

Usability Test for

Sam Nordale - July 24th, 2018

Context: Hubstream is a case-management software company where I worked as a Design Intern for the summer of 2018. While I was there I conducted a Usability Test on our product. Here's my experience and what I learned along the way.

Designing the Study: After I was assigned the Usability Test, I learned that Hubstream had never performed a Usability Test before and that the most recent update had introduced several new features. This meant that we had zero understanding of how our customers were using our product, so I needed to modify the traditional model of a Usability Test. I didn't just need to research how users were completing tasks; I also needed to learn what tasks they actually used, what problems were we solving for their company, and how Hubstream fit into their data system.

I knew that I couldn't rely on a single script and flexibility would be important so I wrote a flexible question model that allowed me to lead the session to where the user had more expertise. The strategy created a very conversational relationship between the users and me which boosted dialogue and increased their willingness to express themselves.

What: Hubstream 3.0

Who: Current Hubstream users

Where: Online meeting with screen sharing

Goal:

1. To understand what problems Hubstream solves for customers and how it's solving those problems.
2. To learn what features users are using most and how efficiently they're reaching task completion.

Key Findings: Two main narratives that emerged in every session were that, currently, the core value of Hubstream in our customer's eyes are data consolidation and dissemination, and that every organization regularly reports on the data they use Hubstream for, so statistic and reporting features would create significant value.

The sessions also revealed that some of our customers were underutilizing Hubstream. Learning this was important because then we were able to reach out and teach them how they can get the full value of Hubstream. This dialogue has direct benefits on our business because our customers are even more satisfied with the product, but it also develops trust with the customer based on our proactive support.