User Testing for VUI

- Testing with real users, early and often, is crucial

- Much harder to make changes after app has been published than while still in design / development phases

- Easy for us to design based on our own desires / experiences

- Having other people test might open our eyes to things that may not have occurred to us

Step 1- Task Definition

- Clearly **define** what you want the user to accomplish

- Focus on **most common user goals**

- Keep your instructions **vague**:

- Examples:

  - "Navigate to the women's shoe section, add a pair of heels to your cart, and checkout"

  - "Navigate the site and buy a pair of shoes that you like with this credit card number"

Step 2 - Script

- What are you going to say to the user?

  - Write it down so you are **consistent** every single time you run the test

- Be sure to thank the user for their time, and then explaining how the test will work

  - Remind the user that you are **testing your Alexa Skill**, not them

Step 3 - Testing

- Ask the user to perform the tasks

    - If possible, provide a "user scenario" for each task

    - Example:

        - "You are living in California, and frequently travel by the BART public transportation system. Your home station is Embarcadero, and you want to know the train times to other stations" <Provide a list of other stations>

- Don't interrupt them when you see them struggling unless they get too frustrated to continue

Step 3 - Observations

- Make observations

    - Do your users know when they can speak vs. when they can't?

    - Where are they confused and hesitant?

    - How long do users need to complete the task?

- If the user asks "What should I do/say now?" don't answer directly

    - Gently encourage the user to do whatever they might try when alone

- If the app crashes or the user gets too frustrated, step in

- Ask the user questions to get feedback:

    - Thinking about the Skill overall, what did you like most about it?

    - How do you think the Skill could be improved?

Step 4 - Feedback

- Ask the user open ended questions, like:

    - What did you like most about the Skill?

    - How do you think the Skill could be improved?

    - Who do you think this Skill is designed for?

- Remind the user that they are helping improve the Skill, and that you won't be offended by their feedback

Step 5 - Implement

- Analyze the feedback you receive from multiple users

  - Narrow down what worked and what didn't

  - Look for trends

  - Think about how you might modify your Skill

- Make changes to your Skill accordingly

- Test and Repeat!