

Usability Testing

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Spielerman, Erik	
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Vinh, Tho	
Zeldman, Jeffery	

SATURDAY 11AM

VDES10918

The how-to companion to the bestselling *Don't Make Me Think!*
A Common Sense Approach to Web Usability

Steve Krug

ROCKET SURGERY MADE EASY



The Do-It-Yourself Guide to Finding
and Fixing Usability Problems

UX Expert: Why are you waving the keyboard around over your head?

Participant: To keep the elephants away!

UX Expert: Does it work?

Participant: You don't see any elephants do you?

Usability testing

“Watching people try to use what you’re creating / designing / building (or something you’ve already created / designed / built), with the intention of (a) making it easier for people to use or (b) proving that it is easy to use.”

—Steve Krug



Quantitative VS Qualitative

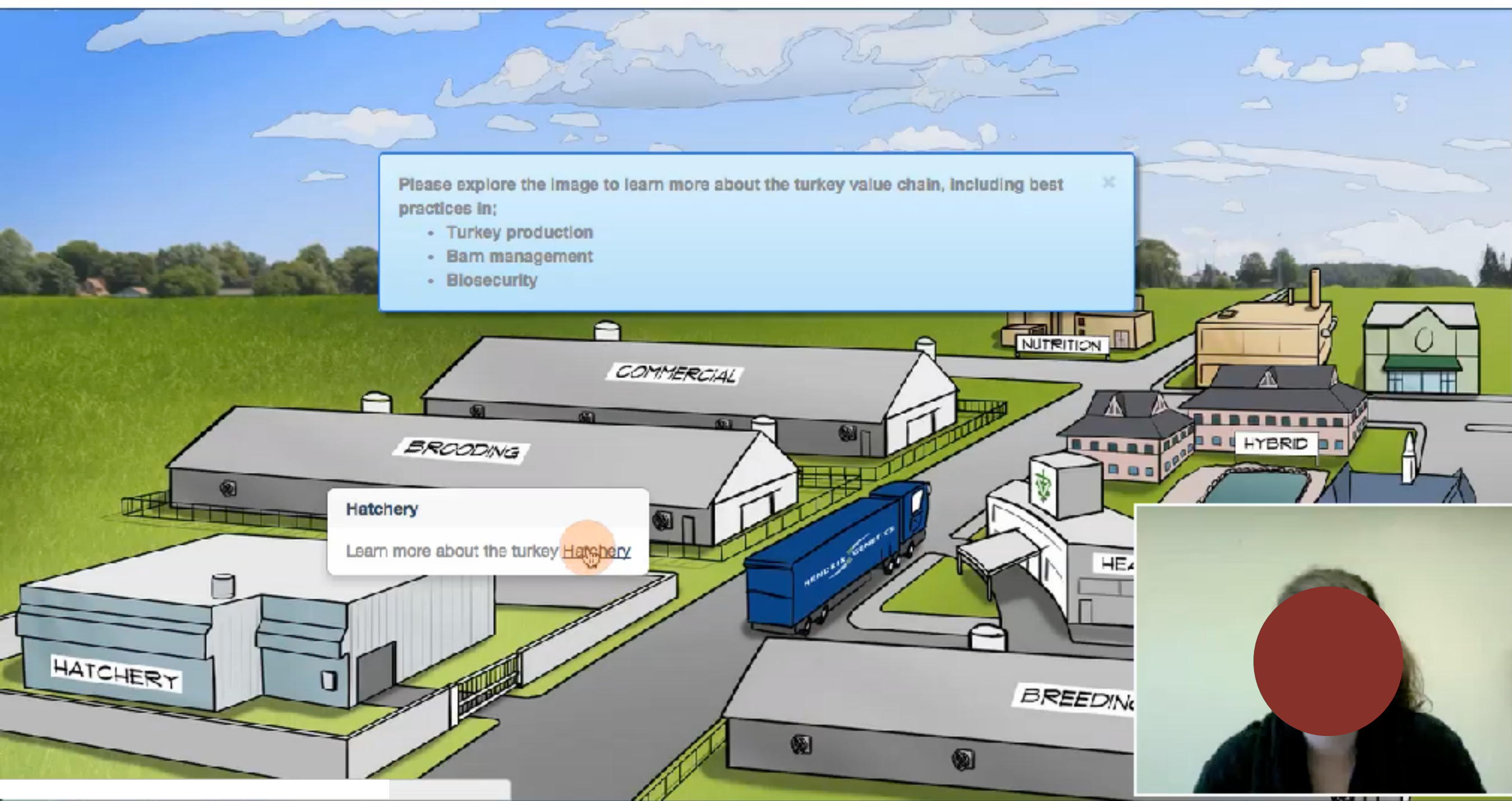
- ❖ Quantitative:
- ❖ Proving Something
 - Is this latest version better than the previous one?
 - Is our site as easy to use as our competitors?
- ❖ Measuring success rate of tasks, time it takes to complete, etc.
- ❖ Rigorous, like a science experiment, or results won't be trustworthy

DIY usability testing

- ❖ Qualitative:
- ❖ Purpose not to *prove* anything **BUT** to get insights that enable you to *improve* what you are building (informal and unscientific)
- ❖ fewer user tests required

How to DIY usability test

- ❖ Tester sits in room with participant, asks them to do some **tasks** and **think out loud** while they do it.
- ❖ Results **observed** by the team working on the project. **Recorded** with screen recording software.
- ❖ When finished, observers have a **debrief**, compare notes and decide what should be **fixed**.
- ❖ Easy!



Car Sharing, an alternative to car rental and car ownership - Zipcar - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.zipcar.com/

Google FlashCatch

zipcar wheels when you want them

sign in

for everybody for business for universities

Where can I drive? join! is zipcar for me? how it works find cars rates & plans

welcome to
the freedom of zipcar.
cars by the hour or day,
just around the corner.
(gas and insurance included).

zipcar in the news

Video: Zipcar's iPhone app
USA Today | Sep 30, 2009

Zipcar - The best new idea in business
Fortune | Aug 27, 2009

More News

zipcar gifts come in small
medium &
large

get yours

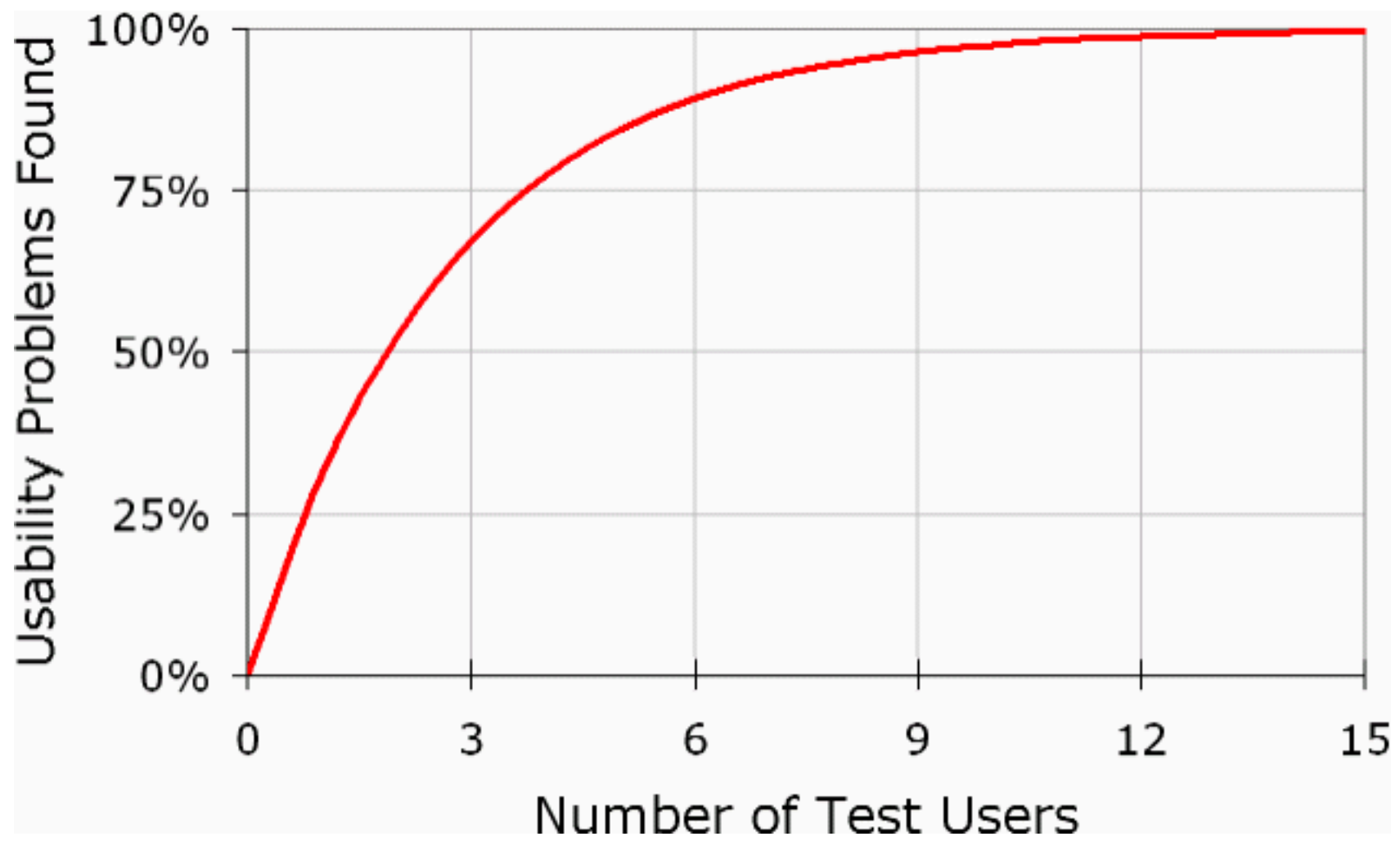
Steve Krug
ROCKET
SURGERY
MADE
EASY

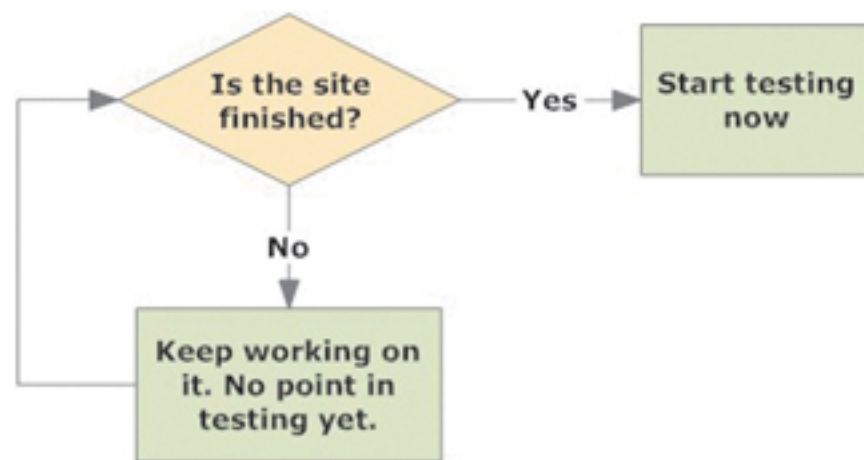
touch
and go

4 learn about the
simple steps
to zipcar freedom

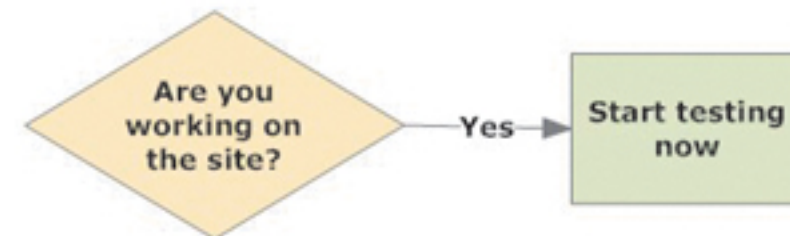
1. join 2. reserve 3. unlock 4. drive







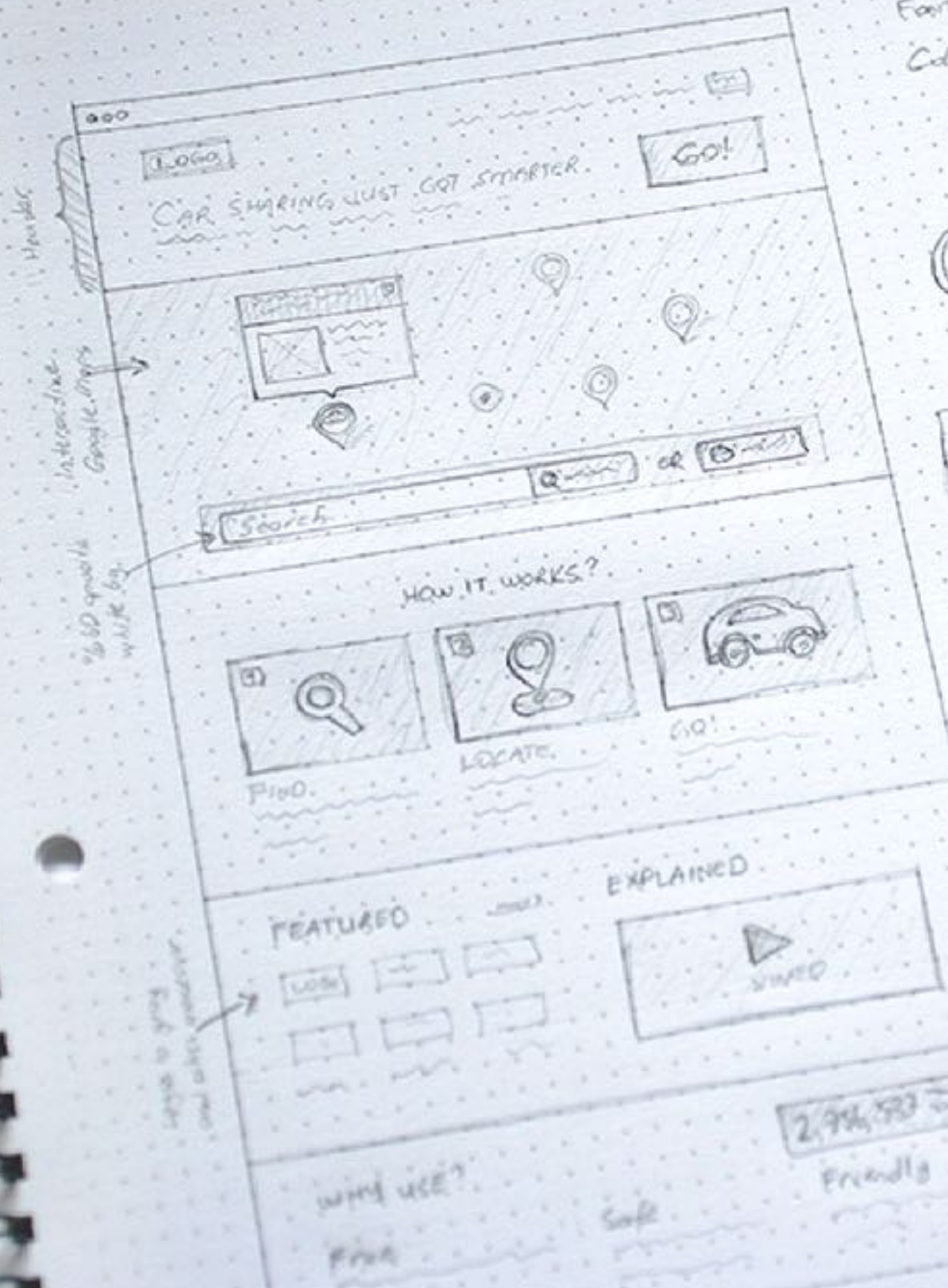
Incorrect thinking



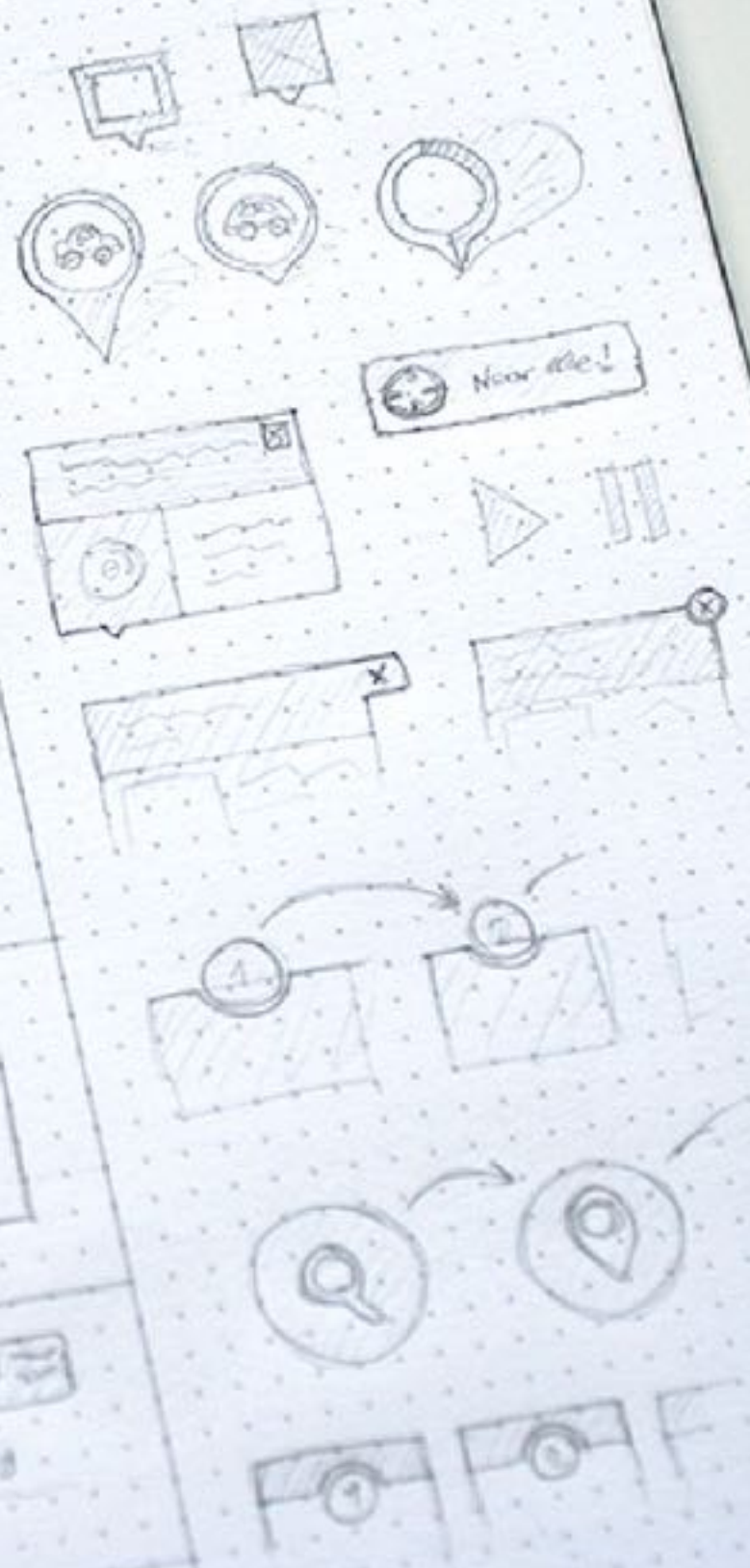
Correct thinking

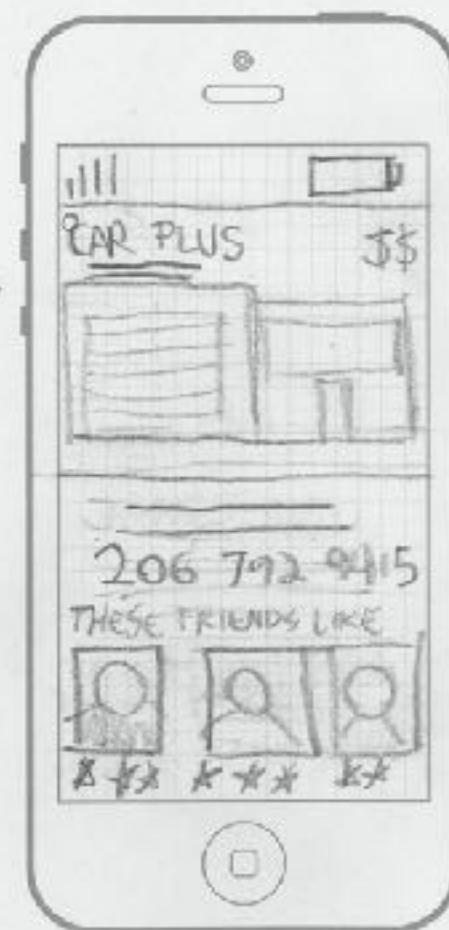
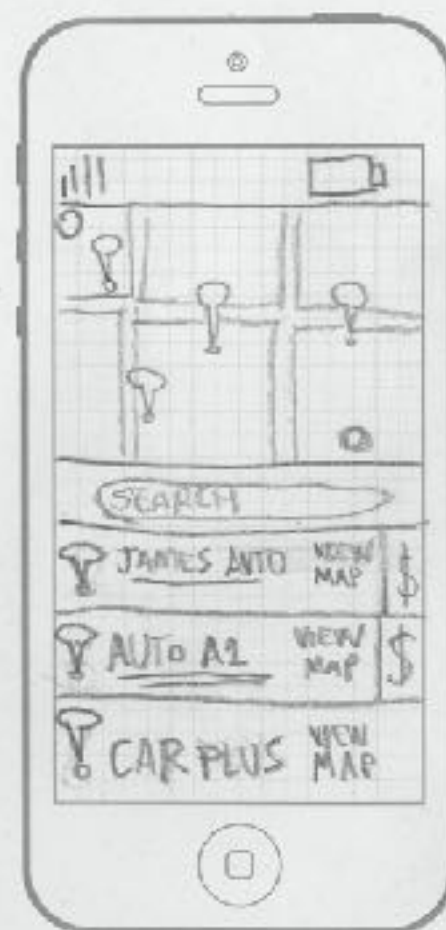
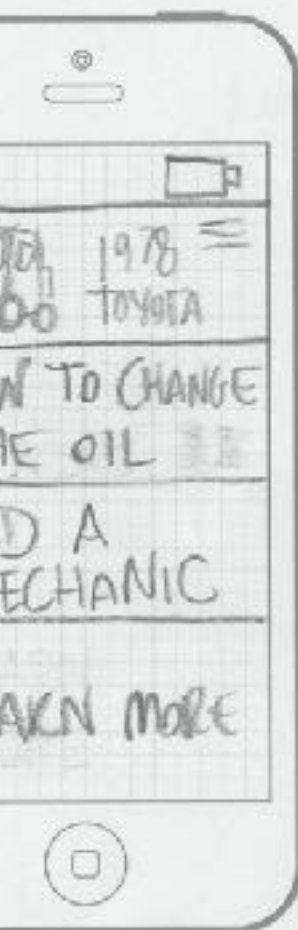
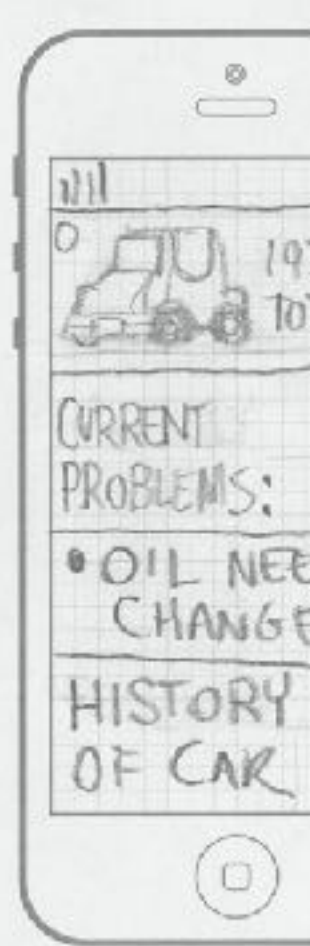
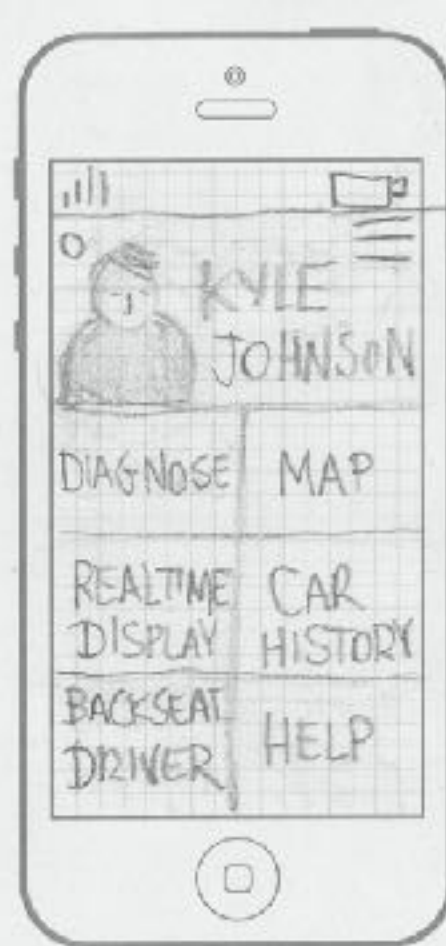
NO

EXCUSES



Font → Open Sans (Google Font)
 Colors → Orange, Blue, Green







TESTIMONIAL

_____ read all >>

[Submit Testimonial](#)

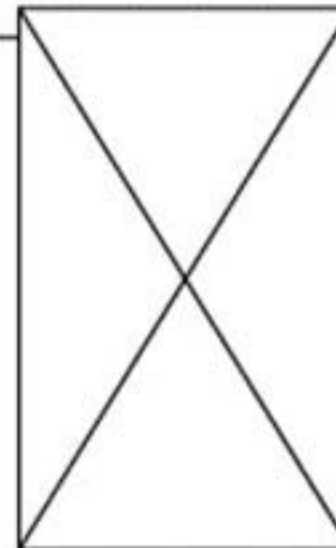
THIS WEEK'S MOST POPULAR CARD

[View All Cards](#)

SECURITY GUARANTEE

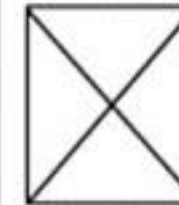


FLOOZ CHARACTER AND VALUE PROPOSITION



FLOOZ STORY

STORE PROMOTION



[See All Stores](#)

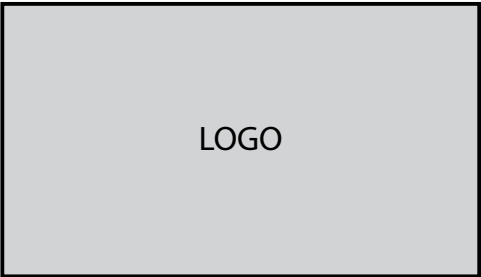
OCCASION PROMOTION



[See All Occasions](#)

\$5,000 Shopping Spree!
Just for signing up.

Use Our Reminder Service
For All YOUR Occasions!
go >>



Contact Us 1-613-766-3231

- Tennis
- Squash
- Badminton
- Racquetball
- Volleyball
- Table Tennis
- Stringing

Special: Item Name One

List Price ~~\$888.88~~
Price: \$888.88
You Save: \$88.88

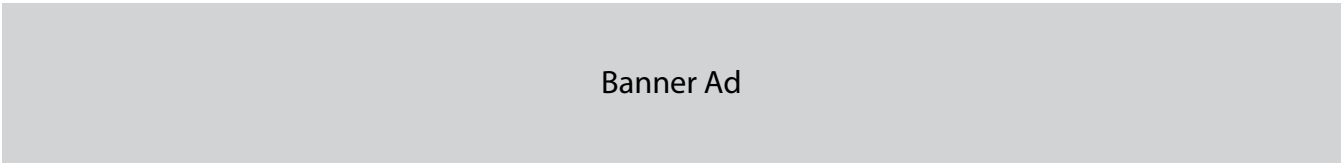
Add to Cart

Special: Item Name Two

List Price ~~\$888.88~~
Price: \$888.88
You Save: \$88.88

Add to Cart

View All Specials >>



New to the Store

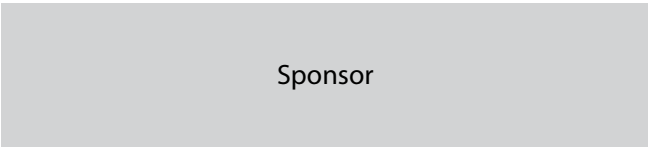
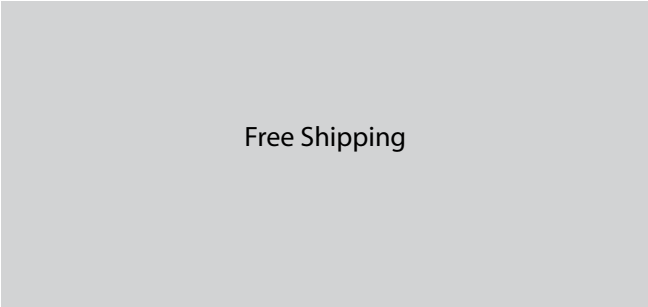
Top Sellers

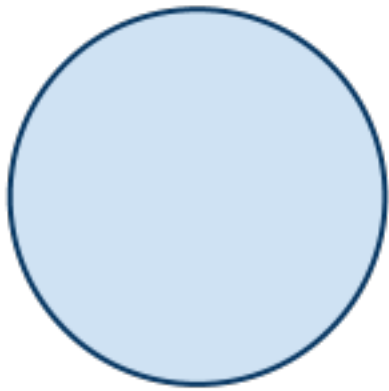
Top Rated

Product Name
\$888.88

Product Name
\$888.88

Product Name
\$888.88





WYVERN
SCIENTIFIC

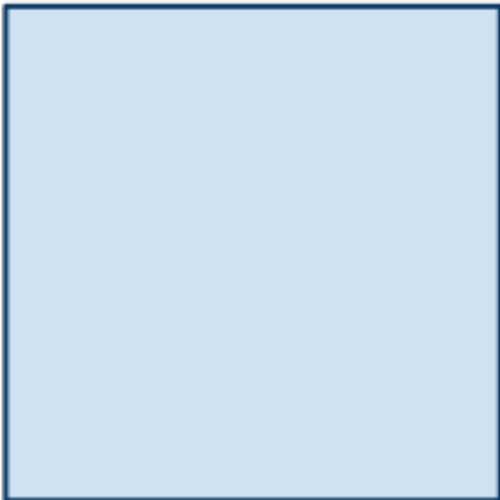
Search to save money!



Enter a SKU, Competitor
Catalogue #, or Search Word

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Product Title

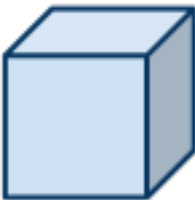


Enlarge image

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sit amet ultricies libero. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec ut lorem at nunc tempus pretium venenatis et leo. Ut risus libero, luctus in sollicitudin vel, rutrum porttitor felis. Aenean ullamcorper rutrum nunc, sit amet consectetur arcu tincidunt vitae. Suspendisse sit amet tincidunt augue. Vestibulum et arcu leo.



Print
Datasheet



Request
More Information

Specifications

Catalogue Number: WYVERN001

Qty/Pkg: 12 pc

Qty:

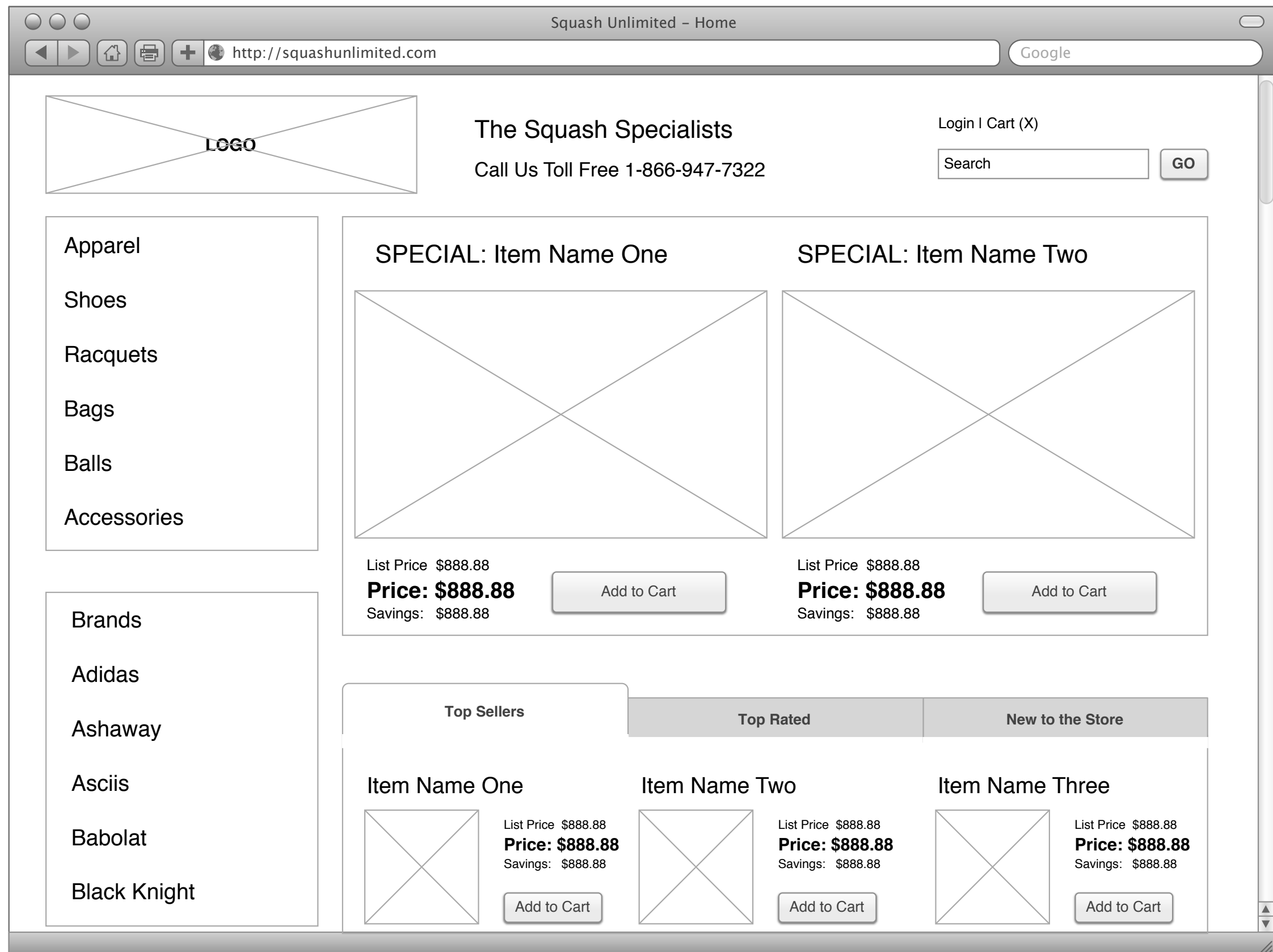
\$68.99

Comparable Prices:

Millipore AF54T \$99.99
Perking Elmer PE531 \$104.67

ADD TO CART

Call for bulk pricing



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The Squash Specialists

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GO

Apparel

Shoes

Racquets

Bags

Balls

Accessories

Product Name

Product #

Brands

Adidas

Ashaway

Asciis

Babolat

Black Knight

Description

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. Quisque sit amet est et sapien ullamcorper pharetra. Vestibulum erat wisi, condimentum sed, commodo vitae, ornare sit amet, wisi. Aenean fermentum, elit eget tincidunt condimentum, eros ipsum rutrum orci, sagittis tempus lacus enim ac dui.

Specifications

Specification	Heading
Head Size	500 sq. cm. / 77.5 sq in.
Strung Weight	170 +/- 3 grams
Balance	6 pts Head Heavy / 36.5 cm
Swing Weight	203 (stable)
Stiffness	40 (stiff)

Reviews

Size

Colour

In Stock

List Price ~~\$888.88~~

Price: \$888.88

Savings: 88%

1

Quantity

Add to Cart

LOGO

Login | Cart (X)

Search

GO

Contact Us 1-613-766-3231

TennisSquashBadmintonRacquetballVolleyballTable TennisStringing

Special: Item Name One

List Price ~~\$888.88~~
Price: \$888.88
You Save: \$88.88

Add to Cart

Special: Item Name Two

List Price ~~\$888.88~~
Price: \$888.88
You Save: \$88.88

Add to Cart

View All Specials >>

Banner Ad

New to the Store

Top Sellers

Top Rated

Product Name
\$888.88

Product Name
\$888.88

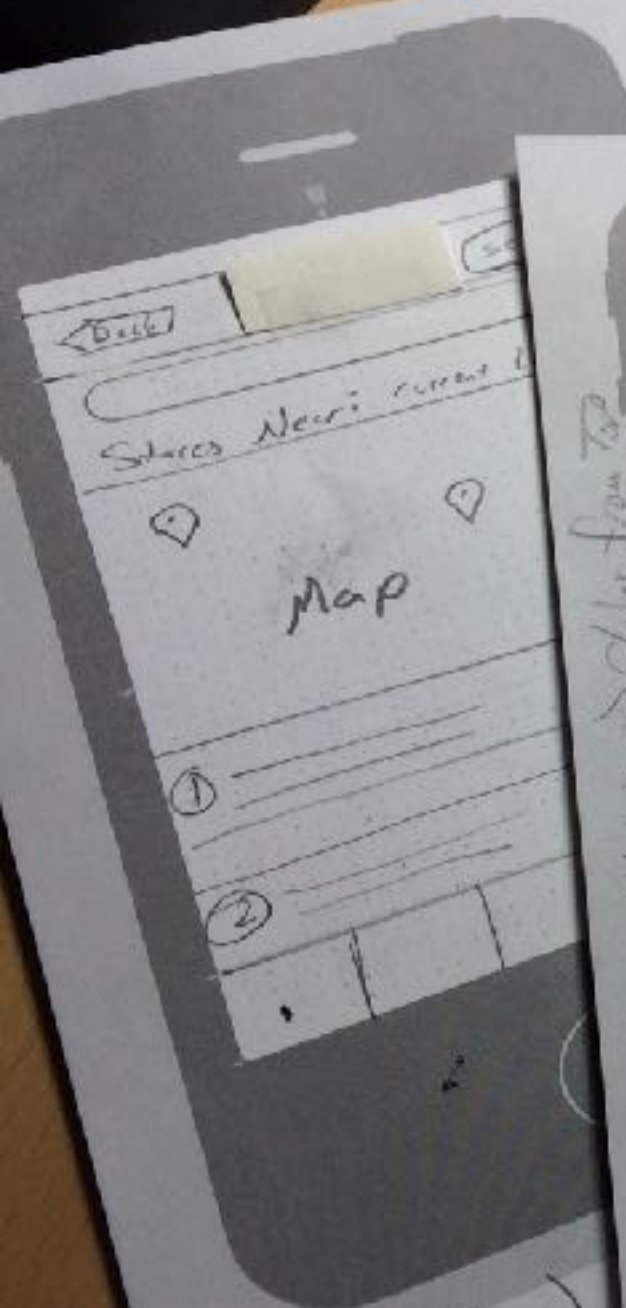
Product Name
\$888.88

100% Canadian

Free Shipping

Racquet Stringing

Sponsor



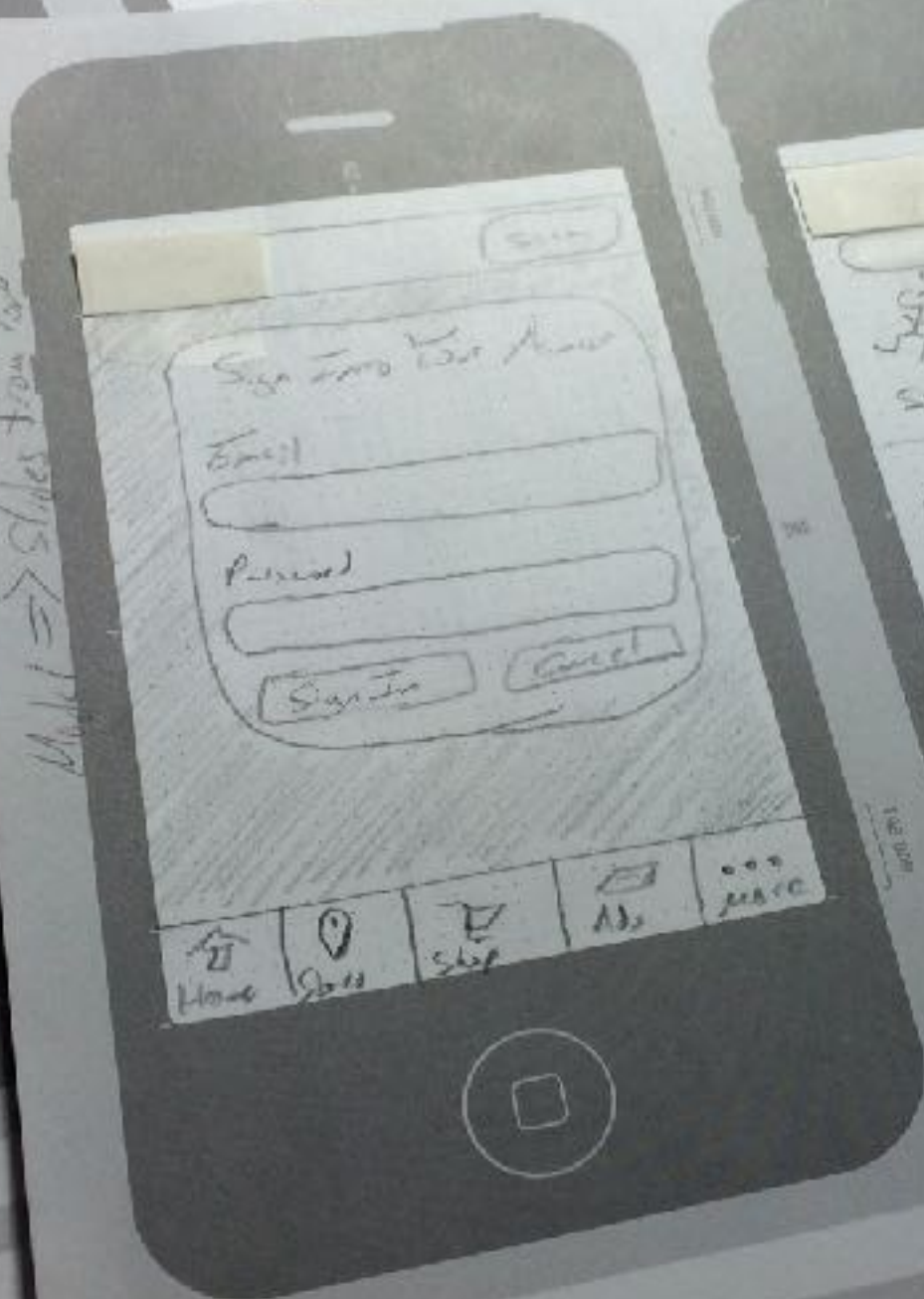
Store (List)

SCREEN

PROJECT

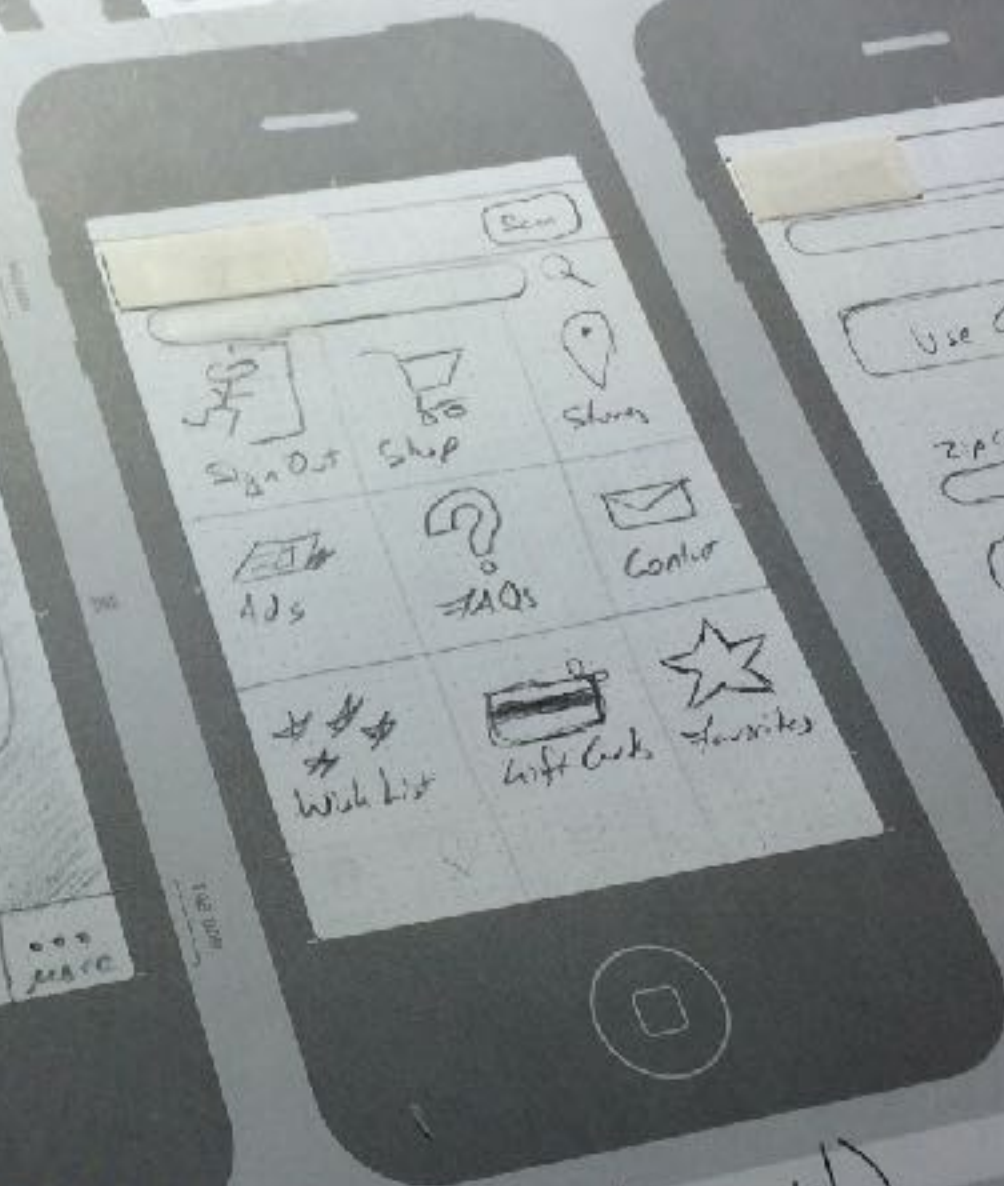
NOTES

Model => Slides from Top



Sign In

SCREEN

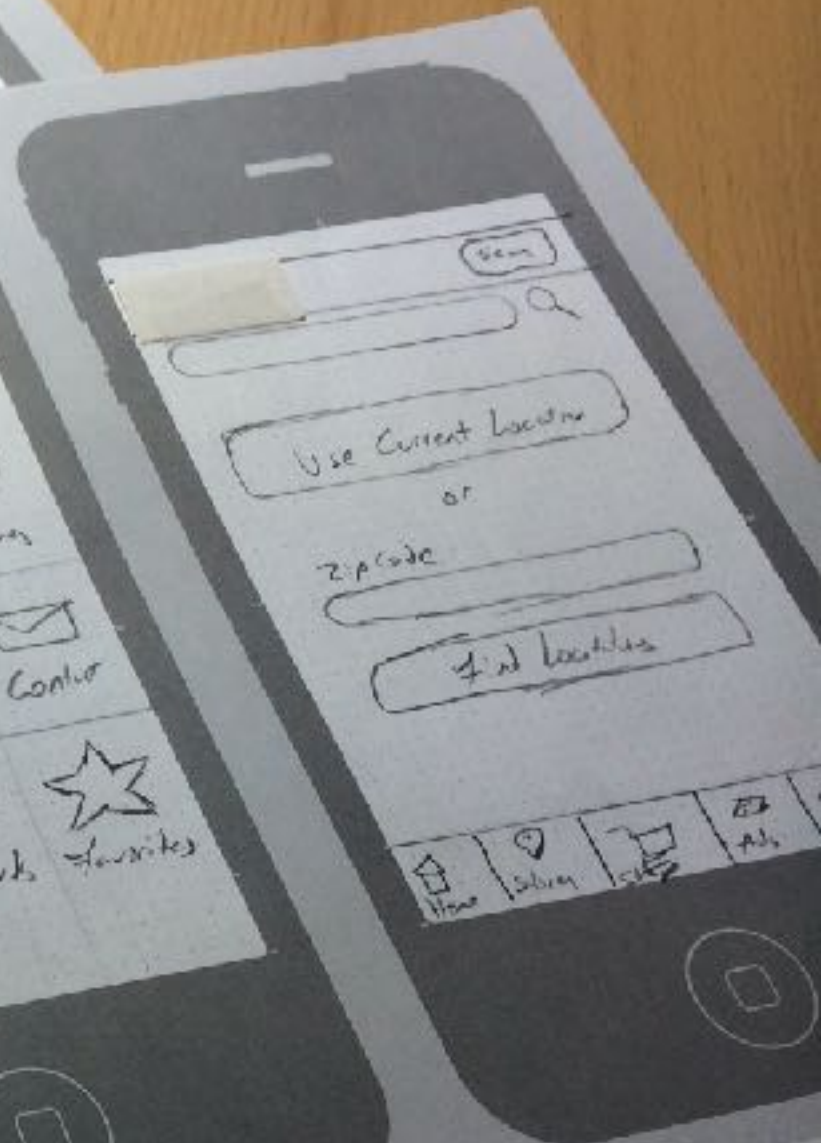


Home (Authenticated)

SCREEN

Missing layout

NOTES



Stores (Search)

SCREEN

NOTES

SCALE = 1440H ACTUAL SIZE WITH 16 PIXEL GRID | SCREEN SIZE

Conducting a Test