



# Concept Testing

MAD9034  
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# UX Design Process

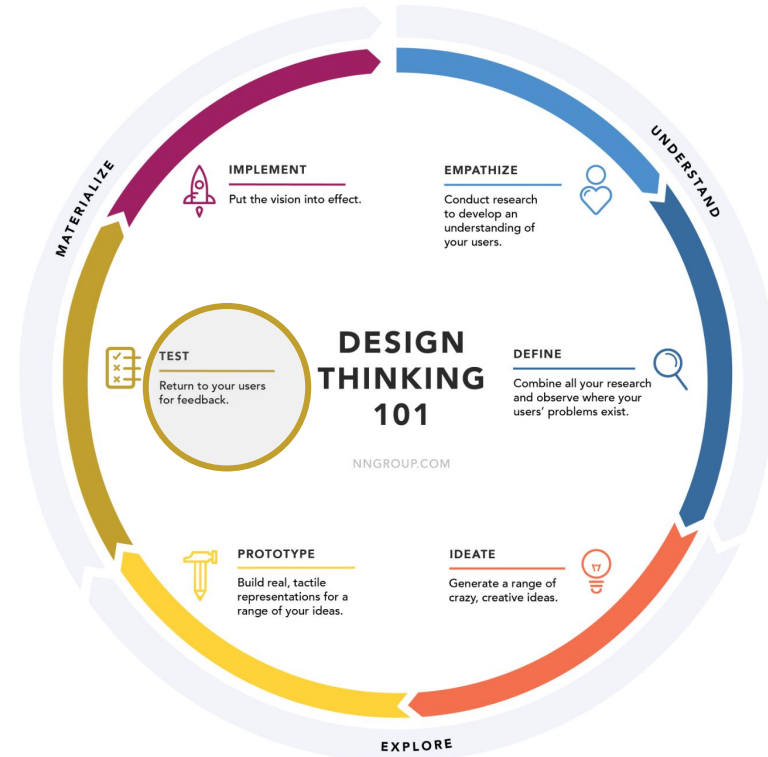
## Usability testing

- Empathize
- Define
- Design/Ideate
- Prototype
- Test

Experience and explore possible solutions

- Ideation
- Design concept testing
- Prototype usability testing

- Implement + Measure



# Usability Testing

## Definition and Goals

**Usability testing** or **user testing** refers to evaluating a prototype, product or service by testing it with representative users.

### Goals

- Identify problems in the design
- Discover opportunities for improvement
- Learn about users

[Usability Testing \(User Testing\)](#)



# Usability Testing

What might we do usability testing?

	Know the user	Content	Design	Test & Refine
Usability Testing	●	●	●	●

Usability testing reveals information about:

- Ability to complete a task
- Time to complete a task
- User satisfaction using the product
- Opportunities for improvement/alternate paths to complete a task
- Performance

**Prototyping and Usability Testing** give product teams the confidence to try new ideas, because they will be validated before too much time or money is invested.

# Usability Testing

## Elements of Usability Testing

- What to test (tasks, flow)
- Level of fidelity required for the prototype
- Participants who are representative of the target market
- Appoint facilitator and note taker

[Usability Testing 101](#)

## Core Elements of Usability Testing



### Facilitator

Guides the participant through the test process



### Tasks

Realistic activities that the participant might actually perform in real life



### Participant

Realistic user of the product or service being studied

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[Image source](#)

# Usability Testing

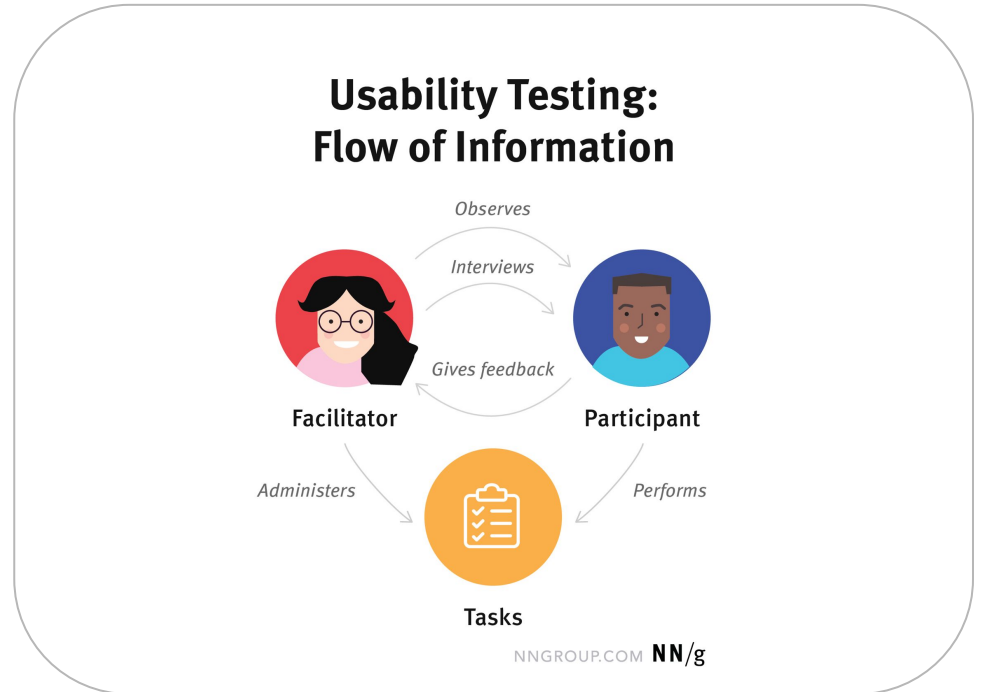
## Execution

### Participant

- Has access to the prototype
- Completes one task at a time
- Thinks out loud

### Facilitator

- Fly-on-the-wall
- Ask questions to clarify user actions
- Record quantitative and qualitative measures



[Image source](#)

# Usability Testing

## Measure and Analysis

### Quantitative data

Success rate

Error rate

Time to complete a task

Satisfaction

### Qualitative data

Path taken by the participant

Problems encountered

Comments and recommendations

Answers to open-ended question

#### Good problem statement

Clicked "Food diary" instead of "Add new food"

#### Poor problem statement

Clicked the wrong link



# Usability Testing

## Reporting

- Both positive and negative findings.
- Record and report direct user quotes when possible. (persona)
- Quantitative data (task completion rate, success rate, satisfaction rate)
- Level of severity for each problem (critical, serious, minor)
- Recommendation for each problem or group of problems
- Next steps

[Reporting Usability Test Results](#)

# User Testing

Apple Watch fitness application  
Usability (User) Testing

# Fitness Application Design

## Work breakdown

Week 2.1	Form groups. Prepare to learn about your user, context of usage and the problems to solve. Conduct user interviews to "know your user."
Week 2.2	Map out the problem and select a place to focus.
Week 3.1	Sketch ideas and choose the one to proceed with.
Week 3.2 (today)	Create a prototype
<b>Week 4.1</b>	Test the prototype with real people

[The Design Sprint](#)



# Today, in class

## Usability testing prep (10 mins)

- 2-3 tasks to test
- Prototype ready and working
- Facilitator and note taker appointed



[Image source](#)

# Today, in class

## Usability Testing Execution

### Participant

- Has access to the prototype
- Completes one task at a time
- Thinks out loud

### Facilitator

- Fly-on-the-wall
- Ask questions to clarify user actions
- Record quantitative and qualitative measures

## Usability Testing: Flow of Information



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[Image source](#)

# Exercise 5 and 6

Usability Testing & Final Presentation

[Details on the course website: Exercise 5](#)

[Details on the course website: Exercise 6](#)

# Coming up

## Testing



### Mandatory

1. Have the presentation ready to share in class
2. Exercises 5 and 6 submission