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Assignment 8
Implementation / Test

Q. Describe the methods that you will apply to test design solutions / prototypes for problem that you have selected in earlier assignments.

➔ One of the most critical aspects of the design thinking process is to test the ideas with real users. This move also goes hand-in-hand with step four (prototyping) .Testing is extremely useful because designers cannot gain peoples input without it. And it is only through people's input that solution can really solve the problem they were designed to solve. Designers or evaluators rigorously test the complete solution using the best solutions identified during the prototyping phase. This is the final stage of the 5 stage-model, but in an iterative process, the results generated during the testing phase are often used to redefine one or more solutions and inform the understanding of the users, the conditions of use, how people think, behave, and feel, and to empathise. Even during this phase, alterations and refinements are made in order to rule out problem solutions and derive as deep an understanding of the solution and its users as possible.

User Testing Method 1- Usability Testing

It is an excellent tool for increasing the solution's usability. Usability refers to how easily a person can use a solution to accomplish his or her purpose and how useful the solution is. A solution with a high usability rating makes it simple for the people to achieve his or her objectives.

Method 2 of User Testing: Concept Testing

When you have a big idea, it is important to check and determine whether or not it will be approved by people when it is released into the market. Concept research is used to assess people's awareness of a new solution concept. Concept research aids in the validation and refinement of a solution concept by obtaining direct input.

Concept testing can be done in four different ways.

1. Evaluation of a Single Concept / Monadic
2. Sequential Monadic / Multiple Concept Evaluation.
3. Choosing a Concept / Comparing Two Concepts
4. Selection and Evaluation of Concepts/Comparative Monadic

Method 3 of User Testing: Focus Group

Focus Groups are a Moderated User Testing Method that typically includes 6-9 Participant Participants. Focus Groups encourage you to learn about their attitudes, opinions, and responses to ideas you are testing with them. The aim of the test is to discover what public want from the solution rather than to test its usability.

User Testing Method 4- Tree Testing

Definition by Nielsen Norman Group: *A tree test evaluates a hierarchical category structure, or tree, by having users find the locations in the tree where specific tasks can be completed.*

Once you've created your solution, you can use do testing to see how user-friendly it is. which is a representation of your solution, and You'll can ask user . You'll need to rethink the information design if users are having trouble to use.