

Class 11: User Testing

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Test how your designs perform by putting them in front of others and hearing their response. We'll go over the basics of how to conduct listening-lab style user tests.

Design & process concepts

- Writing, conducting user tests

Homework due next week:

- Assignment 11.1: User test

REMINDER!

Your Project 2: restaurant web-site is due in 3 classes!

User Testing Process (Listening-lab style)

This style of test focuses more on qualitative, overall feedback rather than quantitative results, but you can adjust the questions and measures if hard numbers are needed. Test your designs on a few users, make changes, then go test some again

Develop a test plan

- Create the test questions and their measurements.

Choose a testing environment

- Plan the location and the basic logistics of the test.

Find and select participants

- Pick participants that are closest to your target users, but are unfamiliar with your site to remove bias.

Prepare test materials

- Create a basic script to tell participants what you want them to do. Also prep some interview questions, your test questions, and some follow up open-ended questions.

Conduct the sessions

- Ask basic info about participant, and introduce the test process
- Remind the participants to explain their thoughts aloud and that there are no incorrect answers.
- Go through each test scenario/prompt.

Debrief with participants and observers

- Ask for overall opinions and comments. Thank and or compensate the participant.

Analyze data and observations

- Collect and analyze the data and observations for common trends.

Create findings and recommendations

- Create theories to explain the test data. Create recommendations on how to improve the design/results.

EXTERNAL REFERENCE

Reading:

Usability Testing Demystified, Dana Chisnell, October 6, 2009

<http://www.alistapart.com/articles/usability-testing-demystified/>

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Sample scenarios and measures

Create open ended-questions for more interesting answers.

What page are you on now? What site are you on?

- Measures: Time it takes to answer correctly.

Tell me the price range for this restaurant. (Showing the home page)

- Measures: Does user click on menu link? Generated price range

Describe what kind of restaurant this is. Type of food?

Ambiance? Types of people who would visit? Why?

- Measures: User's concept of restaurant matches on each point. Branding / stylistic elements mentioned.

What information would be shown if you click on this link (On the home page, pointing to a link labeled, "contact")?

- Measures: # of items that the user mentions that are actually on the contact page.

Where would you expect to find a promotion or coupon?

- Measures: Note page and region

When would you visit this site? How would you find this site?

- Measures: situations mentioned. Facebook? Friends?

Write down sample questions for your test: