

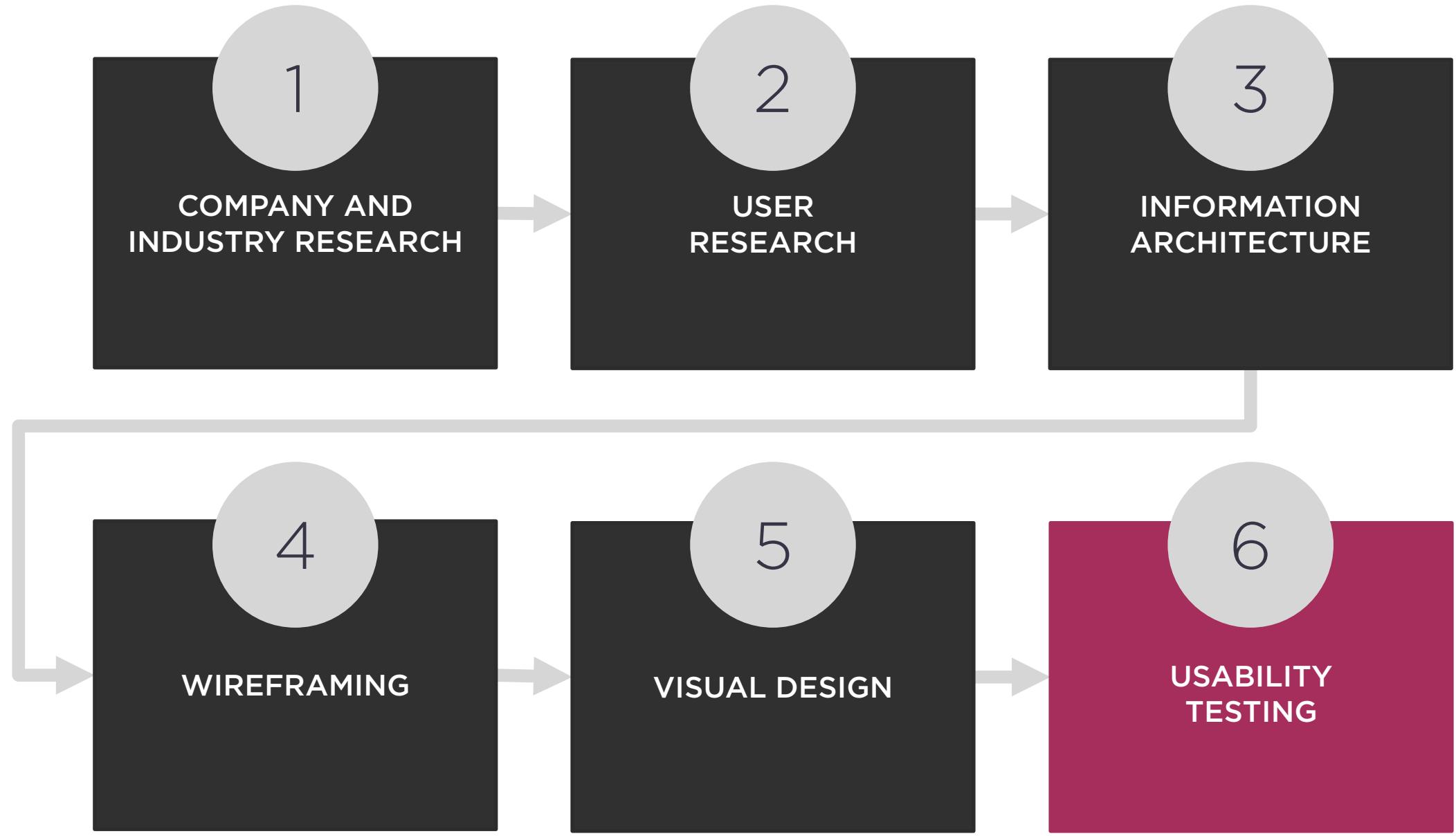
# The UX Process: Usability Testing

---



**Amber Israelsen**  
DEVELOPER, AUTHOR, TRAINER  
[www.amberisraelsen.com](http://www.amberisraelsen.com)







This is where we see users  
actually using the system.



We can determine what  
works and what doesn't.

# Usability Testing

A technique used in user-centered interaction design to evaluate a product by testing it on users.



# Usability Testing



Do Tasks A, B and C, and  
talk me through what  
you're doing and thinking.



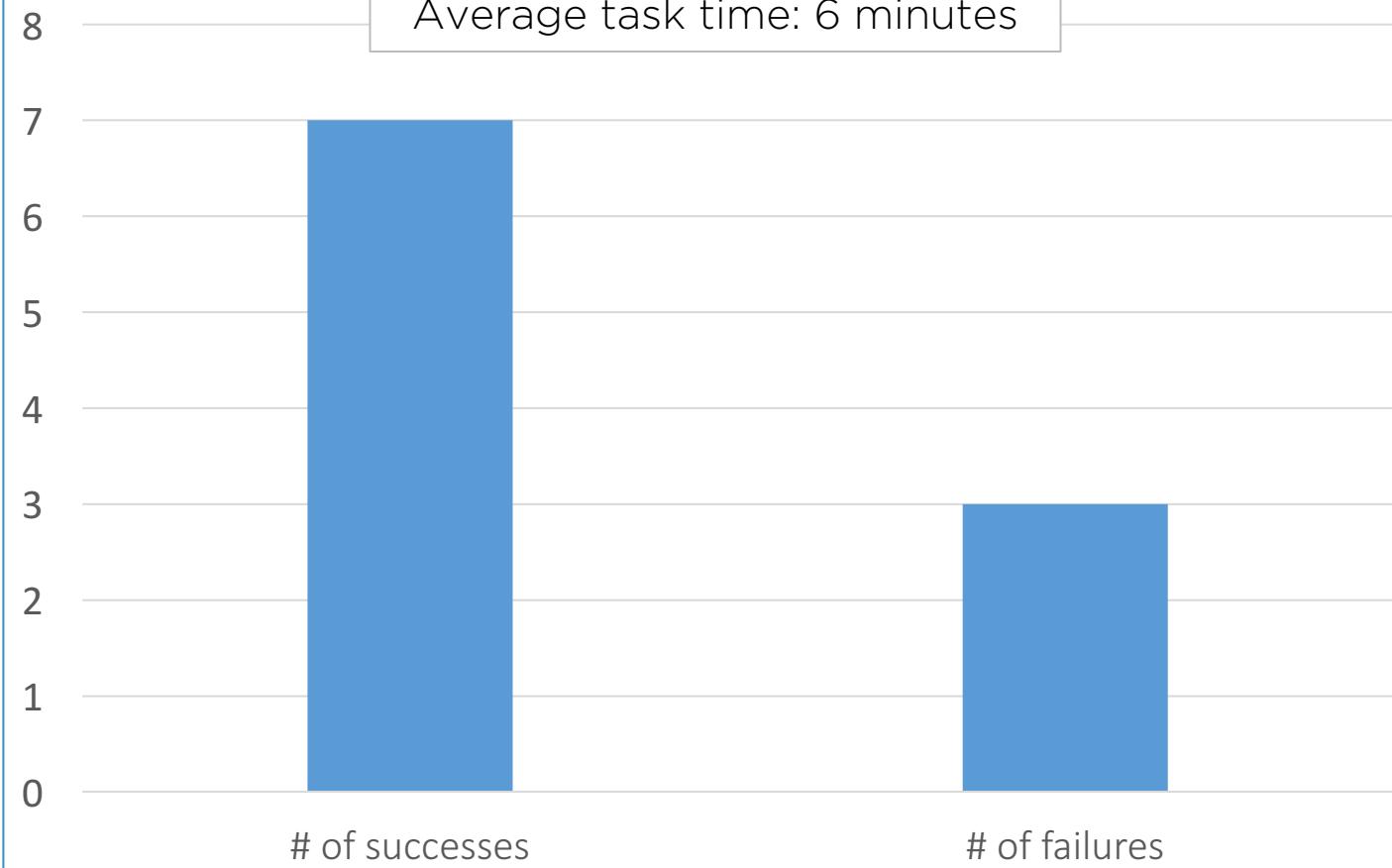
# Benefits of Usability Testing

- Determine if users can successfully complete tasks, and how long it takes to complete them
- Measure satisfaction with the site
- Identify changes necessary to improve satisfaction
- Analyze performance of the system



## Purchase a New Gift Card

Average task time: 6 minutes



On a Scale of 1 to 10...

**How would you rate the overall user experience of the system?**

- **6.2**

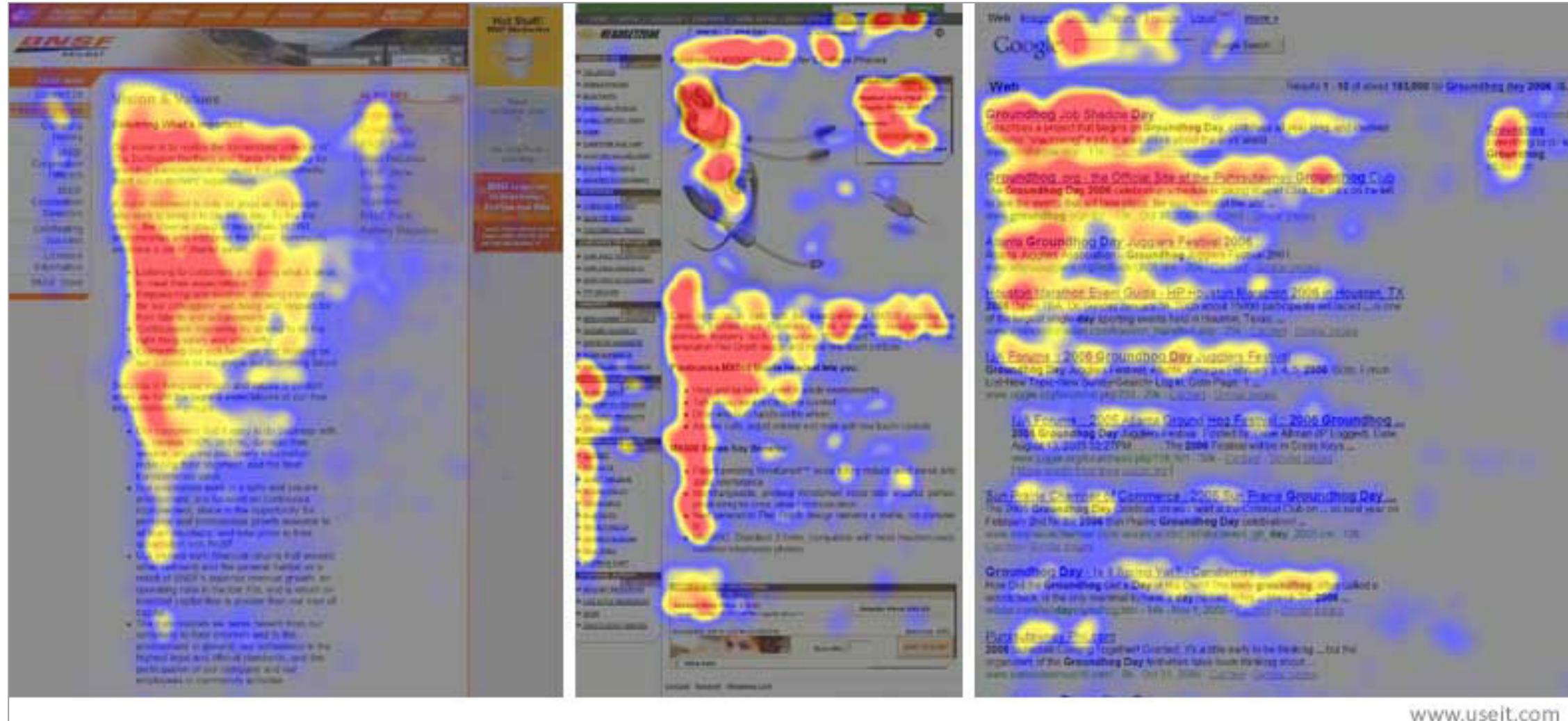
**How intuitive/helpful is the navigation?**

- **4.4**

**How easy is the text to read (style and size)?**

- **8.1**





Source: <https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>

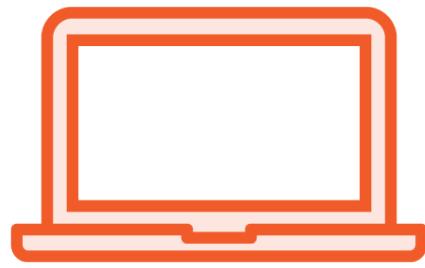


# Conducting Usability Testing

*“Find nutritional information for the bacon breakfast sandwich.”*



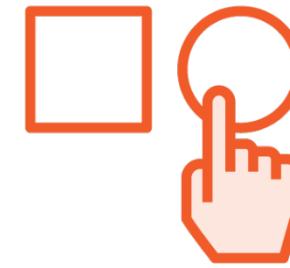
Create  
test plan



Set up  
environment



Identify  
users



Conduct  
tests



Summarize  
results





Let's review some  
usability heuristics.

# Heuristic

A rule of thumb, simplification, or educated guess that reduces or limits the search for solutions in domains that are difficult and poorly understood.



# 10 Usability Heuristics for User Interface Design

1. **Visibility of system status**
2. **Match between system and the real world**
3. **User control and freedom**
4. **Consistency and standards**
5. **Error prevention**
6. **Recognition rather than recall**
7. **Flexibility and efficiency of use**
8. **Aesthetic and minimalist design**
9. **Help users recognize, diagnose, and recover from errors**
10. **Help and documentation**

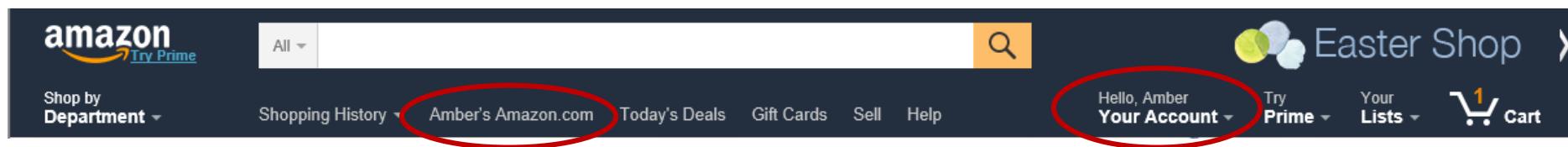
Source: <https://www.nngroup.com/articles/ten-usability-heuristics/>

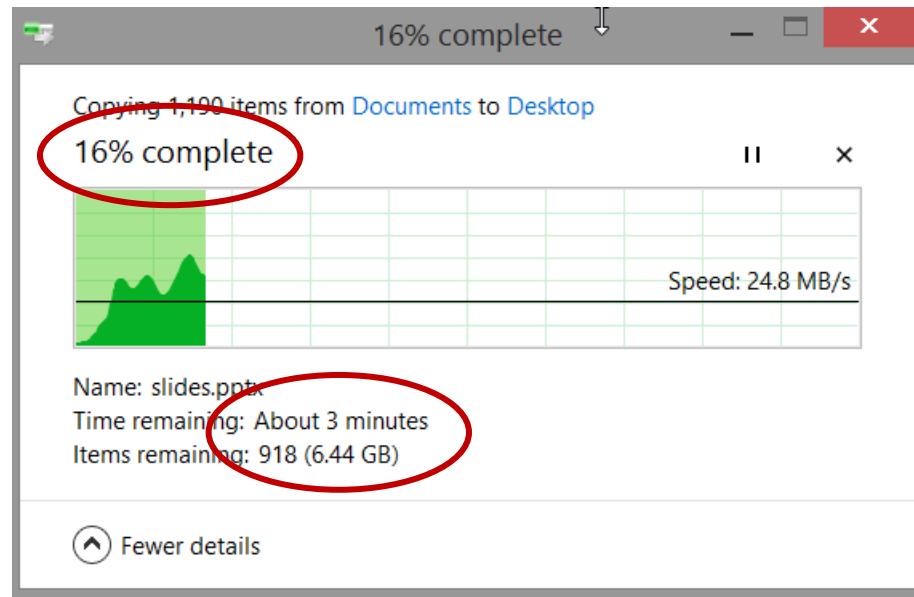


# #1: Visibility of System Status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.







## #2: Match Between System and the Real World

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.



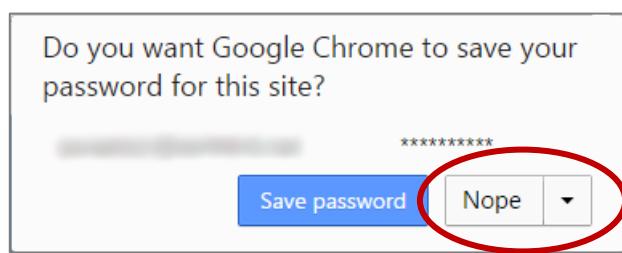
## Logout

---

Are you sure you want to exit [\[REDACTED\]](#) ?

**ACCEPT | DECLINE**

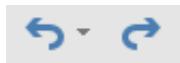




## #3: User Control and Freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.





# Wanaka (251 rentals)

Home > South Pacific > New Zealand > Wanaka



Save 20% - book now and be our first VRBO customer

Mar 24, 2016 to Dec 27, 2016



Luxury Living in a Divine and Tranquil Setting  
Overlooking Lake Wanaka

#839049

Studio 1 BA Sleeps 4

Owner Operated

\$364

avg/night

3 night min stay

Book now



Wanaka Lakefront Luxury Home

#3850532ha

3 BR 4 BA Sleeps 11

★★★★★ 4

\$469

avg/night

2 night min stay

View details



Wanaka 2BR Downtown Apartment

#4094289ha

2 BR 1 BA Sleeps 4

★★★★★ 5

\$98

avg/night

1 night min stay

View details



Spacious Two-Level Cottage with Wonderful  
Views

#3738118ha

1 BR 1 BA Sleeps 4

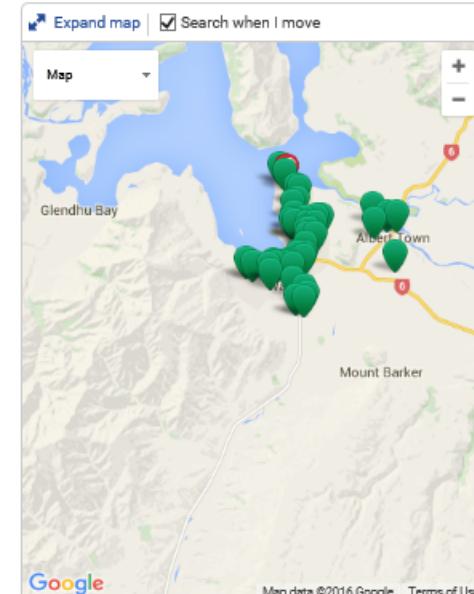
★★★★★ 14

\$87

avg/night

2-3 night min stay

View details



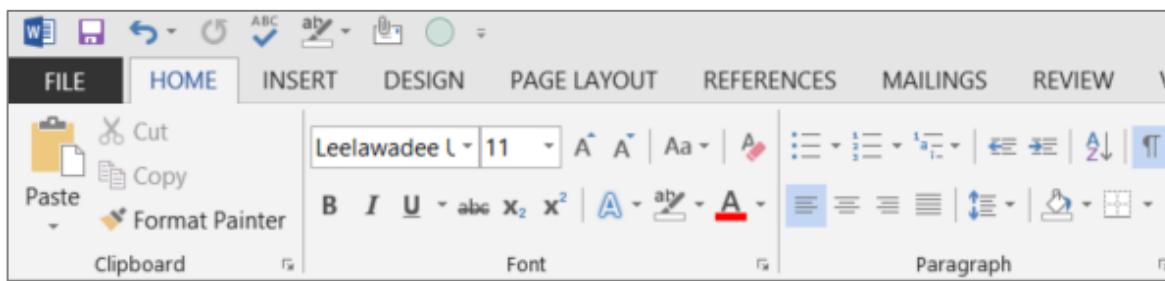
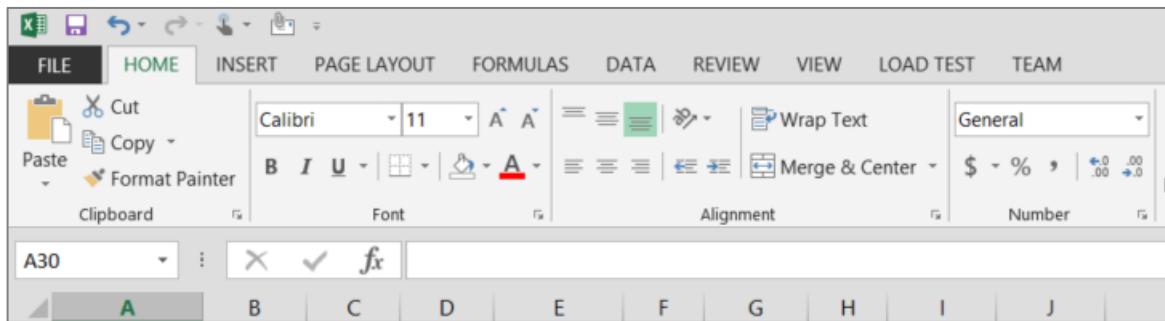
Feedback



## #4: Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing.  
Follow platform conventions.



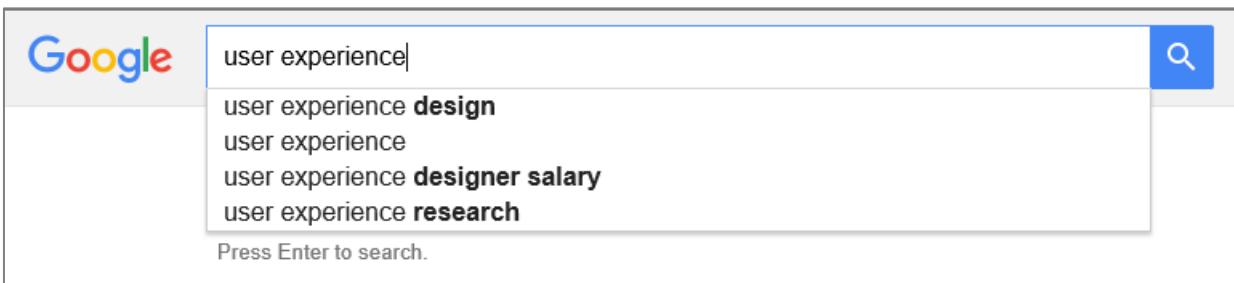


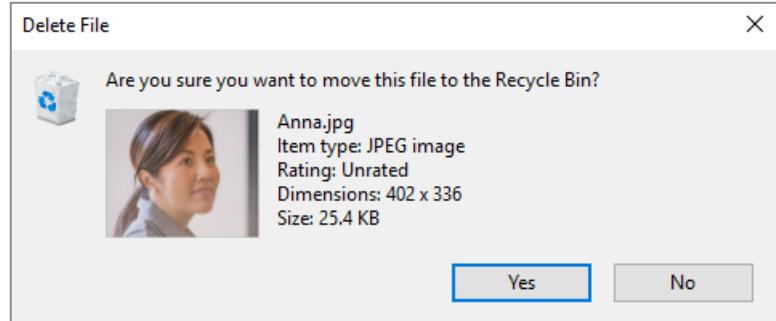


## #5: Error Prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.



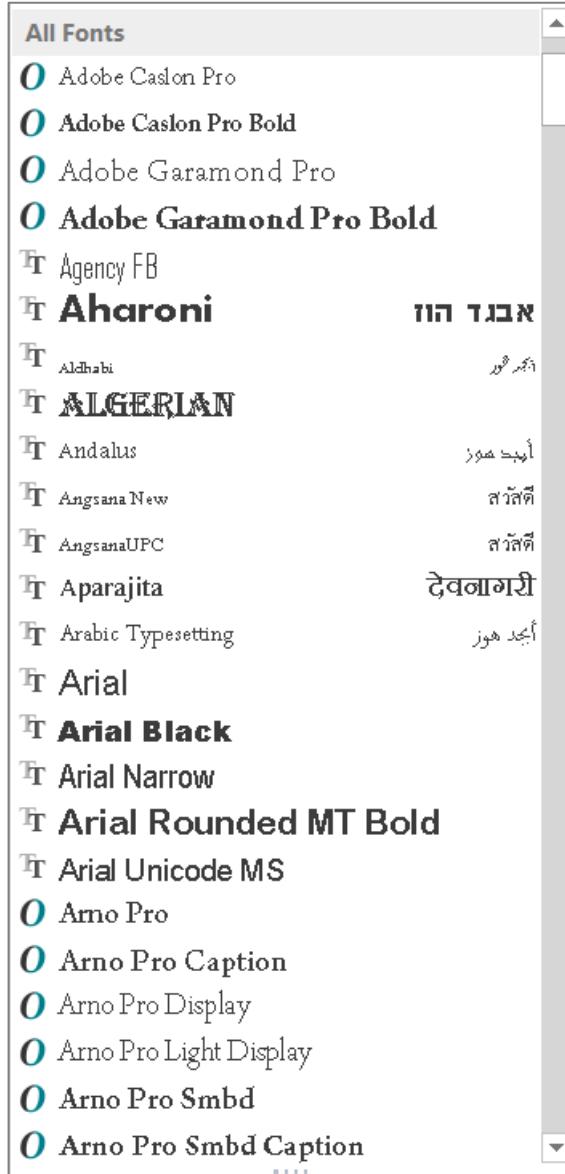


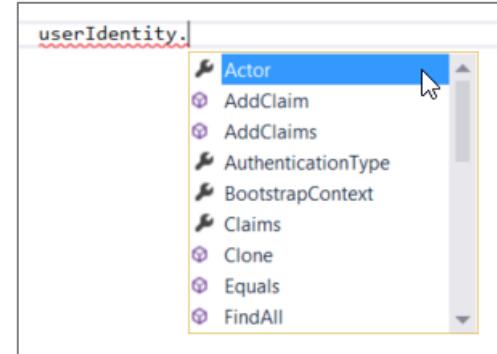


## #6: Recognition Rather than Recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.



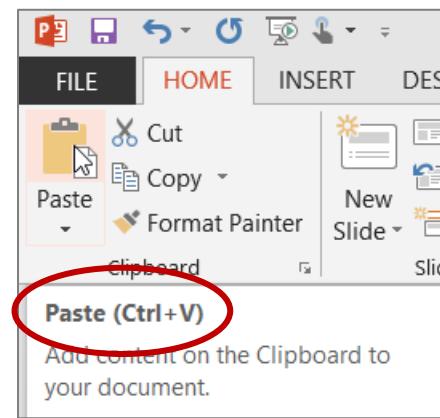




## #7: Flexibility and Efficiency of Use

Accelerators—unseen by the novice user—may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.





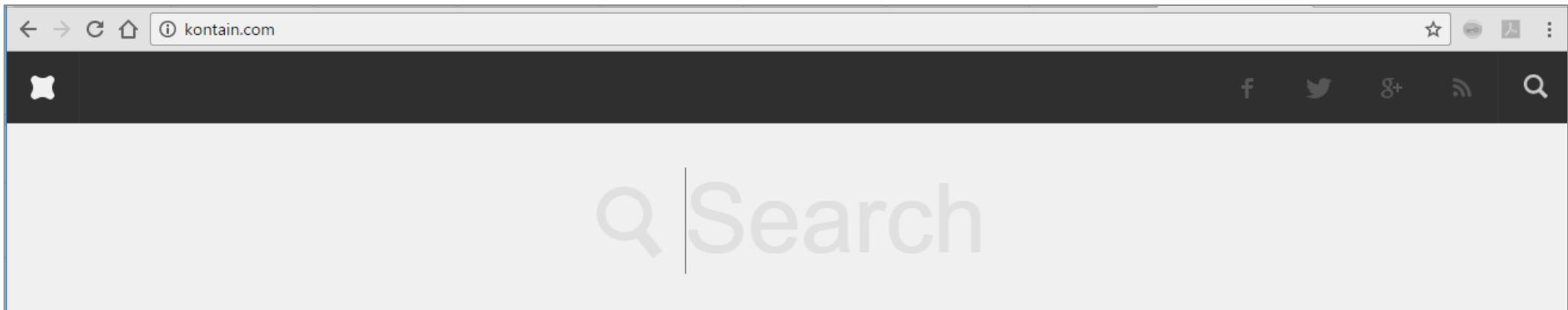
My shipping information is the same as my billing information.



## #8: Aesthetic and Minimalist Design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.





**Airbnb** Find unique homes,  
experiences, and local guides  
for your trip.

Where Logan, UT, United States	When Check In → Check Out	Guests 1 guest	Search
-----------------------------------	------------------------------	-------------------	--------

**A world where anyone can  
belong anywhere**

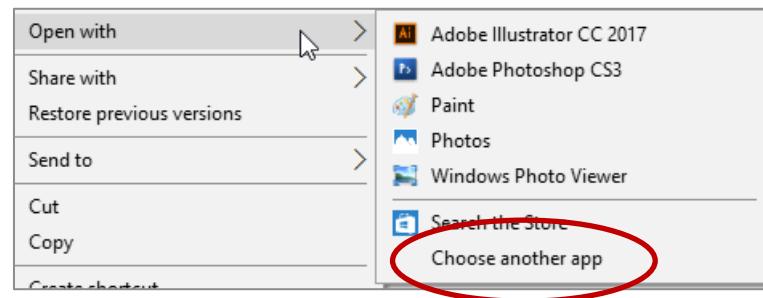
Make a donation via CrowdRise to organizations  
providing support to refugees and Airbnb will  
match your donation.

[Donate](#)



Most popular experiences



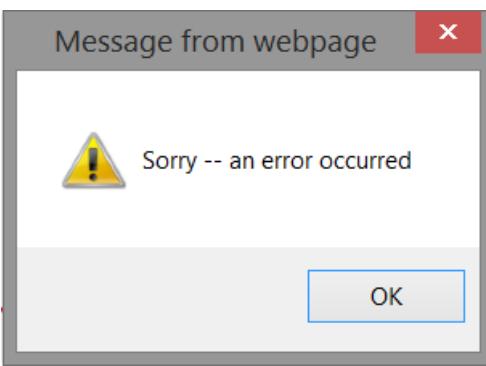


## #9: Help Users Recognize, Diagnose and Recover From Errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.



**GRRRR!**



\* Your form has encountered a problem. Please scroll down to review.

\* Name is required.

Name \*

Amber

First Name

Last Name

Email Address \*

amber@amber.com

Subject \*

Let's see some error messages!

x

Message \*

Here's the message.

SUBMIT

\* Your form has encountered a problem. Please scroll up to review.



## #10: Help and Documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.



Card Security Code

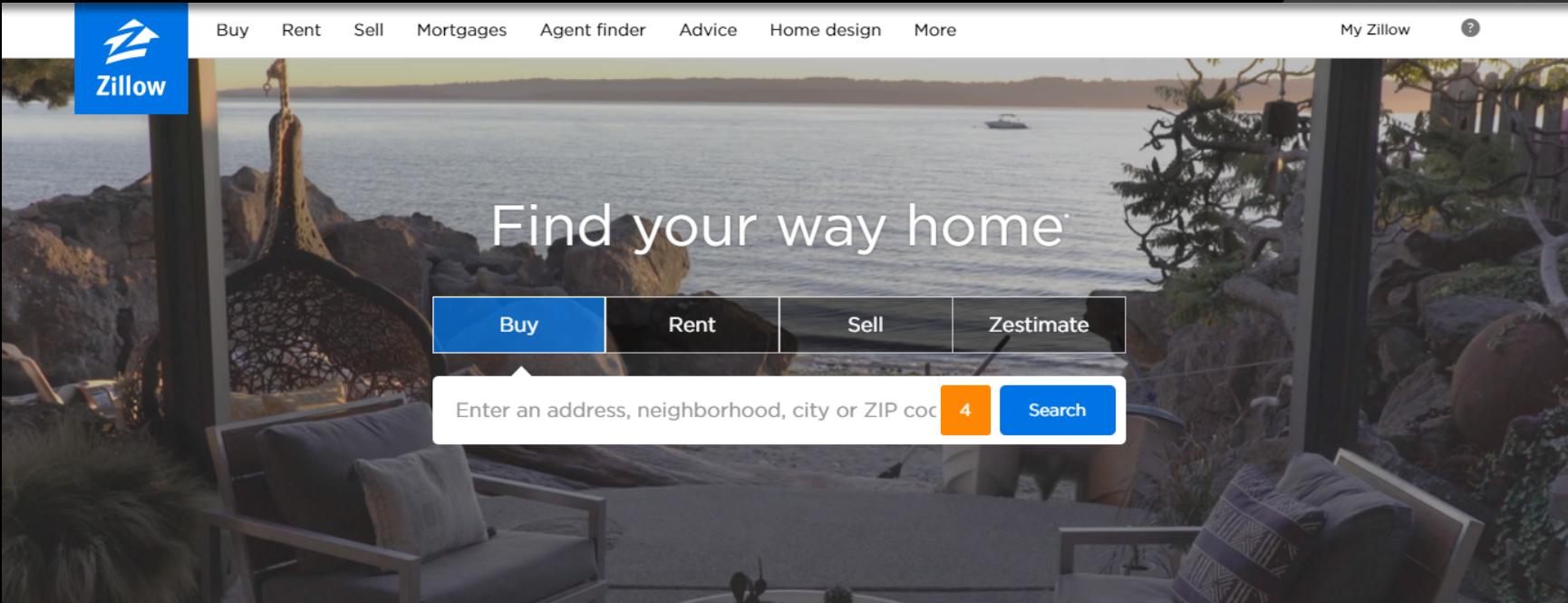


**Start Free Trial**

**Why do you need my credit card for a free trial?**

We ask for your credit card to ensure uninterrupted access to your membership after your free trial, should you choose to continue beyond the trial. This also allows us to reduce fraud and prevent multiple free trials for one person. This helps us deliver the best possible service to all of the honest customers. Remember that we won't bill you during your free trial and that you can cancel at any time before your trial ends.

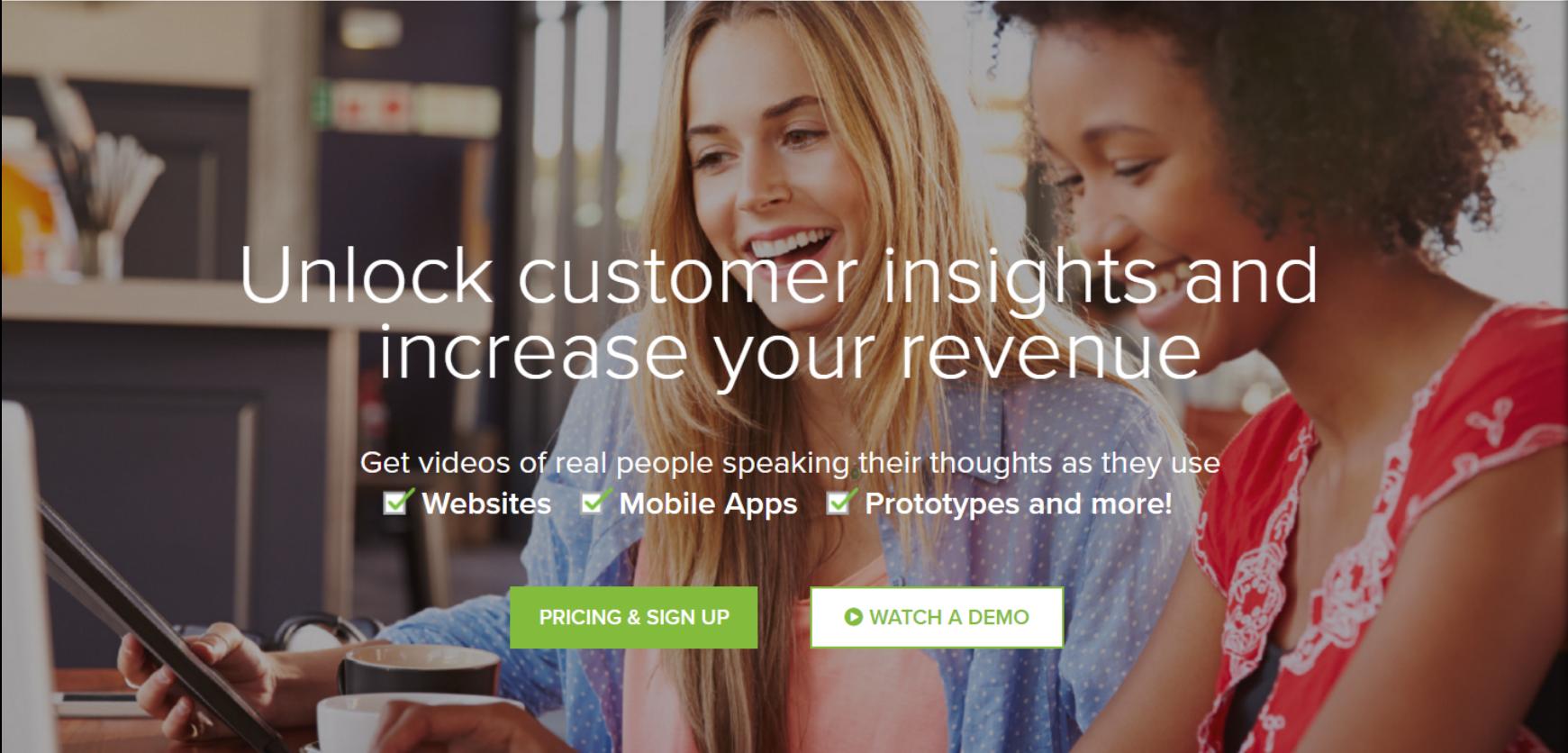




Updated home details factor into your Zestimate®.

Get started

# ZILLOW: A CASE STUDY

[LOG IN](#)[SIGN UP](#)[GET PAID TO TEST](#)[PRODUCT ▾](#)   [SERVICES](#)   [WHO USES US ▾](#)   [RESOURCES ▾](#)   [ABOUT US ▾](#)   [PRICING](#)A photograph of two women smiling and looking at a tablet device. One woman has long blonde hair and is wearing a blue polka-dot top. The other woman has curly dark hair and is wearing a red patterned top. They appear to be in a coffee shop setting.

# Unlock customer insights and increase your revenue

Get videos of real people speaking their thoughts as they use

Websites    Mobile Apps    Prototypes and more!

[PRICING & SIGN UP](#)[WATCH A DEMO](#)

### Increasing revenue through user feedback: mapping results

The screenshot shows the Zillow search results page for "San Francisco CA". The top navigation bar includes "Homes", "Rentals", "Mortgage Rates", "Advice", "Find a Pro", "Local Info", "Digs™", "More", "For Pros", and a "Sign In" button. The search bar displays "San Francisco CA" with dropdown filters for "Any Price", "0+ Beds", and "more". Below the search bar, a message says "Only showing 500 homes. Zoom in, or use filters to narrow your search." To the left is a map of San Francisco with numerous house icons in red and blue scattered across the city. To the right is a list titled "San Francisco Real Estate" with 1,156 results. The first listing is a "Condo For Sale" at 1 Hawthorne St UNIT 19G, priced at \$995,000, featuring 14 photos. The second listing is an "Apartment For Sale" at 2625 San Jose Ave, San Fr..., priced at \$798,000, featuring 8 photos. The third listing is a "House For Sale" at 18-20 Adair St, SAN FRAN..., priced at \$549,000, featuring a thumbnail image. A sidebar on the right lists "New Foreclosure Listings! Auctions Start Weekly. Bid, Buy, Online. www.HomeSearch.com/Foreclosures". The bottom of the page has a "SPONSORED" section.

*The Zillow Search Results page redesign boosted the number of Agent contacts by 8%.*



# StubHub

Find events ▾

Search for events, artists, teams or venues

Seattle, WA

All dates

**WASHINGTON HUSKIES BASKETBALL**

**SAT FEB 4** UCLA Bruins at Washington Huskies Basketball  
7:30 pm - Alaska Airlines Arena  
68 tickets available

**SAT FEB 18** Arizona Wildcats at Washington Huskies Basketball  
5:00 pm - Alaska Airlines Arena  
421 tickets available

**THU FEB 16** Arizona State Sun Devils at Washington Huskies Basketball  
8:00 pm - Alaska Airlines Arena  
412 tickets available

**View more events**

**FRI JUN 9** Toronto Blue Jays at Seattle Mariners  
7:10 pm - Safeco Field  
2974 tickets available

**AMA SUPERCROSS**

**SAT APR 8** AMA Supercross  
7:00 pm - CenturyLink Field  
2197 tickets available

**Bruno Mars**  
24K Magic World Tour

**Get tickets**

**WWE**

**WWE Smackdown**  
7:00 pm - KeyArena  
160 tickets available

**JUL 1** One Direction + Zedd + Demi Lovato  
8:00 pm - KeyArena  
747 tickets available

**STUB HUB: A CASE STUDY**

Gift cards Help ▾

Sell tickets My tickets Sign in



**StubHub!**



### CUSTOMER PROFILE

Headquarters: San Francisco, CA  
Founded: 2000  
Industry: Ticket Resale  
URL: [www.stubhub.com](http://www.stubhub.com)



### THE GOAL

Discover why customers are not completing their path through the sales funnel.



### THE RESULT

2.6% increase in conversion and millions of dollars in extra revenue.

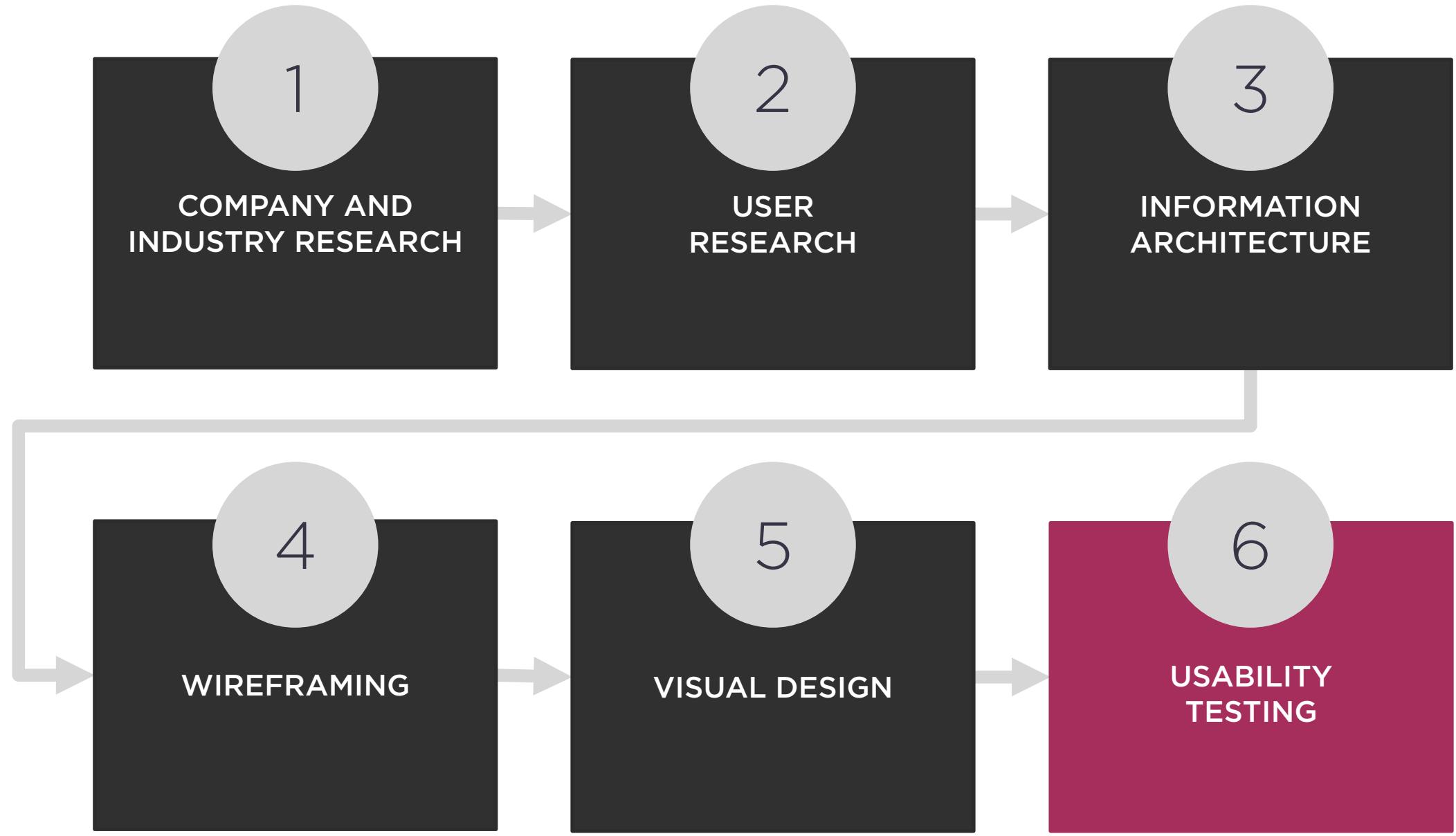
## StubHub Boosts Revenues by Millions of Dollars

StubHub Reports a 2.6% Increase in Conversion After Discovering Unclear Purchase Path with UserTesting.com

### UserTesting.com services used by StubHub

- Mobile testing
- Desktop testing
- Prototype testing
- Research team





Iterate, iterate, iterate



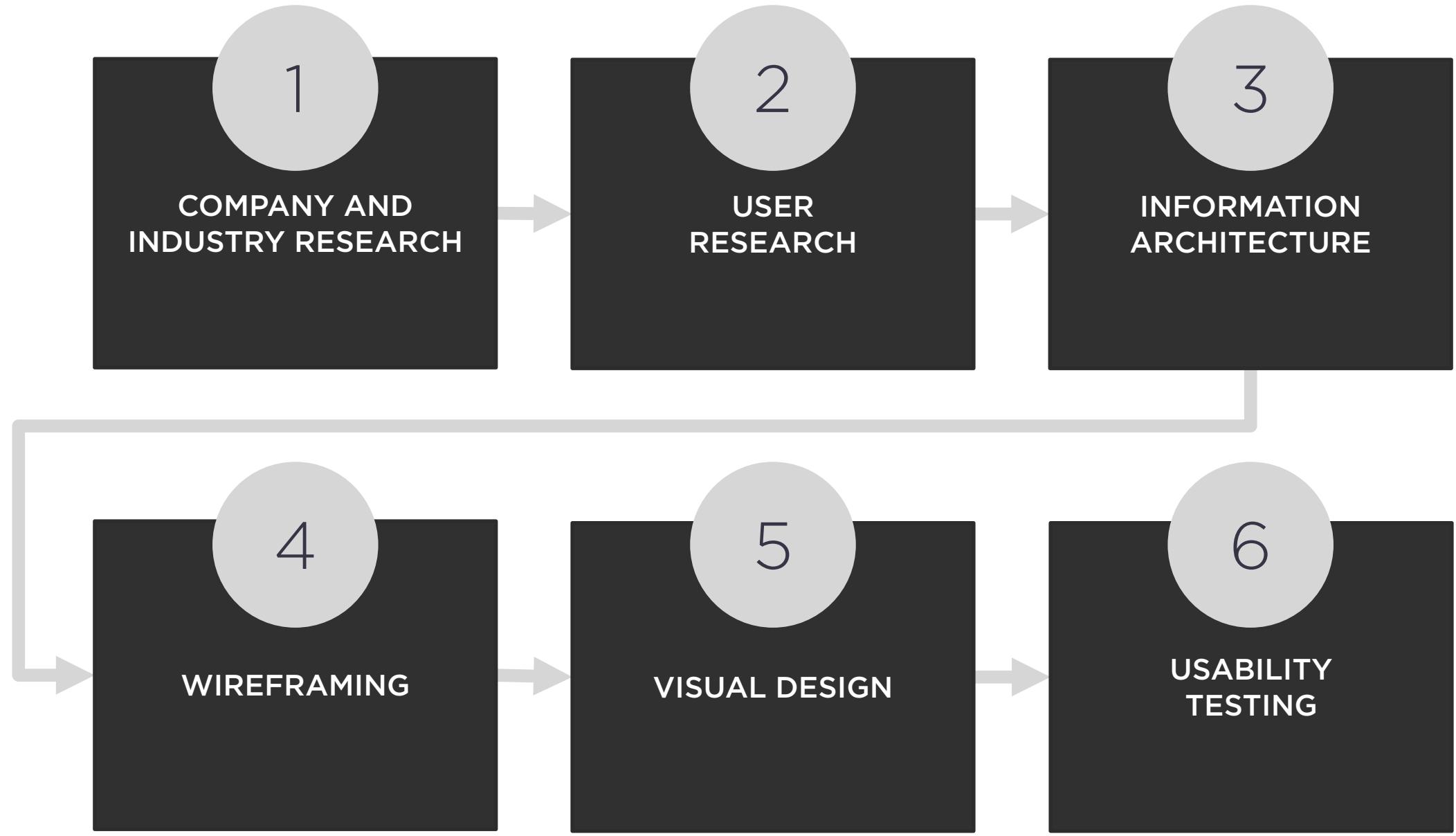


Let's go through a scenario and you can tell me the approach you'd use.

## Your Turn

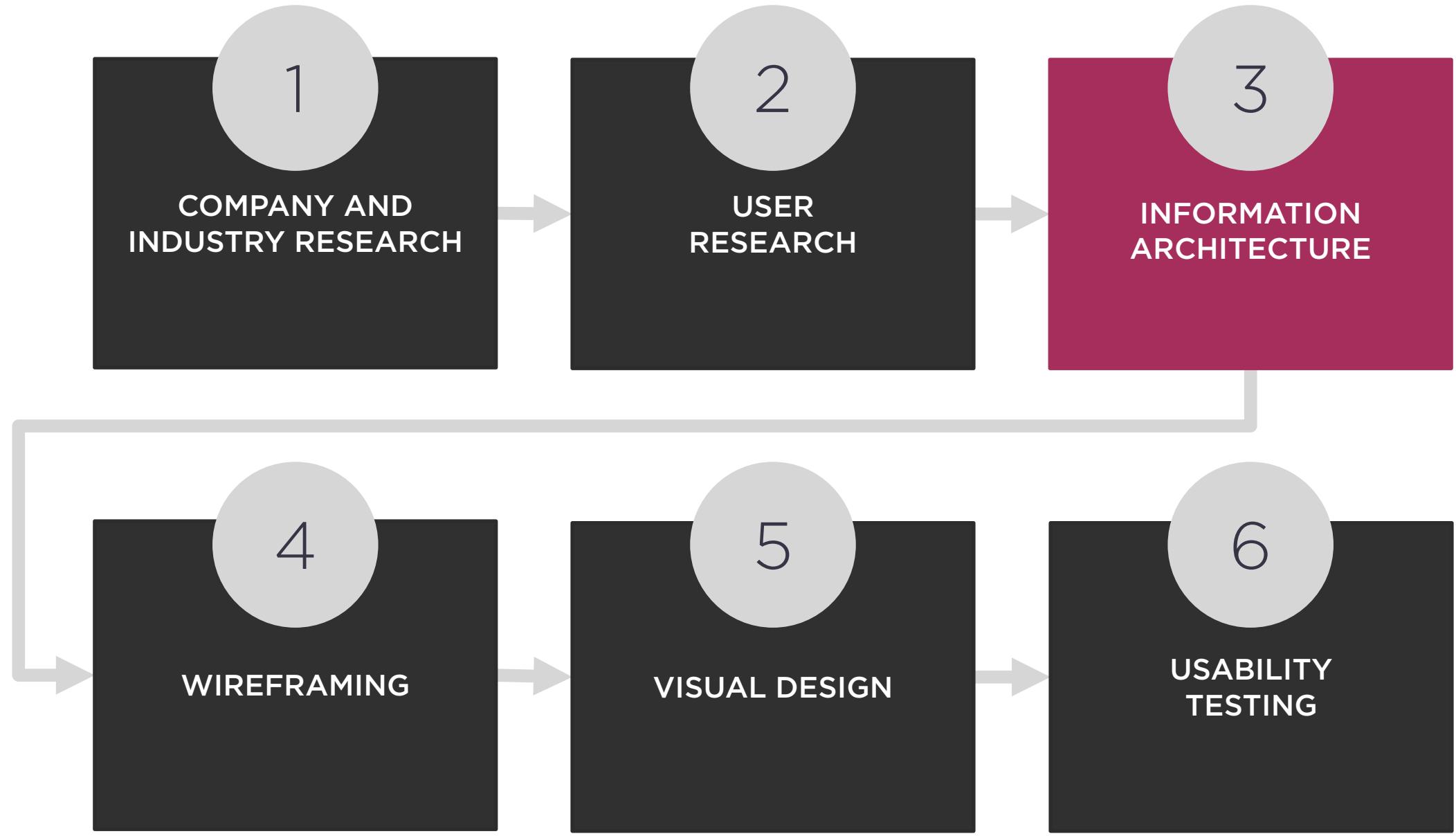
Several users have complained that it's hard to find information on a site  
What steps should you take?

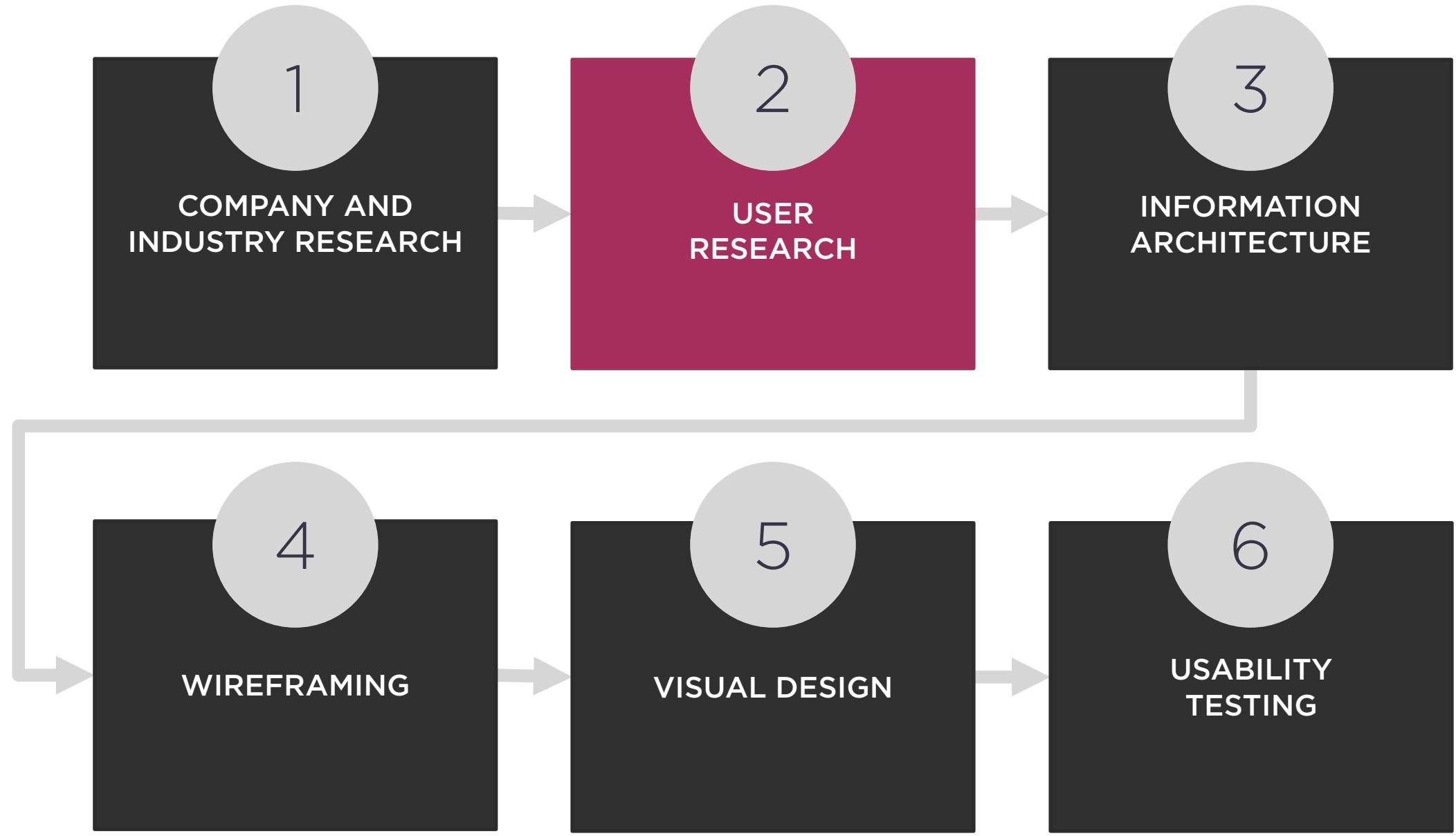






Let's talk through it...





# A Suggested Approach

**Do user research to determine the real problems**

- Usability testing
- User interviews

**Based on the research, modify the information architecture, navigation and labeling system**

**Conduct usability testing, then iterate**



# Summary



**Usability testing helps you determine what's working well, what isn't, and how users actually use the system**

- Its importance can't be overstated

**Usability heuristics are a good rule of thumb when evaluating a system**

**There are numerous case studies that prove the ROI of thorough usability testing**



Coming up next...

