



Cutting Costs in CUTGroup Testing



C3 Group



Problem Statement

The time to develop and conduct usability test is too long and the cost is too high.

Current CUTgroup Process



Current CUTgroup Process



Overview of Options

- Immediate ways to cut costs
- Creation of templates for user tests based on usability focus
- Remote testing (proctored and unproctored)
- Division of tasks between employees
- Use UMSI students to carry out CUTGroup process!!!

Immediate Ways to Cut Costs

- Participant Compensation
 - Pay participants for completing tests, but discontinue signup bonus
 - Use coupons as an incentive instead of gift cards
- Reduce number of user tests per project
 - Nielson Norman Group
- Testing spaces
 - Ask client to cover costs of testing space
 - Switch to public libraries or D3 space

Immediate Ways to Cut Costs

Pros:

- Save Money
- Less tests = less billable hours
- Using D3 space makes testing seem more legitimate
- Using libraries as testing sites provides a central location, likely with public transportation

Cons:

- Less branding and legitimacy
- Coupons are less universal
- Does not offer as much value of time
- Sign-ups seem less legitimate if they are not immediately paid
- Less tests = less data
- Finding free space can be difficult and time consuming
- D3 building less accessible

Templates for User Tests

- Generate a template to create usability questions to reduce development time
 - Can be based on usability focus



Templates for User Tests

Pros:

- Can help client to narrow focus
- Cuts down on time for generating questions
- Easy task for intern or novice
- Any member can contribute
- Correct types of tests lead to better analysis
- Quick analysis

Cons:

- Not all templates can be universal
- Inflexible to have template
- Too easy to default and avoid product-specific questions
- Initially time consuming to make templates

Remote Testing

- Conduct testing with participants in their natural environment to reduce time for staff and participants
- Test participants remotely
 - Proctored or unproctored



Remote Testing

Pros:

- No rental fees
- Saves travel, setup, and breakdown costs
- Potentially less employee hours
- Flexible testing times
- More feedback from different areas
- Increased travel accessibility
- Tests in real environment

Cons:

- Potentially less accessible
- Behavior may not be monitored
- Potentially less informative
- Testers may be less likely to show up for online testing
- Necessitates tech literacy of participant

Dividing up Tasks

- Quantitative tasks absorbed by quantitative team member
 - Run quantitative information through Google Forms to create visual representations of data
- Qualitative tasks absorbed by qualitative team member
 - Collaborate to execute final analysis



Dividing up Tasks

Pros:

- People can focus on their own specializations
- Cuts down on overall work time
- Improves quality of analysis
- Mitigates the risk of a sudden leave of absence

Cons:

- Creates a need for more communication
- Requires more employees to be involved

Use UMSI Students!!!



- Assign CUTGroup project to create a version of CUTGroup that aligns more with Data Driven Detroit needs
- Use students to analyze and conduct usability testing
- InfoLab to execute CUTGroup process over the course of design sprints
- Students absorb involvement in developing user testing questions, conducting user tests, and information analysis

Current CUTgroup Process



Use UMSI Students

Pros:

- Student experience
 - Portfolio piece
 - Internship
- Cheap labor
- Students might have more time than employees
- Students accountable for strict deadlines
- Engagement of students in Detroit community

Cons:

- Student experience
- Students are temporary & need training
- Commute between Ann Arbor and Detroit
- Academic year schedule does not match professional calendar
- Less of a stake in the company

Thank you!

- University of Michigan School of Information
 - Alternative Fall Break
- Data Driven Detroit