

Usability Testing

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

A cartoon illustration featuring two stylized figures. On the left, a figure sits with a thought bubble above them containing the text "ROCKET SURGERY?". On the right, another figure sits with a thought bubble above them containing the text "SO, WHAT ARE YOU THINKING?".

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!

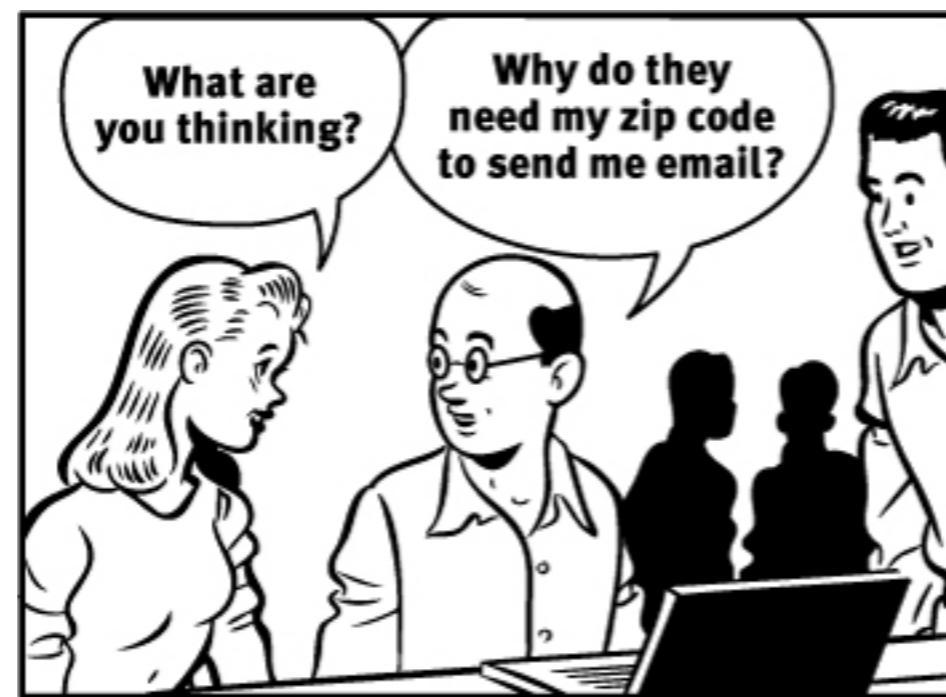
UX Expert: Does it work?

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!

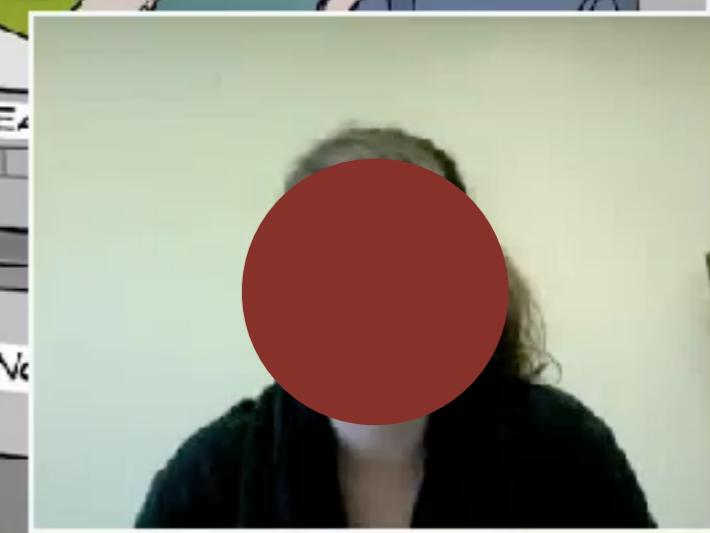
Please explore the image to learn more about the turkey value chain, including best practices in:

- Turkey production
- Barn management
- Biosecurity

Hatchery

Learn more about the turkey [Hatchery](#)

X



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

sign in

zipcar. wheels when you want them

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).

4 learn about the
simple steps ▶ to zipcar freedom

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

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

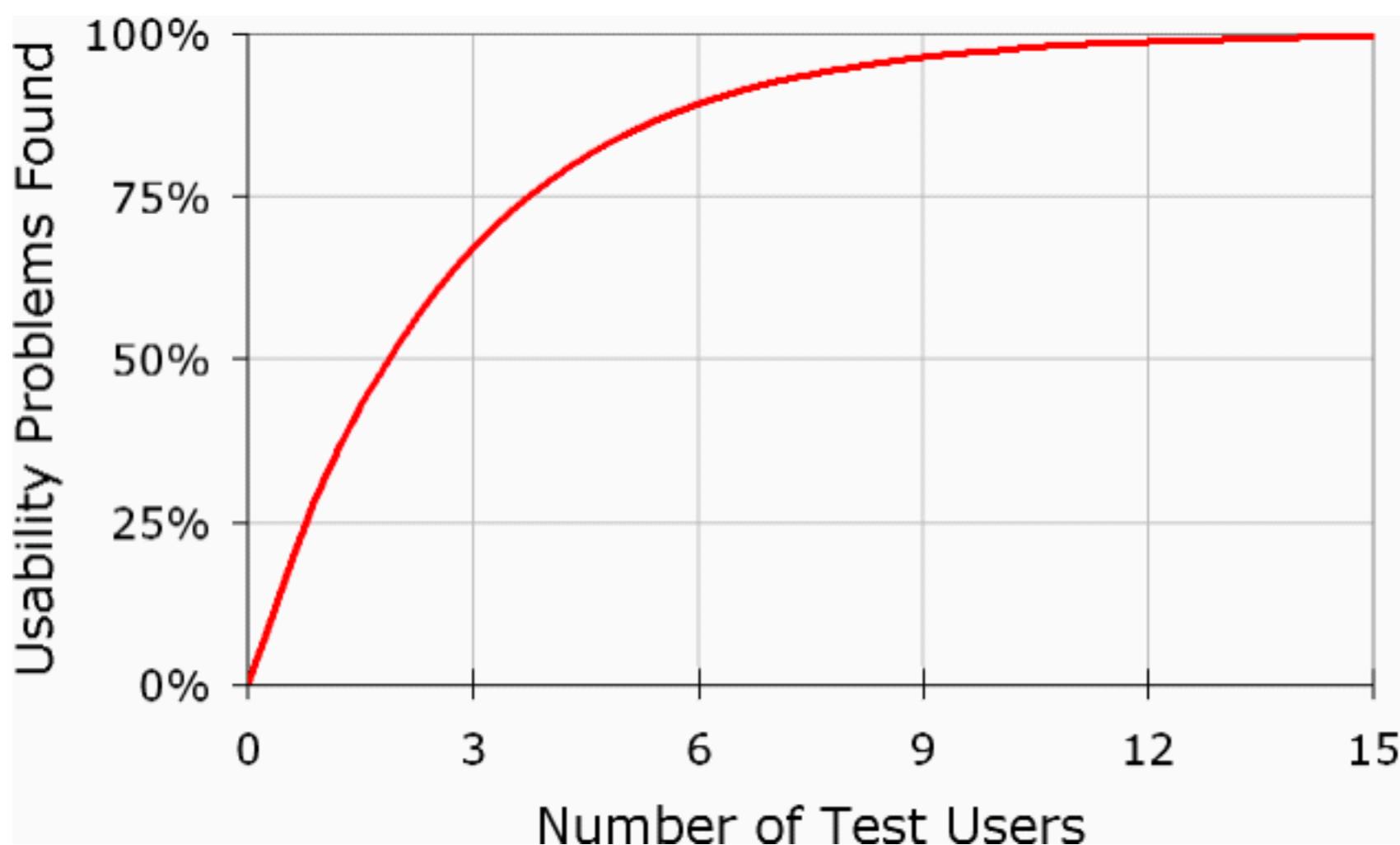
More News ▶

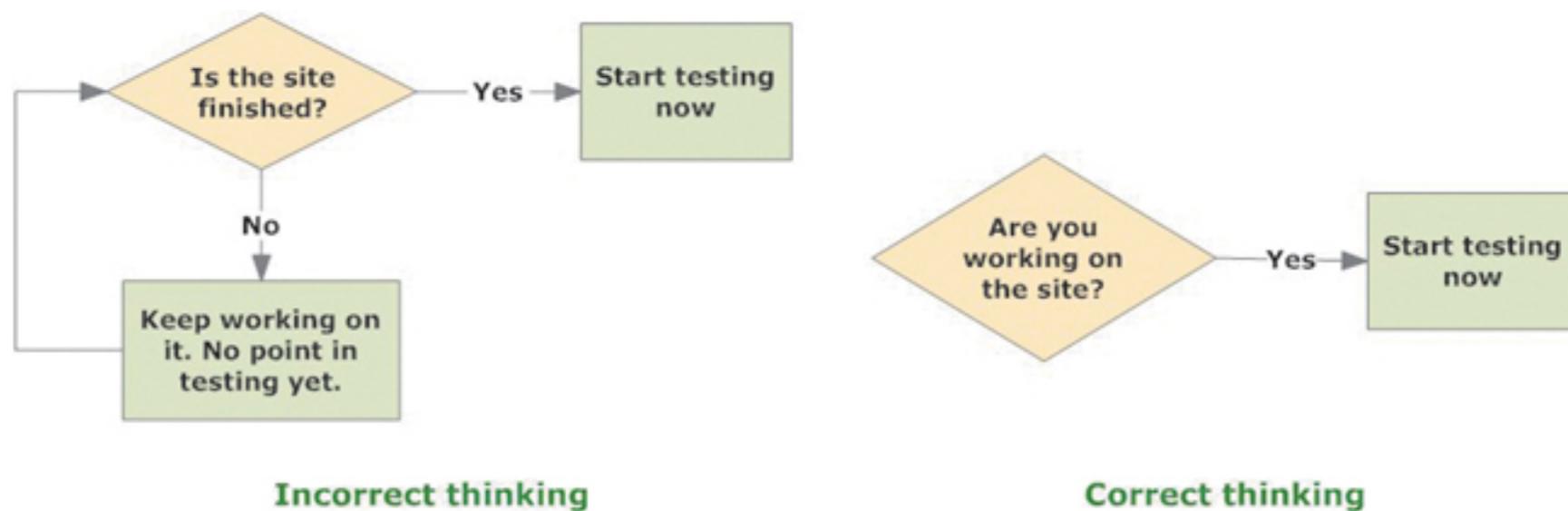
zipcar gifts come in small
medium & large
get yours ▶

Steve Krug
ROCKET SURGERY MADE EASY
The UX Designer's Guide to Finding and Fixing Usability Problems

touch and go

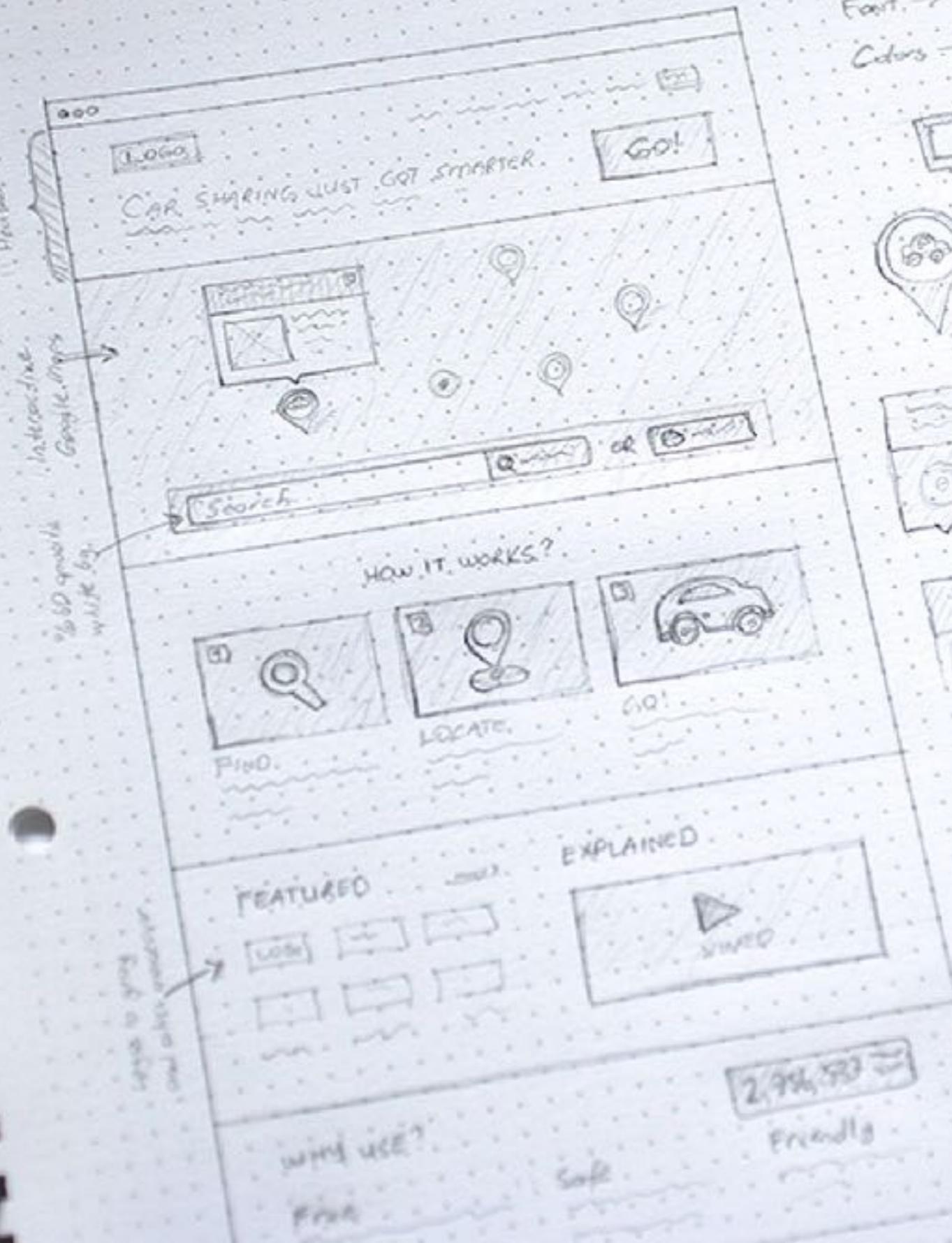




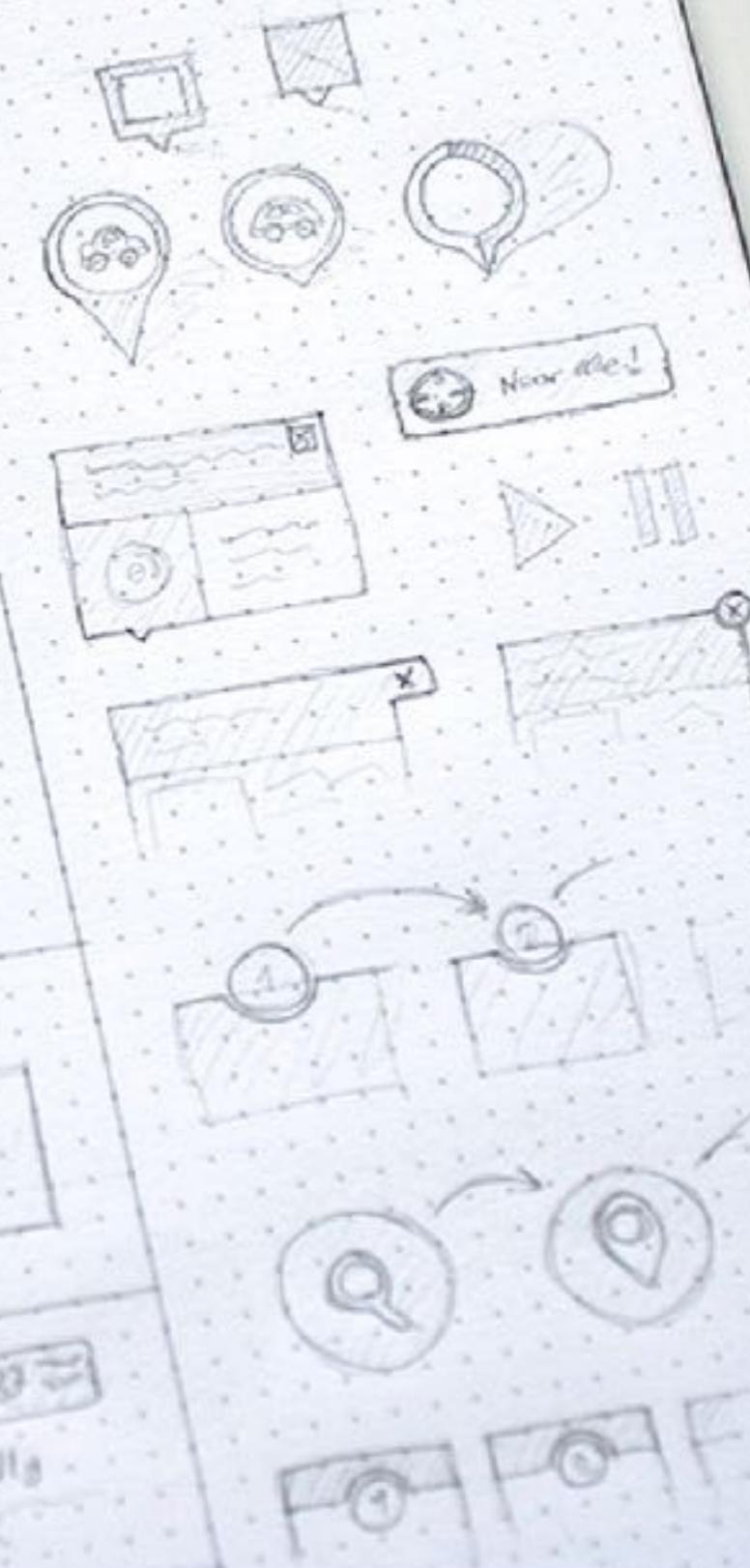


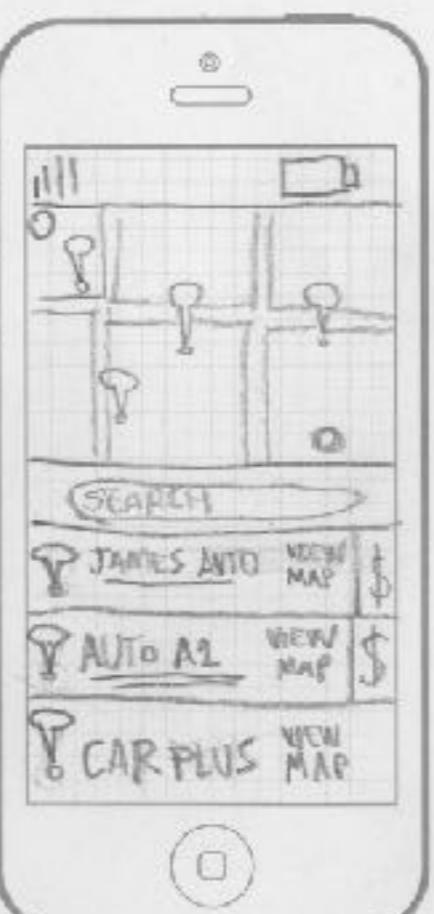
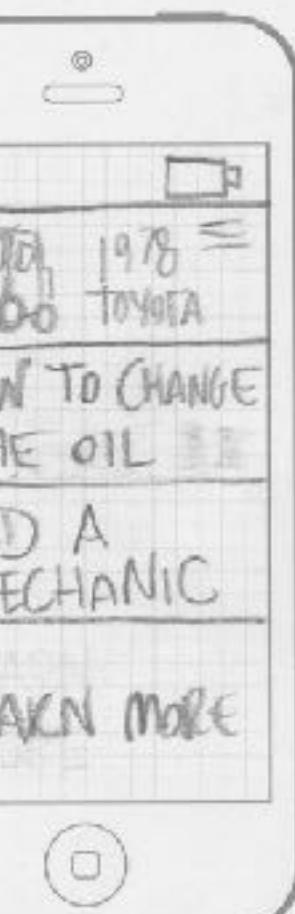
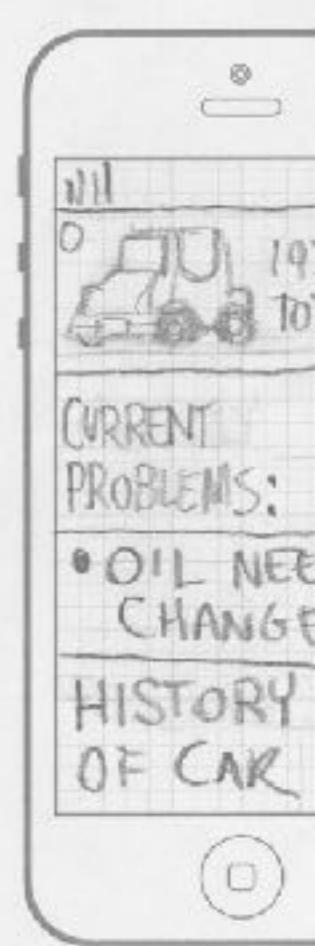
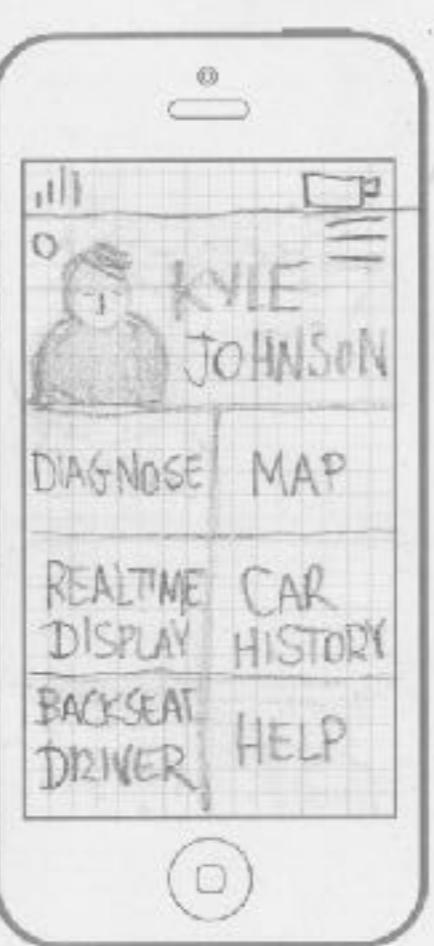
NO

EXCUSES



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







floo^z

FEEDBACK

ABOUT

HELP

HOME

SEND

SPEND

ACCOUNT

- What is Flooz? • Testimonials • Specials •

TESTIMONIAL

[read all >>](#)

[Submit Testimonial](#)

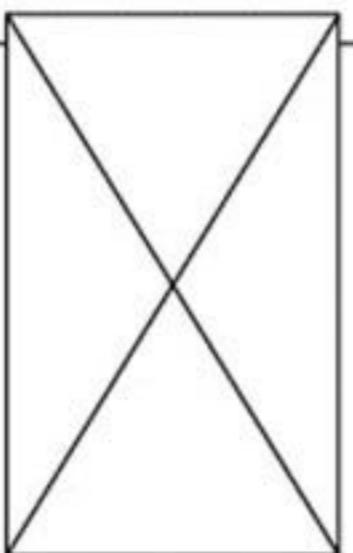
THIS WEEK'S
MOST POPULAR
CARD

[View All Cards](#)

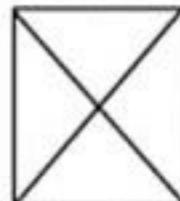
SECURITY GUARANTEE



FLOOZ CHARACTER AND VALUE PROPOSITION

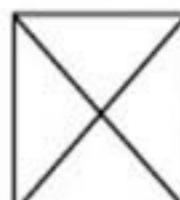


STORE PROMOTION



[See All Stores](#)

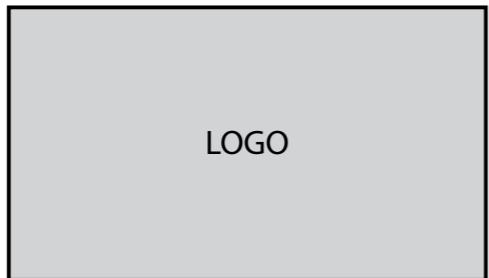
OCCASION PROMOTION



[See All Occasions](#)

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

**Use Our Reminder Service
For All YOUR Occasions!**



Login | Cart (X)

Search

GO

Contact Us 1-613-766-3231

Tennis

Squash

Badminton

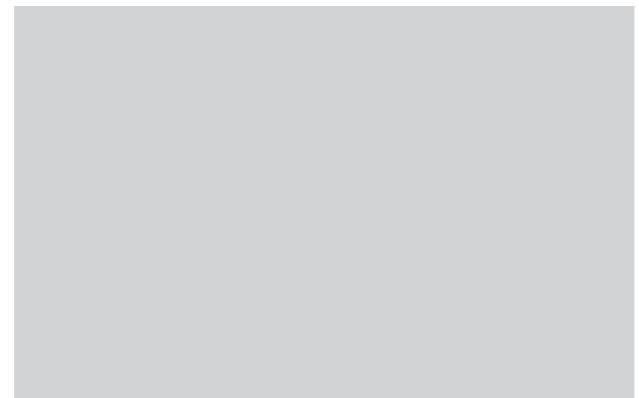
Racquetball

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 >>](#)

Banner Ad

New to the Store

Top Sellers

Top Rated



Product Name
\$888.88



Product Name
\$888.88



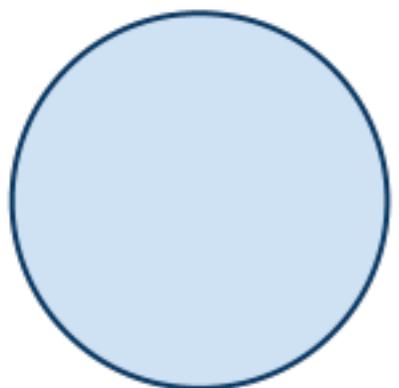
Product Name
\$888.88

100% Canadian

Free Shipping

Raquet Stringing

Sponsor



**WYVERN
SCIENTIFIC**

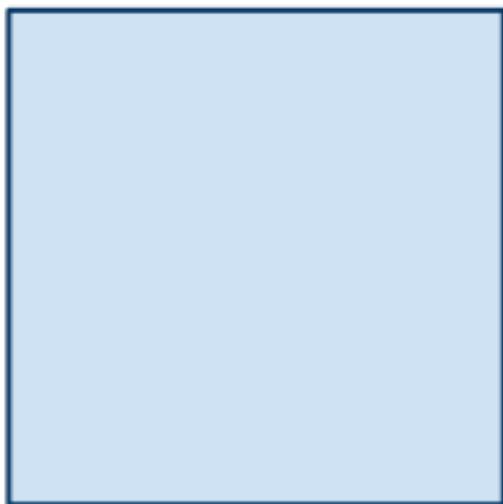
Search to save money!



Enter a SKU, Competitor Catalogue #, or Search Word

[Water Purification](#) | [Lab Filtration](#) | [Clinical & AFS Replacement Cartridges](#) | [Extraction thimbles](#) | [Glass Microfibre Products](#) | [Syringe filters](#) | [About Wyvern](#) | [Contact](#)

Product Title

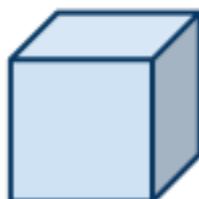


[Enlarge image](#)

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](#)

Squash Unlimited - Home

http://squashunlimited.com Google

LOGO

The Squash Specialists

Call Us Toll Free 1-866-947-7322

Login | Cart (X)

Search GO

Apparel

Shoes

Racquets

Bags

Balls

Accessories

SPECIAL: Item Name One

SPECIAL: Item Name Two

List Price \$888.88

Price: \$888.88

Savings: \$888.88

Add to Cart

List Price \$888.88

Price: \$888.88

Savings: \$888.88

Add to Cart

Brands

Adidas

Ashaway

Asciis

Babolat

Black Knight

Top Sellers

Top Rated

New to the Store

Item Name One

Item Name Two

Item Name Three

List Price \$888.88

Price: \$888.88

Savings: \$888.88

Add to Cart

List Price \$888.88

Price: \$888.88

Savings: \$888.88

Add to Cart

List Price \$888.88

Price: \$888.88

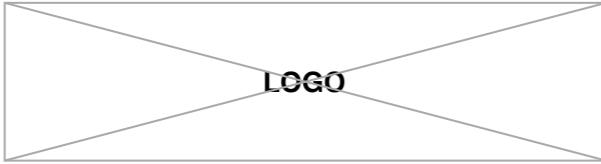
Savings: \$888.88

Add to Cart

Squash Unlimited -- Product Name

http://squashunlimited.com/products/product_name

Google

 LOGO

The Squash Specialists

Call Us Toll Free 1-866-947-7322

Login | Cart (X)

Search GO

Apparel

Shoes

Racquets

Bags

Balls

Accessories

Brands

Adidas

Ashaway

Asciis

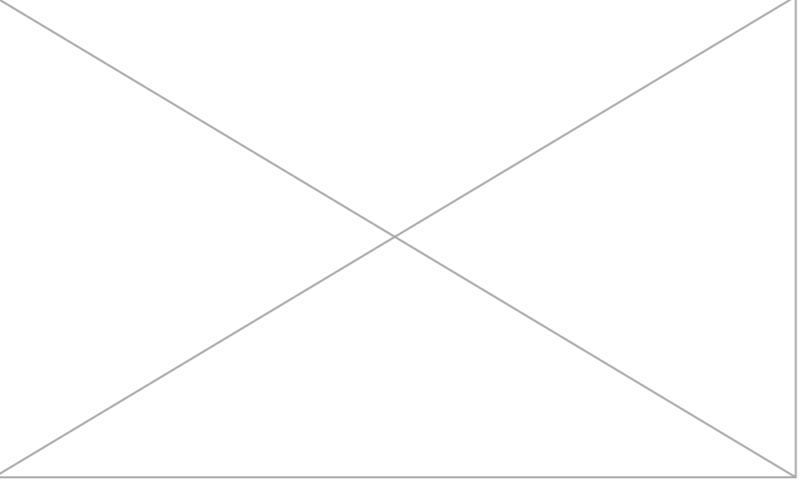
Babolat

Black Knight

Product Name

Product #

★★★★★





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



Lorem

Ipsum

Dolor

Sit Amets

Home > Products > Product X

GOPRO DUAL BATTERY CHARGER



\$888.88

Quantity

Availability 1 in stock

Description

Specifications

Reviews

Use the GoPro Dual Battery Charger to quickly, easily and simultaneously charge two GoPro Li-ion batteries simultaneously. It features USB compatibility and can be powered with most standard USB chargers, the GoPro Wall or Auto.

More Information

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt



Login | Cart (X)

Search

GO

Contact Us 1-613-766-3231

Tennis Squash Badminton Racquetball Volleyball Table Tennis Stringing

Special: Item Name One

Special: Item Name Two

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

Add to Cart

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

