

CS 59867 - Senior Design II  
City College Fall 2022

## Week 5: User Testing

image from [DALL-E](#)

"Teddy bears working on new AI research underwater with 1990s technology"



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"Teddy bears working on new AI research underwater with 1990s technology"

## USER TESTING

- our associations?
- what do we already know?

*\*Related to but distinct from the project validation and user research from last semester!*



# USER TESTING



Working with a prototype to:

- Evaluate the work
- Discover insights
  - “Pain points,” new ideas
- Integrate findings, iterate

# USER TESTING

- Looking for INSIGHT more than “feedback”
  - “Read between the lines”
  - 🍰 Betty Crocker example
- Looking for PROBLEMS more than solutions
- “In the field,” **OBSERVATION SKILLS**







*your design here*

**Fockups**






# USER TESTING

- Many forms, qualitative & quantitative:
  - A/B testing
  - Qualitative 1:1 interview 🌟

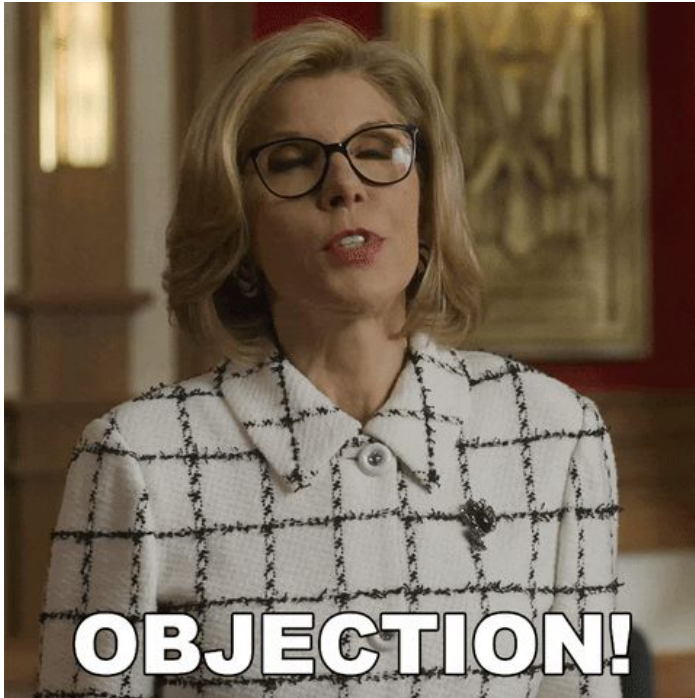


# USER TESTING

- Qualitative 1:1 interview:
  - **WATCH** and **LEARN**
    -  "cowpaths"
  - Different than a conversation
  - Balance formal and informal

# USER TESTING

- Ask questions carefully - *and avoid leading questions*



# USER TESTING

- Leading question examples:
  - "That part was confusing, right?"
  - "How easy was this to use?"
  - "What did you like about this tool?"
  - "If I fix this part, would you like it better?"
- Refined examples:
  - "Please walk me through your experience of using the tool."
  - "If you could change one thing about this, what would it be?"

# USER TESTING

questions = incisive, thoughtful, but generally open-ended

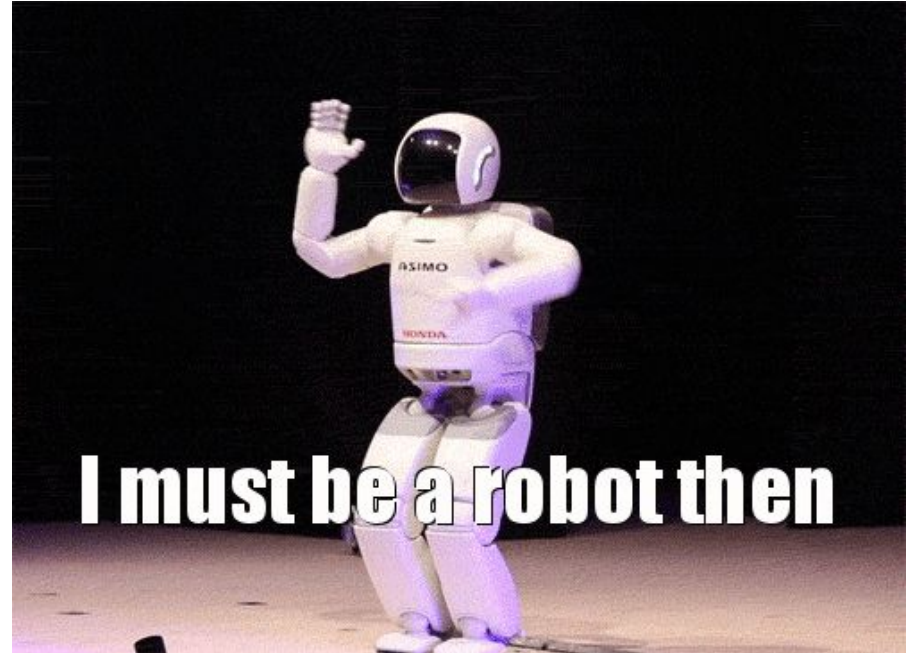
- Other good questions:
  - "Please walk me through your experience of using the tool."
  - "If you could change one thing about this, what would it be?"
  - "What do you think this button might be for?"
  - "How do you spend your time on the computer?"
  - "Can you think of a few examples in your own life when you would use this tool?"
  - "Tell me your thoughts on the design."
  - "**I noticed you did this.** Could you walk me through your thought process there?"



# USER TESTING

BALANCE!!

- No need to reveal everything, but also no need to be a robot
- Honesty: we are aiming for removing bias and leading questions, ***but we all bring bias to these encounters***
- Anthropology re: interview; challenge, interpretation, closer to ethnography (Briggs, 18, 3)



# USER TESTING

- "FAILING," finding new problems, and being surprised are really good - goals! **Approach with curiosity**
- Why lower-fi prototypes can be great; think critically about **what you want to learn**
- Imperfect; you can choose what to integrate
- Also **NOTES!**
  - Very important
  - During or immediately after
  - As detailed as possible
  - Recording if helpful (and if consent)

# USER TESTING: workshop

Group 1: Weather Bot

<https://chats.landbot.io/v3/H-1145094-NJZIQ3Y33F1Y87AM/index.html>

Group 2: Rock/Paper/Scissors

<https://www.rapidbott.com/rock-paper-scissors>

3 min. to go through yourself; 3 min. observation; 5 min. to ask good questions, 2 min. feedback from user

SWITCH