STARTUP INSTITUTE

User Centered Design & Usability Testing

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Agenda

I. UX Process (10 minutes)

II. How to Plan a Usability Test (20 minutes)

III. Lets do some Usability Testing (1 hour)

IV. Q&A (30 minutes)

UX Process

What is good UX?

Useful

- Meets goals, helps accomplish tasks
- Learns with us
- Anticipates our needs

Usable

- Affordant
- Responsive
- Consistent

Desirable

- Pleasant to use
- Engaging

What is design strategy?

- Design strategy is a discipline which helps firms determine what to make and do, why do it and how to innovate contextually, both immediately and over the long term. This process involves the interplay between design and business strategy, forming a systematic approach integrating holistic-thinking, research methods used to inform business strategy and strategic planning which provides a context for design.

What is user centered design?

- In broad terms, user-centered design (UCD) is a design philosophy and a process in which the needs, wants, and limitations of the end user of an interface or document are given extensive attention at each stage of the design process. User-centered design can be characterized as a *multi-stage problem solving process* that not only requires designers to analyze and foresee how users are likely to use an interface, but also to *test the validity of their assumptions* with regards to user behavior in real world tests with actual users.
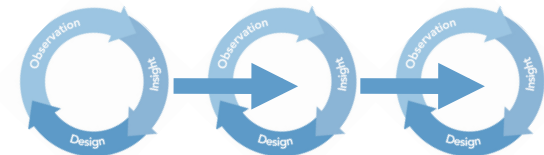
Iteration is key

- Ethnographic research
- User interviews
- Usability testing
- Focus groups
- Card sorting

Observation

Insight

Design
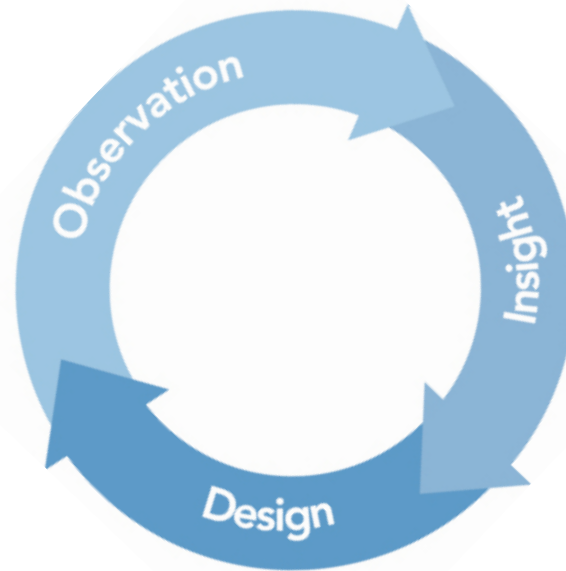
- Personas and Mental Models
- Research reports
- User Testing reports
- Customer segmentation
- Feature identification

- Mood boards
- Interaction models
- Wireframes
- Prototypes
- Feature Value Matrix

How to Plan a Usability Test

Why do usability testing?

- Some specific reasons to do usability testing:

  - Avoid bad ideas; generate good ones

  - Improve functionality and design

  - Insights into users (help you become user centric)

  - Balance opinions among various team members and stakeholders

  - Systematic evaluation to complement existing feedback mechanisms (Answers the question: Why?)

  - At the end of the day, to be more successful!

Define goals

- Who are you?

- What are your goals for the site?

- How do you define success?

- Who are your users?

- What are their goals?

- How do they define success on your site?

Define Objectives

- All testing needs to have a clear set of objectives

- Objectives help you decide what to ask

- Objectives should be agreed on by all stakeholders

- Objectives help show the business value of testing

- Objectives help people know what to expect for the outcomes of testing

- There are two types of objectives:

    - specific: measure how easy is it for users to find something

    - general: understand if content is fun and engaging for them

Process

- *Questions to ponder ….*

    - What's your development process?

    - How (and when) will usability test results be incorporated into development?

- *The basic points …*

    - Usability testing should support development

    - Don't wait until the last minute ("1 user early is better than 50 at the last minute")

    - Testing should be iterative (as should be design)

Planning a Test

- Who's Involved

- Objectives

- Screening and recruiting

- Discussion guide ... scenarios and tasks

- Prototypes (paper, html, interactive, fully functioning)

- Software, environment

- Trial run(s)

- Performing the usability test

- Analysis

Tips and Tactics

- "This is a test of the site, not of you" (repeat as necessary)

- "Be honest, you won't hurt my feelings"

- "This is not going to end up on YouTube"

- ~~"Was that easy?"~~   "What did you think of that?"

- "I'm curious to know why you said that"

- "Tell me what you're thinking"

- "What would you do now?"

- "What do you think just happened?"

- "Is this what you expected?"

Tips and Tactics, cont.

- Answer with questions:

  ▸ User: "Was that right?"
    You: "Do you think that's right?"

  ▸ User: "Is that how that's supposed to work?"
    You: "What do you think?"

  ▸ User: "That's not what I expected."
    You: "What did you expect?"

  ▸ User (after something breaks): "Is this broken?"
    You: "What would you have expected to see here?"

  ▸ User: "This was great. Easy to use. Wonderful!"
    You: "Is there anything you would do to make the system better?"

Tips and Tactics, cont.

- Yes, it's okay to end an interview early

- Explore (reinforce) negative comments

- Explore positive comments, too

- You don't need to ask every question or prompt (but you should try to get the user to complete all the tasks)

- Be flexible

- Be egoless

- Be nice

- Above all, listen

Lets do some Usability Testing

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Lets do a test

- Pick a site to test on

- Write down goals, objectives, and tasks

- Pair off

- Test each other on our site

- Lets discuss results

- And brainstorm

Q&A

Resources

- *Don't Make Me Think* or *Rocket Surgery Made Easy*, both by Steve Krug

- Any of the books from Rosenfeld Media

- Numerous books, blogs, UX magazines, design sites, conferences, tweeters, etc.