

# chapter – 7

## Testing

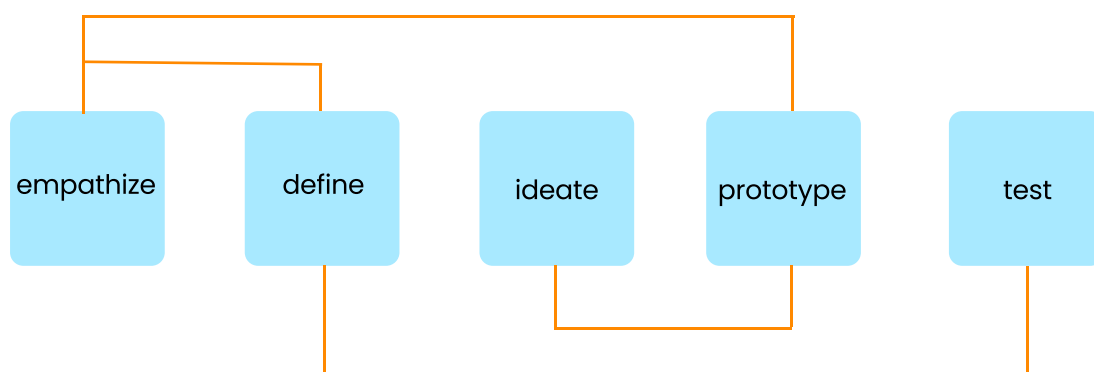
### Design Thinking

The method describes a human-centered, iterative design process consisting of 5 steps



### Design Thinking

A 5 Stage-Process



These stages are not always sequential. Designers will find the stages often occur in parallel and see repeated use on an iterative basis.



## Over view

In the Test phase of Design Thinking, you rigorously test the completed product using the best solutions phase. identified during the prototyping

## Usability Testing

### Overview

Usability testing involves asking current users of a product / service to complete a set of tasks, and observing their behavior to determine the usability of the product or service.

This can be done using a live version of a site or app, a prototype or work-in-progress, or even using clickable wireframes or paper and pencil.

## Usability Testing

### Types of Testing

While there are many variations and styles of usability tests, there are three that are commonly used:

1. Moderated
2. Unmoderated
3. Guerrilla.

# 1. Moderated Testing

## Usability Testing

- Moderated usability tests are the most traditional type of test. They can happen in person, or via screen share and video.
- Whole usability labs are set up, complete with one-way mirrors for stakeholders to observe, for the purpose of conducting moderated usability tests.
- In a moderated test an unbiased facilitator sits talks with the user, reading aloud the task and prompting the user to think aloud as he or she accomplishes the task.



# 2. Unmoderated Testing

## Usability Testing

- Unmoderated usability tests, sometimes also known as asynchronous research, is conducted online, at the user's convenience.
- The tasks and instructions are delivered via video or recorded audio, and the user clicks a button to begin the test and record his or her screen and audio.
- Just like in the moderated test, users are encouraged to speak their thoughts aloud, though there is no facilitator to ask follow up questions.
- Unmoderated tests are available through numerous online sites, and can be significantly cheaper than moderated tests.

## 3. Guerilla Testing

### Usability Testing

- Guerrilla testing is a modern, lightweight take on traditional tests. Instead of renting a lab, guerrilla research is typically done out in the community; users are found at coffee shops or subway stations and asked to complete basic tasks with a website or service, in exchange for a few dollars, a coffee, or just out of the goodness of their hearts.
- While guerrilla testing is a great option, particularly on a budget, it is best used only for products or services with a large user base.
- More niche products will struggle to find reliable information from the random selection acquired in guerrilla tes



## Other Testing Methods

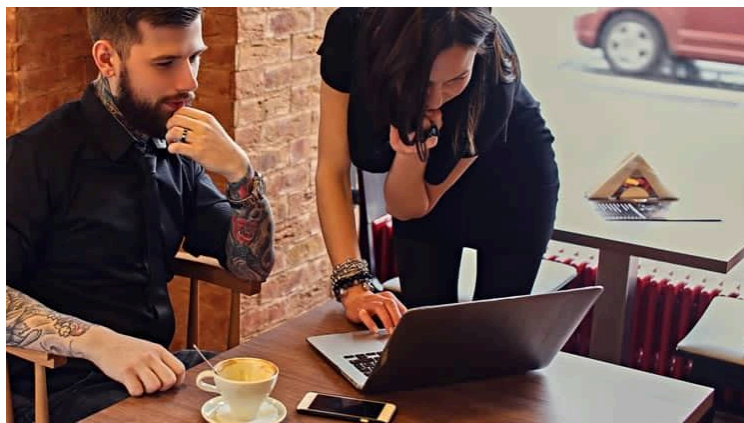
### Types of Testing

1. Tree Tests
2. A/B Tests

## 3. Guerilla Testing

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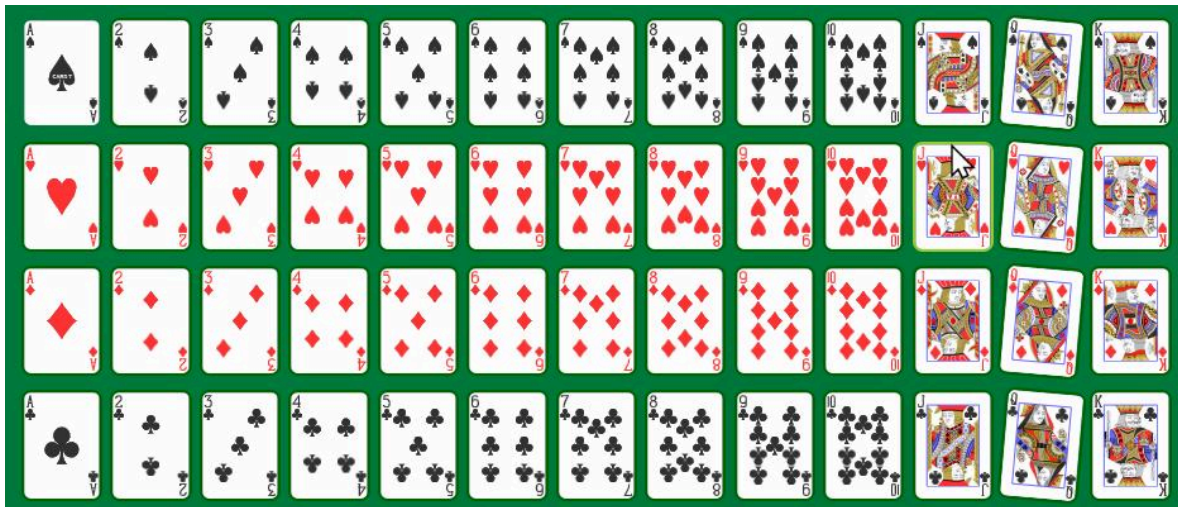
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### Types of Testing

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# Tree Tests

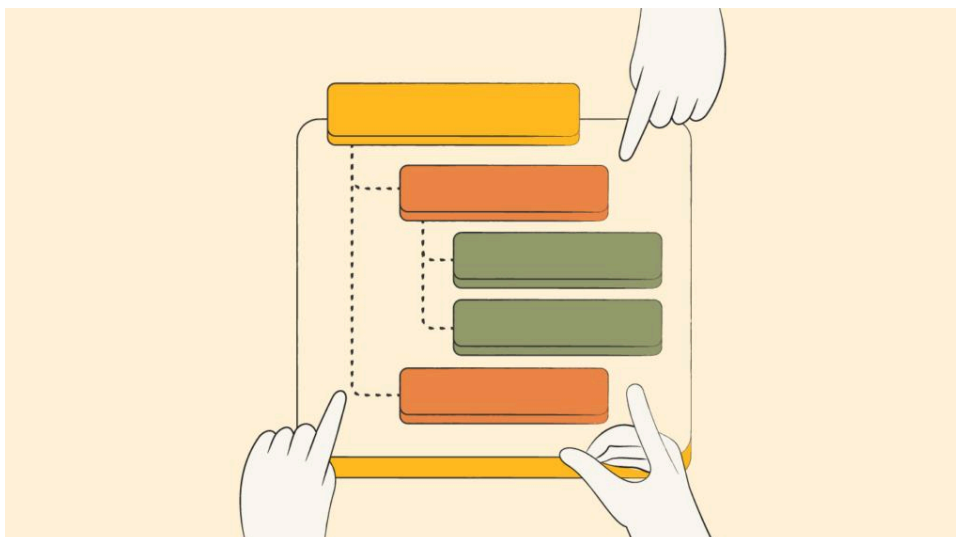
Card Sorting for IA



## 1. Tree Tests

Card Sorting for IA

- Just as card sorts are a great way to gather information before website's architecture has been created, tree tests are helpful in validating that architecture.
- In a tree test, users are given a task, and shown the top level of a site map. Then, much like in a usability test, they are asked to talk through where they would go to accomplish the task.



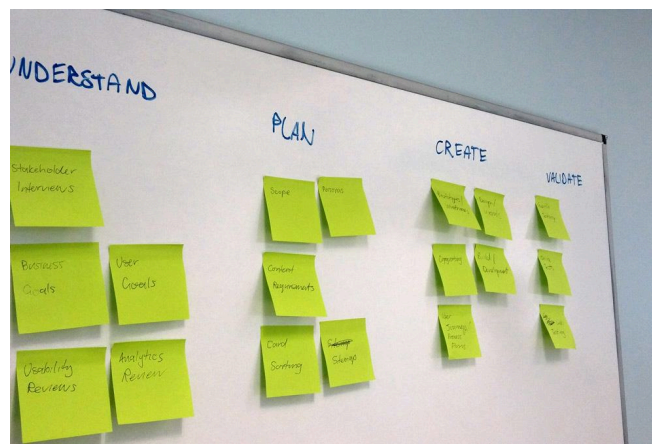


# Tree Tests

## Card Sorting for IA

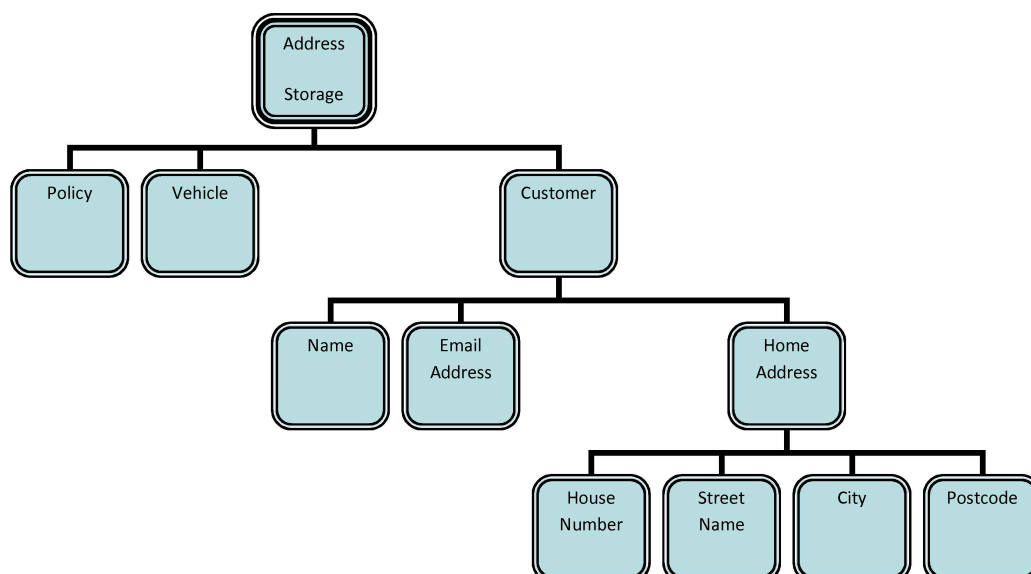
However, unlike in a usability test, the user doesn't see a screen when they choose a site section. Instead, they will see the next level of the architecture.

The goal is to identify whether information is categorized correctly, and how appropriately the nomenclature reflects the sections of the site.



# Tree Tests

## Card Sorting for IA

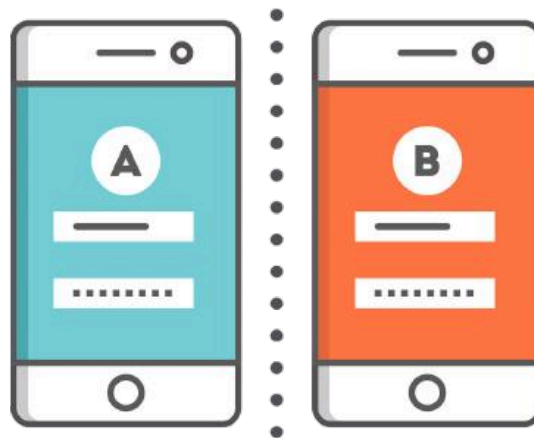


## 2. A/B Tests

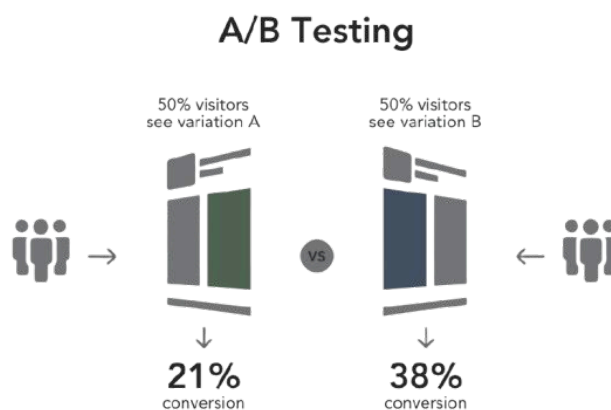
Choose the best one

A/B testing is another way of learning what actions users take. An A/B test is typically chosen as the appropriate research form when designers are struggling to choose between two competing elements.

Whether the options are two styles of content, a button vs. a link, or two approaches to a home screen, an A/B test requires randomly showing each version to an equal number of users, and then reviewing analytics on which version better accomplished a specific goal.



A/B testing is particularly valuable when comparing a revised screen to an older version, or when collecting data to prove an assumption.







## Testing Tools

smartlook

appsee



## Analytics Tools



Google  
Analytics

luckyorange

fullstory



# Activity-1

- Conduct A Test Using Maze.Design For Your Project
- Enhance Your Design