Michaela Johnston

2.4: User Testing

1/5/22

**User Goals**

Explore the designer’s case studies and design work

Learn more about the designer’s background

Find the designer’s contact information

**Starting Situation**

You are the head of a design agency and are interviewing designers for a UX designer role on your team. You decide to review Michaela Johnston’s UX design portfolio to learn about her background and design work.

**Scenario 1**

You’ve landed on Michaela’s design portfolio. Explain your initial thoughts about what you see.

**Scenario 2**

You want to learn more about her project, Welko. Where would you go to find more info about this mobile app? What is the project about?

**Scenario 3**

You’ve looked through her design work and want to review her resume. Where do you think you can find this?

**Scenario 4**

You’ve reviewed her resume and want to reach out for an interview. What might you do next?

**Welcome**

“Hi, my name’s Michaela and I’m a UX Designer and I’ll be guiding you through this test. Before we start, I would like to walk you through what today’s test will entail.

We are testing parts of a UX designer’s portfolio. The website is being tested, and not you as a participant. You can be as honest as possible because all feedback, positive or negative, will help us to improve our website.

I’ll start by asking some brief questions about your own app usage. After that, you’ll receive 4 short tasks to solve. After finishing the tasks, there will be a few follow-up questions.

Note that I may take some notes throughout. These notes are completely anonymous and won’t be used for other projects.

Do you have any questions? If you do, please let me know at any point during the test. Please speak out loud throughout as you solve each task. Are you ready to start?”

**Personal Questions**

* Tell me a bit about your job and what you do on a daily basis.
* Which digital devices do you use?
* How often do you use [digital devices] to browse the internet?

**Open Questions**

* Tell me a bit about anything you liked or disliked about the home page.
* Tell me a bit about anything you liked or disliked about the about page.
* Were there any confusing parts overall? Tell me about these.
* Do you feel there is anything missing overall?
* Tell me a bit about what would make this portfolio better or easier to navigate.

**Recruitment Criteria**

**Age:** 20 - 65

**Technical Experience:** mid (familiar with technology/internet)

**Device:** owns smartphone and/or computer

**Job:** uses technology in some capacity

**Habits:** uses devices to browse the internet

**Female, 29**

**Profession:**

**Devices:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Scenario 1 | Scenario 2 | Scenario 3 | Scenario 4 |
| Wrong assumptions |  |  |  |  |
| Help needed |  |  |  |  |
| Murmurings of discontent |  |  |  |  |
| How many tries |  |  |  |  |
| How long |  |  |  |  |

**Female, 58**

**Profession:**

**Devices:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Scenario 1 | Scenario 2 | Scenario 3 | Scenario 4 |
| Wrong assumptions |  |  |  |  |
| Help needed |  |  |  |  |
| Murmurings of discontent |  |  |  |  |
| How many tries |  |  |  |  |
| How long |  |  |  |  |

**Male, 27**

**Profession:**

**Devices:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Scenario 1 | Scenario 2 | Scenario 3 | Scenario 4 |
| Wrong assumptions |  |  |  |  |
| Help needed |  |  |  |  |
| Murmurings of discontent |  |  |  |  |
| How many tries |  |  |  |  |
| How long |  |  |  |  |

**Male, 62**

**Profession:**

**Devices:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Scenario 1 | Scenario 2 | Scenario 3 | Scenario 4 |
| Wrong assumptions |  |  |  |  |
| Help needed |  |  |  |  |
| Murmurings of discontent |  |  |  |  |
| How many tries |  |  |  |  |
| How long |  |  |  |  |

**Female, 26**

**Profession:**

**Devices:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Scenario 1 | Scenario 2 | Scenario 3 | Scenario 4 |
| Wrong assumptions |  |  |  |  |
| Help needed |  |  |  |  |
| Murmurings of discontent |  |  |  |  |
| How many tries |  |  |  |  |
| How long |  |  |  |  |

**Future Iterations**