

ENTR 390.012

Digital Product Design

LECTURE 7: Research - Did it Work?

October 31, 2016

Housekeeping

1. Assignment
2. Jam Session
3. Invision

56-73-13-19

Invision Code. Signup @
invisionapp.com/education-signup

Pablo

Attendance

The background is a solid blue color with a subtle geometric pattern. It features several overlapping circles and squares of varying sizes, some of which are lighter blue than the background, creating a layered effect. The word "Sketch" is centered in the middle of the image.

Sketch

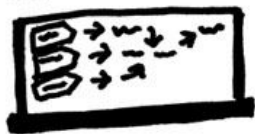
Lecture

Course Outline

Date	Lecture	Assignment?
9/12/16	Intro I - <i>Welcome</i>	No
9/19/16	Intro II - <i>Design with a capital "D"</i>	Yes
9/26/16	Research I - <i>Discovery (User Research)</i>	Yes
10/3/16	Structure I - <i>Information Architecture</i>	Yes
10/10/16	Structure II - <i>Sketching and Wireframing</i>	Yes
10/17/16	FALL BREAK - NO CLASS	
10/24/16	Structure III - <i>Interactive Prototyping</i>	Yes
10/31/16	Visual Design I - <i>Color, Spacing, etc</i>	Yes
11/7/16	Visual Design II - <i>Typography & Writing</i>	Yes
11/14/16	Visual Design III - <i>Animation (Motion Graphics)</i>	No
11/21/16	Research II - <i>Did it work?</i>	Yes
11/28/16	Organization I - <i>Design Systems</i>	No
12/5/16	Organization II - <i>Design at a startup</i>	Optional portfolio review
12/12/16	(Empty Lecture Slot)	No

MONDAY

• **Map**



TUESDAY

• **Sketch**



WEDNESDAY

• **Decide**



THURSDAY

• **Proto-
type**



FRIDAY

• **Test**





1. What's the problem?
2. Make a thing.
3. Did it work?







Usability Testing



“We don’t have time!”

Anatomy of a Simple Usability Test

Recruiting

FREE
COFFEE



“We're testing the app--not you”

“You’re not going to hurt our feelings”

“Think out loud”

“I’m going to record the screen”

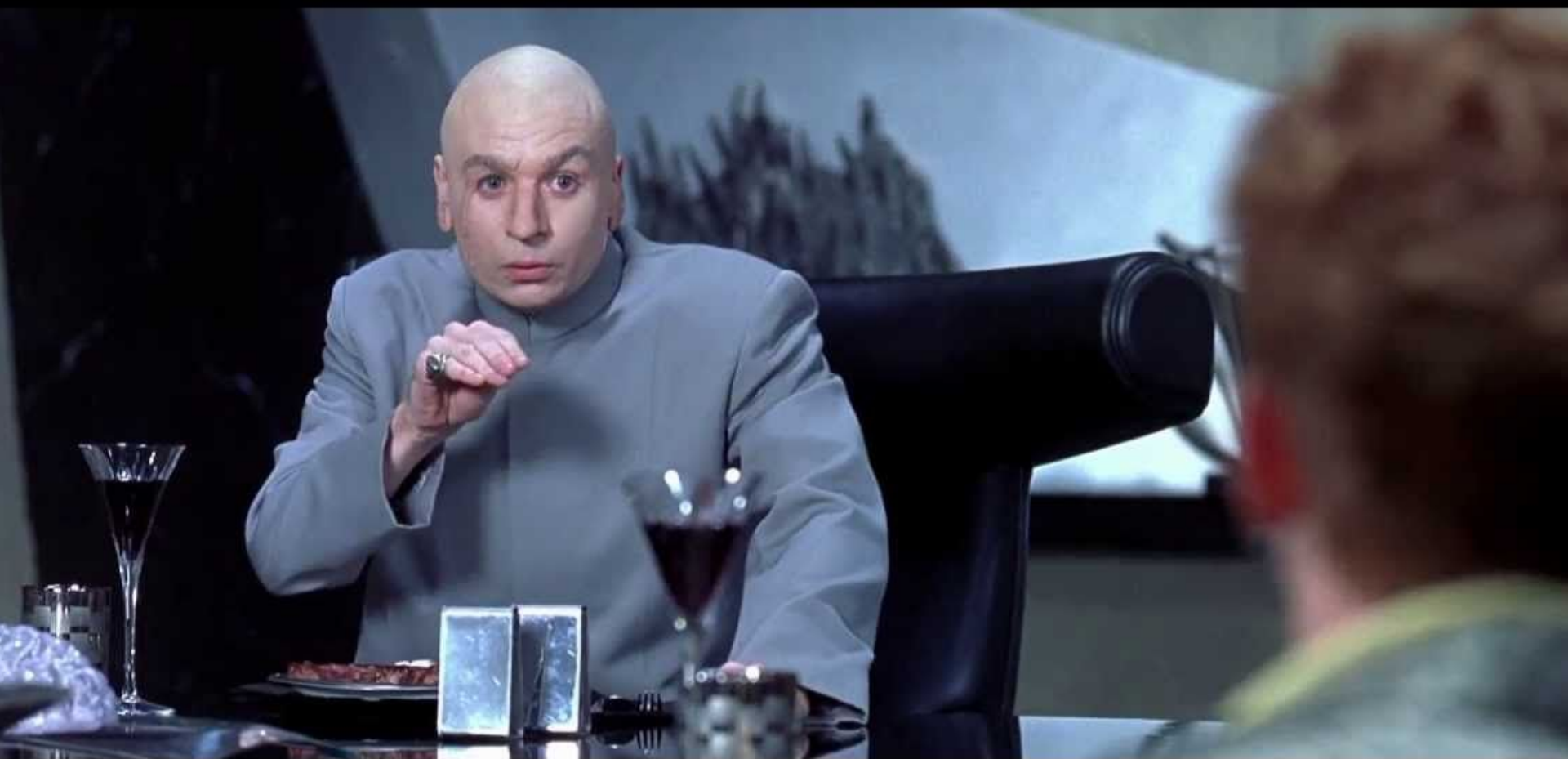
“If you have questions, just ask”

“I’m going to have you try to _____. ”

Example

Tips for Usability Tests

STFU





Leggo

the

EGO

also...

- Make the user comfortable!
- Ask "why"
- Take notes

Exercise

Person on the **left**

www.bit.do/research_1

Person on the **right**

www.bit.do/research_2

TESTER INSTRUCTIONS

Read the task on the first slide

“We're testing the app--not you”

“You’re not going to hurt my feelings”

“Think out loud”

“I’m going to have you try to _____”

Shut up and listen :)

Take a few notes about what went wrong



Wrap Up

Useful

Functionality

Speed

Accuracy

Reliability

What makes design usable?

Simple

Matches the real world

Clear/obvious/self-explanatory

Confirmation and forgiveness

Well organized and consistent

What makes design delightful?

Beautiful

Genuine

Funny?

Details matter!

Just feels right

What makes design good?

Long-lasting

Positive environmental impact

Positive change for users

Positive impact for society

Tools

In-person testing

Quicktime

Silverback App

Remote testing

inspectlet.com

usertesting.com

Copyrighted Material

Steve Krug



DON'T MAKE ME THINK

revisited

and Mobile
A Common Sense Approach to Web Usability

Copyrighted Material

Assignment

Test your interactive prototype with a user

Task

- Decide on a simple task you want the user to accomplish (probably “find a place to study”)
- Recruit two students to participate in a test (can be others in this class)
- Do the test! (look back at these slides for tips)

Assignment Format

- Write a list of at least three insights from your test (ex: “Users couldn’t find the ‘add’ button”)
- BONUS - update your prototype based on your findings
- Submit as PDF in Canvas
- Due next Monday