emails from a customer together on one page
- Schedule a follow-up sales call with a lead or client in 30 days
- Get updates on deals and leads your salespeople are working on
- See all the follow-ups scheduled for today and this week
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- See all the people your company knows in the local press
- Keep track of problems you're having with vendors and suppliers

Our customers love Highrise.

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"Highrise is the perfect fit for my law office." I generate way too much paper and file stacks piles. Highrise helped me get my office in order. Highrise saves me space, money, and time. It's a great product and it works.
—Maziar, Attorney at Law

"We pick up on conversations where we left off." It was easy at the beginning to keep track of things on paper, but it soon got more difficult to keep everything in order. Now we keep track of 13,000 contacts in Highrise. We love Highrise.
—Jill, Owner

"We use Highrise for 100% of what we do." We were using a combination of address books and email. Now we hardly use email to keep track of things. I can see what all my employees are working on. We can't live without Highrise.
—Jack, CEO

It's all there: Notes, Contacts, Deals & Tasks.

Madeline Smith
My past client, Madeline has all of her contact info and a history of notes about her.
Notes and emails about Madeline
Add a new note about Madeline
Each person has a history of notes. It's like a photographic memory.

Monday, January 14, 2011
I conducted a brief phone interview with Madeline today. She had a lot of interesting ideas and I really think she'd fit well with our culture too. I'm excited to see what happens with this.

Monday, January 17, 2011
Your company's marketing director opening is an excellent match to my interests. I would be happy to offer solid audience credentials as well as industry experience. I am currently looking for a new position and believe that this strong business and marketing foundation would benefit your department, especially with the new systems we are implementing.

All of your contacts are here.

Your upcoming tasks
Showing 10 upcoming tasks assigned to me
Today
Get in touch with me or a meeting for Madeline Smith
Get a follow-up call from Michael Abramowitz
Ask for a status report from Michael Abramowitz
Get a new health care plan for Michael Abramowitz
Get a blueprint for new office space for Michael & Jill

Tasks are neatly organized by the day they are due.

Tasks I set for your customers. Click the link to get the full story to each person.

<https://signalvnoise.com/posts/2977-behind-the-scenes-highrise-marketing-site-ab-testing-part-1>

Home Tour Why Highrise? Extras & Add-ons iPhone Help/Support Plans & Pricing Sign In

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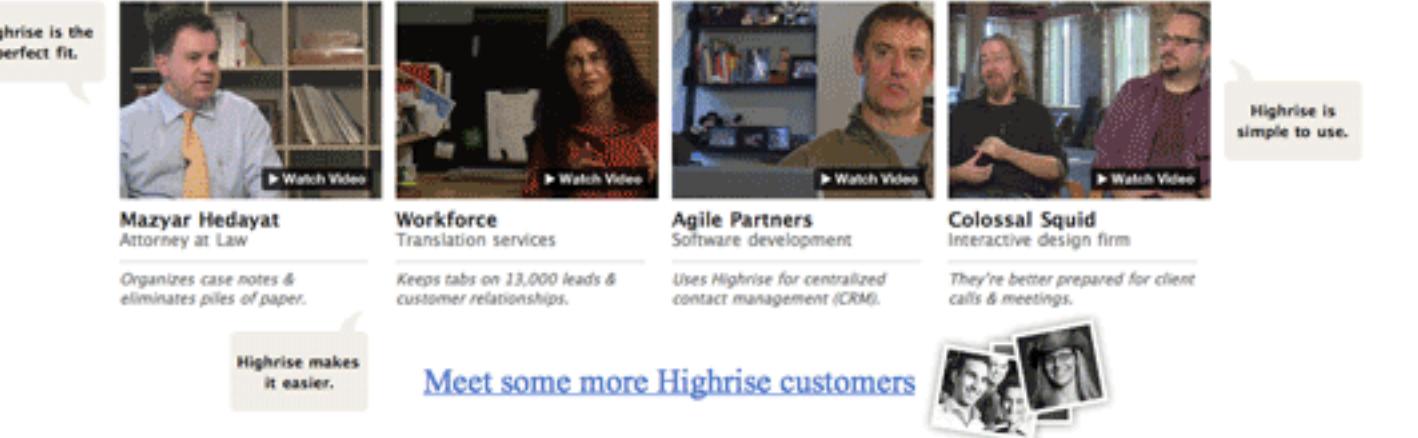
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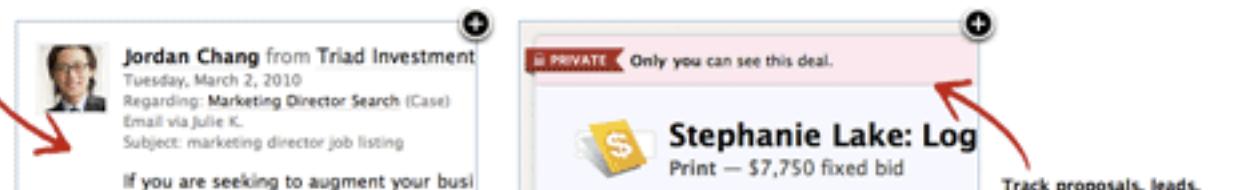
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- Get updates on deals and leads your company is involved with.
- Build a list of all the designers your company has hired in the past.
- Review past emails and notes while on the go.
- See all the people your company knows across the local press.
- Keep track of problems you're having with vendors and suppliers.

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Mazyar Hedayat
Attorney at Law
I used to spend hours trying to find files in my office. I now have a central place to store them. It's a great way to keep organized.

All Over
We pick up on conversations and off-line interactions and try to keep track of them. But it's gotten more difficult to keep everything in one place. Now we have over 10,000 contacts in Highrise.

Jordi CEP
We are a surprise for 100% of what we do, email and phone. A combination of sales and email. We can see what a contact needs to buy and we can see what a contact needs to sell. It's like we live without Highrise.

It's all there: Notes, Contacts, Deals & Tasks.

Notes
Each person is a history of notes. It's like photographic memory.

Contacts
Find contacts using search, filters, and a contact list.

Deals
Find deals using filters and a deal list.

Tasks
Tasks are really important to the day-to-day work of a business. Highrise makes it easy to manage them.

"Just the facts, please"

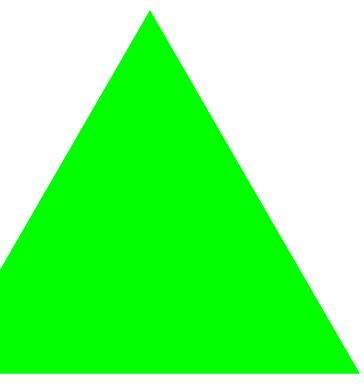
Notes, Email & History
Notes are the easiest way to take notes for your contacts or your own notes. Each note has a "tag" which you can use to filter them.

Tasks
Tasks are really important to the day-to-day work of a business. Highrise makes it easy to manage them.

Deals & Cases
Deals are the easiest way to track sales opportunities or projects. You can add a deal to a contact or a case. You can also add a deal to a contact or a case.

Docs & Comm
Docs are the easiest way to share documents with your contacts. You can easily select a file and attach it to a contact or a deal. You can also attach a file to a contact or a deal.

Are you ready to get the



<https://signalvnoise.com/posts/2977-behind-the-scenes-highrise-marketing-site-ab-testing-part-1>

37.5%

increase

Know Your Contacts & Leads by Heart
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ORIGINAL DESIGN

Keep track of our business contacts was a pain when we all shared a single spreadsheet. Highrise is much better.

"Keeping track of our business contacts was a pain when we all shared a single spreadsheet. Highrise is much better."

Start using Highrise today!

PERSON DESIGN

102.5%

"Keeping track of our business contacts was a pain when we all shared a single spreadsheet. Highrise is much better."

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— Matt, Attorney at Law



"We pick up on conversations where we left off." It was easy at the beginning to keep track of things on paper, but it soon got more difficult to keep everything in order. **Now we keep track of 13,000 contacts in Highrise.** We love Highrise.

— Jill, Owner of a translation firm



"We use Highrise for 100% of what we do." We were using a combination of address books and email. Now we hardly use email to keep track of things. **I can see what all my employees are working on.** We can't live without Highrise.

— Jack, CEO of a software company

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Try Highrise today for FREE, no strings attached.

Start using Highrise today!

Risk-free 30-day trial. No contracts. No per user fee. Cancel anytime.

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LONG FORM PERSON DESIGN

22.72%

1. Decide what you
want to test

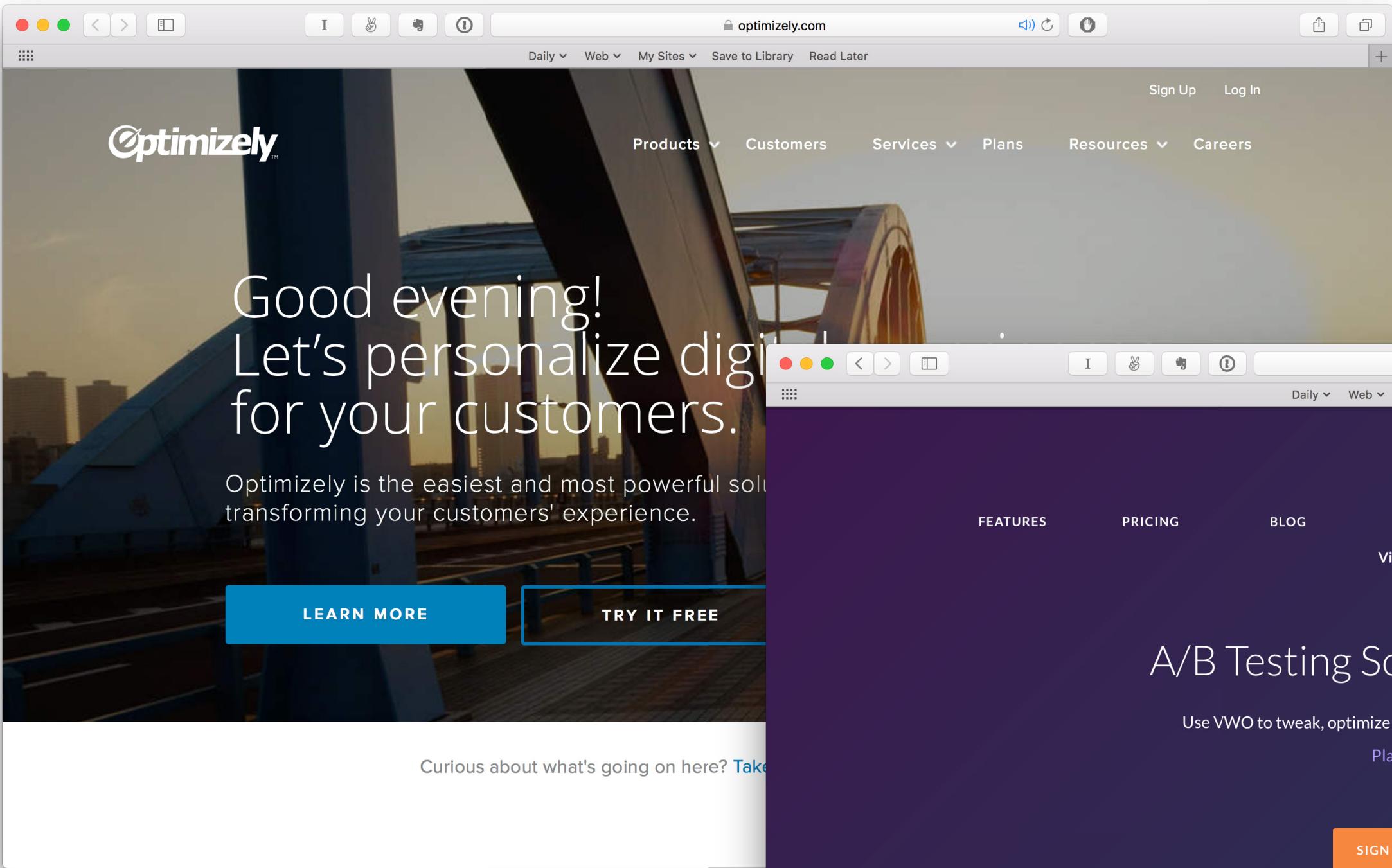
Text
Buttons
Userflow
Imagry
Layout

2. Develop versions

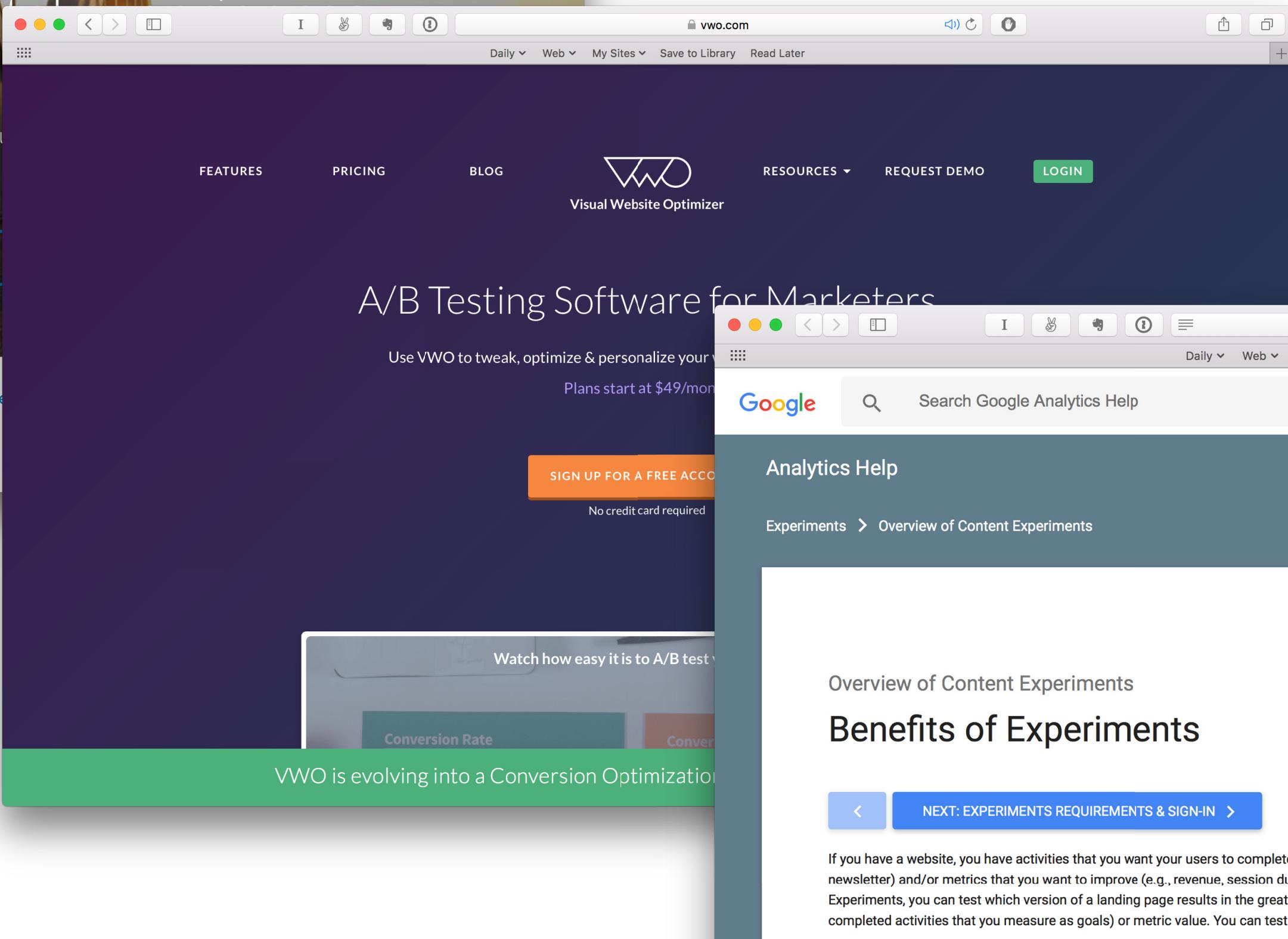
3. Determine test plan

What are you measuring?
How long are you testing?
What qualifies as “success”?

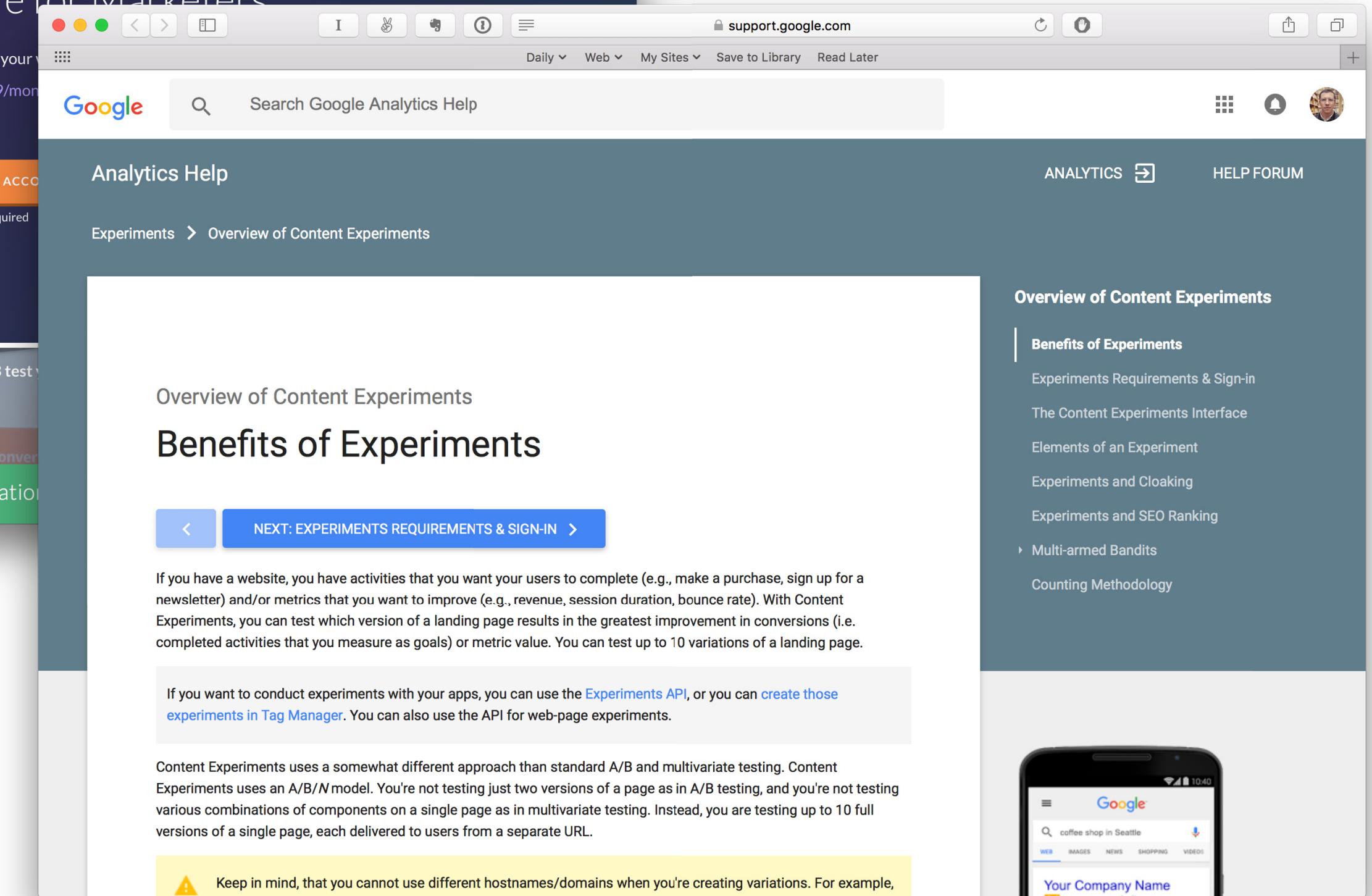
4. Deploy versions



The Optimizely website features a large banner image of a bridge at sunset. Overlaid text reads: "Good evening! Let's personalize digital experiences for your customers." Below the banner, a subtext states: "Optimizely is the easiest and most powerful solution for transforming your customers' experience." Two prominent buttons are visible: "LEARN MORE" and "TRY IT FREE". At the bottom left, there's a link: "Curious about what's going on here? Take a tour". The top navigation bar includes links for "Products", "Customers", "Services", "Plans", "Resources", and "Careers".



The VWO website has a dark blue header with the logo "VWO Visual Website Optimizer". Navigation links include "FEATURES", "PRICING", "BLOG", "RESOURCES", "REQUEST DEMO", and "LOGIN". The main headline is "A/B Testing Software for Marketers". Below it, a subtext says: "Use VWO to tweak, optimize & personalize your website". A call-to-action button says "SIGN UP FOR A FREE ACCOUNT". The footer of this window shows a snippet of the "Analytics Help" page.



The Google Analytics Help page for "Content Experiments" is titled "Overview of Content Experiments". It features a section on "Benefits of Experiments" which lists several advantages. A note mentions using the "Experiments API" or "Tag Manager" for app experiments. The page also explains the "A/B/N model" used by Content Experiments. A warning message at the bottom states: "Keep in mind, that you cannot use different hostnames/domains when you're creating variations. For example," followed by a redacted URL. The right sidebar contains a "Benefits of Experiments" table of contents with links to various topics like "Requirements & Sign-in", "Interface", "Elements of an Experiment", etc.

5. Track data

Data doesn't replace
the designer.

Don't use testing
as an excuse for
making decisions.

Next week

- two prototypes with different interaction models to test next week in class
- begin visual design
- app name