



USABILITY TESTING



WHAT TO EXPECT



1 Definition

2 Objectives

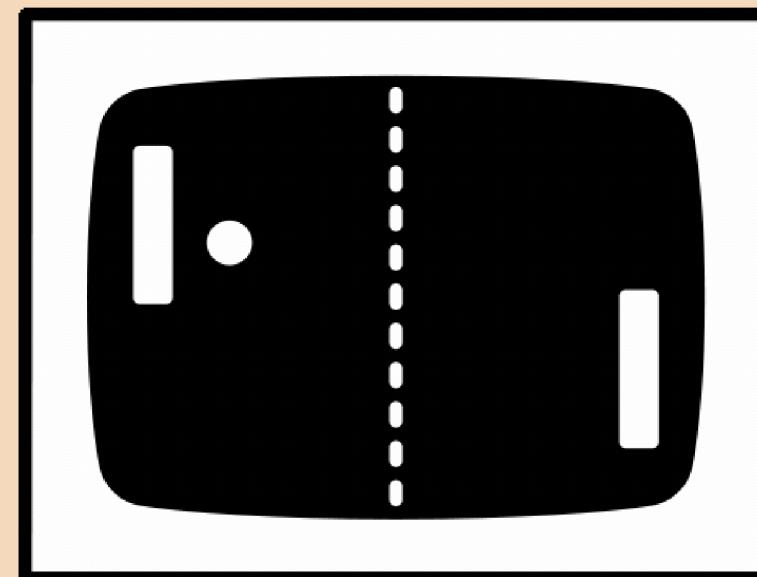
3 Process

4 Techniques

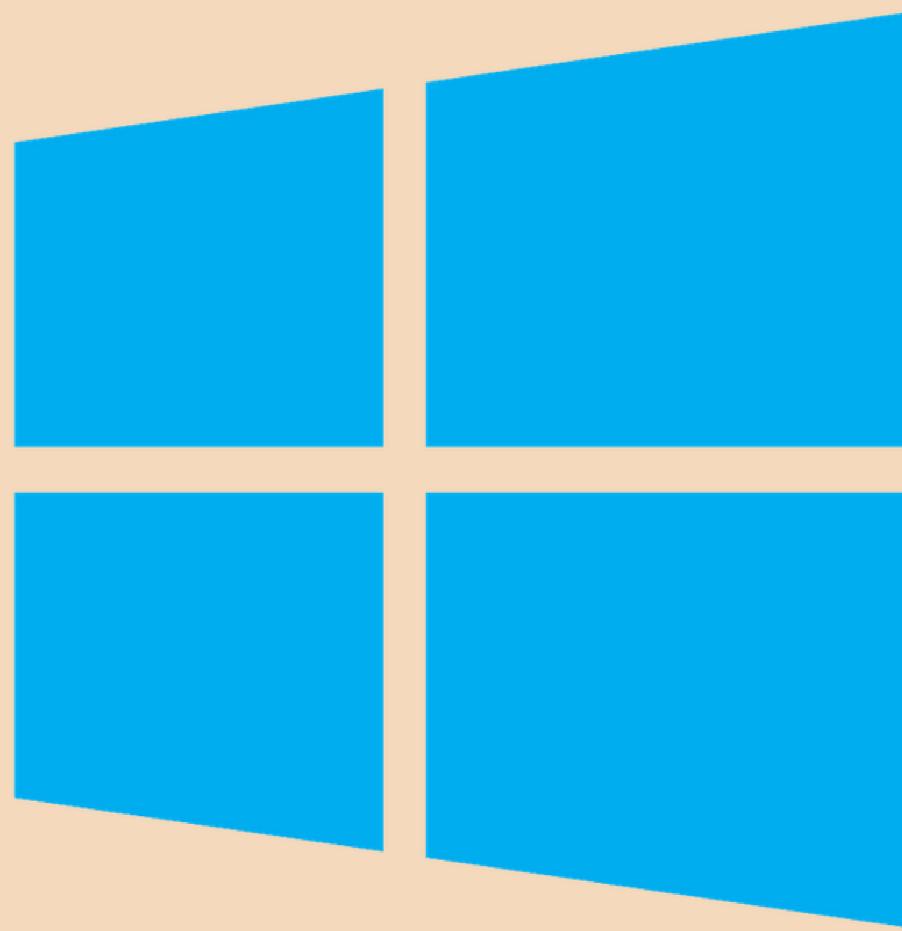
5 Benefits

Usability Testing - Definition

Usability testing is a crucial user-centered testing method that evaluates how easy and efficient it is for users to interact with a product, website, or application. It focuses on assessing user satisfaction, identifying usability issues, and improving the overall user experience.

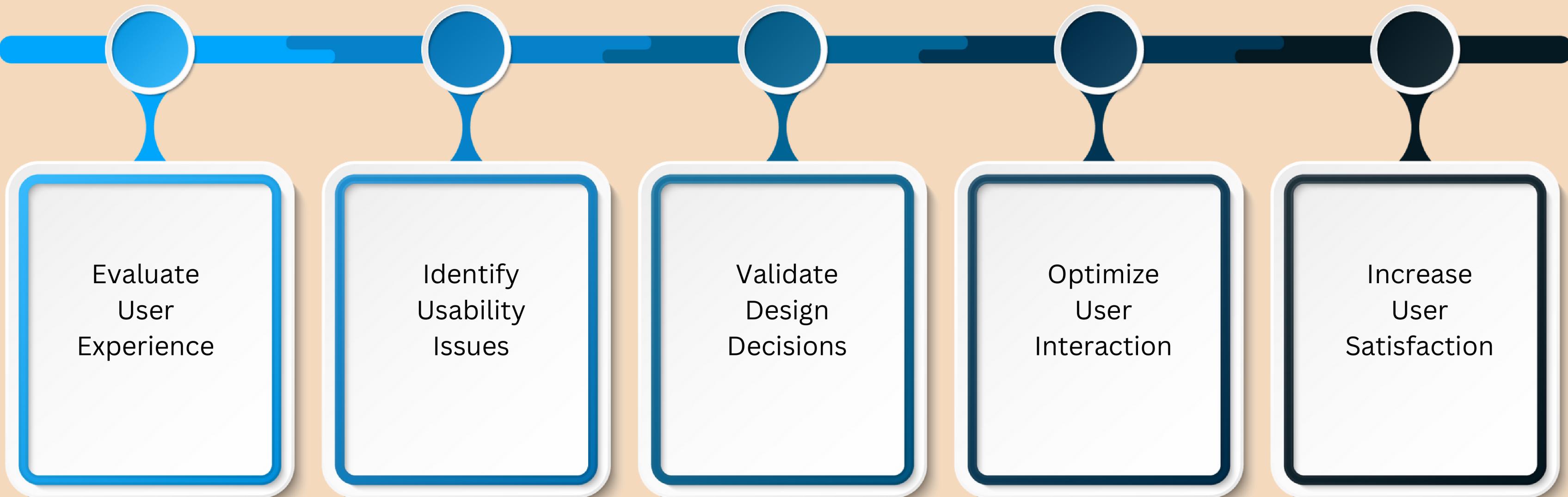


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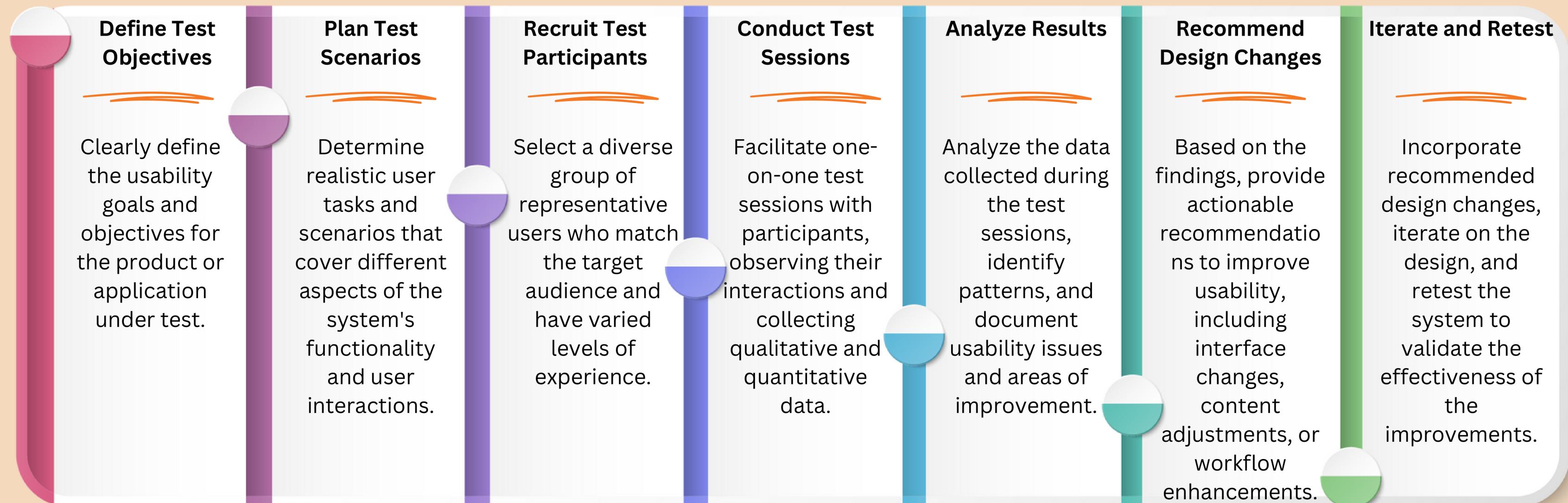


Windows® 8

Objectives of Usability Testing



Usability Testing Process



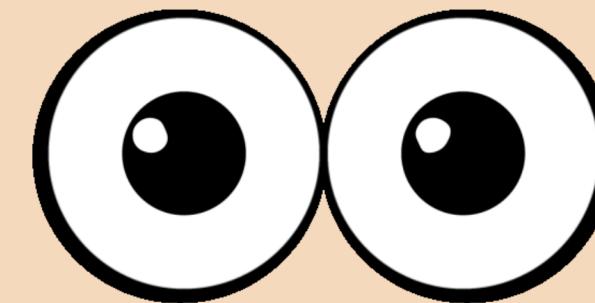
Usability Testing Techniques (1/2)

- **Think-Aloud Testing:** Participants verbalize their thoughts and impressions as they interact with the system, providing insights into their decision-making process and potential usability issues.
- **Task-Based Testing:** Participants are assigned specific tasks to complete while observers measure task completion time, errors, and user satisfaction.



Usability Testing Techniques (2/2)

- **Eye-Tracking Testing:** Eye-tracking technology is used to understand users' visual attention and gaze patterns, providing insights into how they navigate and interact with the interface.
- **A/B Testing:** Multiple design variations are tested with different user groups, allowing for direct comparisons to determine which design elements or features perform better in terms of usability.
- **Surveys and Questionnaires:** Participants provide feedback through structured surveys and questionnaires, providing quantitative data on their satisfaction and perceived usability.



Benefits of Usability Testing (1/2)

- **Improved User Satisfaction:** By addressing usability issues, usability testing enhances the user experience, increasing satisfaction and user loyalty.
- **Enhanced Engagement and Adoption:** User-friendly interfaces and workflows encourage users to engage more with the product, increasing adoption rates and reducing user abandonment.



Benefits of Usability Testing (2/2)

- **Increased Efficiency and Productivity:** Streamlined interfaces and intuitive workflows reduce user errors, improve task completion times, and increase user productivity.
- **Cost and Time Savings:** Identifying usability issues early in the development cycle helps avoid costly redesigns and rework, ultimately saving time and resources.
- **Competitive Advantage:** Products with superior usability gain a competitive edge, attracting and retaining more users in the market.



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See you in Next Video



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Usability Testing Process

- Define Test Objectives: Clearly define the usability goals and objectives for the product or application under test.
- Plan Test Scenarios: Determine realistic user tasks and scenarios that cover different aspects of the system's functionality and user interactions.
- Recruit Test Participants: Select a diverse group of representative users who match the target audience and have varied levels of experience.
- Conduct Test Sessions: Facilitate one-on-one test sessions with participants, observing their interactions and collecting qualitative and quantitative data.
- Analyze Results: Analyze the data collected during the test sessions, identify patterns, and document usability issues and areas of improvement.
- Recommend Design Changes: Based on the findings, provide actionable recommendations to improve usability, including interface changes, content adjustments, or workflow enhancements.
- Iterate and Retest: Incorporate recommended design changes, iterate on the design, and retest the system to validate the effectiveness of the improvements.

Objectives of Usability Testing

- Evaluate User Experience: Assess the ease of learning, efficiency, satisfaction, and effectiveness of user interactions with the system.
- Identify Usability Issues: Discover and prioritize usability problems, such as confusing navigation, unclear instructions, or inefficient workflows.
- Validate Design Decisions: Gather user feedback to validate design choices and ensure the product aligns with user expectations and needs.
- Optimize User Interaction: Identify opportunities for improvement and refine the interface, interactions, and information architecture to enhance usability.
- Increase User Satisfaction: Enhance the user experience to improve user satisfaction, reduce frustration, and increase user engagement and adoption.