But we did user testing.

Why testing prototypes won't validate your product ideas.

David Hamill

The inspiration for this talk has come from seeing projects struggle despite having had sufficient research budgets.

People come away thinking user research is pointless because they did usability testing and the idea still bombed.

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Miomi arrives to map your timeline

Mike Butcher @mikebutcher / 11 years ago

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Miomi, a digital lifestyle aggregator (DLA) I talked about back in October, is officially unveiling itself to the world now. Incorporating content from Encarta and Wikipedia, you can plot your own historical progress through time by uploading your personal take on events be it through words, pictures or video. You can choose to share this the world or just with your friends on the site. So far they've had over 120,000 sign-ups.

The brainchild of three German post-graduate students, Thomas Whitfield (25) of Oxford University, Charly Toni (26) and Richard Schreiber (26) from the Technical University of Munich, the startup secured funding from Brightstation Ventures and is part of the Microsoft Startup Accelerator Programme, presumably because they are a showcase for MS tech. It's been a fast track. They pitched the idea to the Oxford University "Idea Idol" competition in February this year, got the backing, moved to London, recruited Jonny Crowe as CEO and launched the beta in October.

entially work on a business model of hooking in users,

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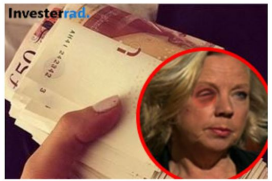
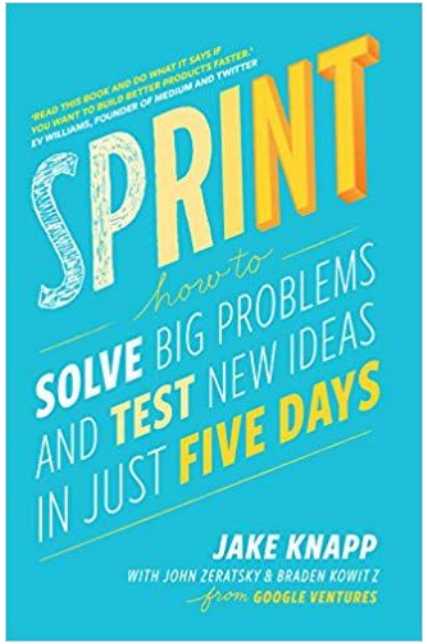


What Happened on Dragon's Den

Anyone read this book?



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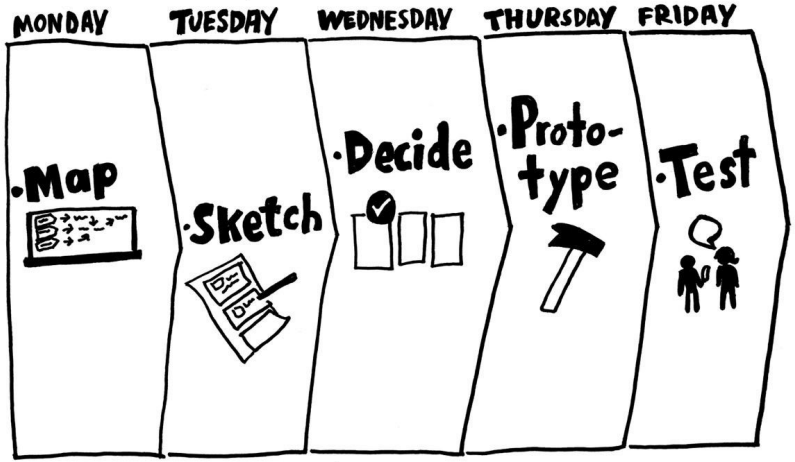
Spoiler: It's about prototyping an idea then testing it



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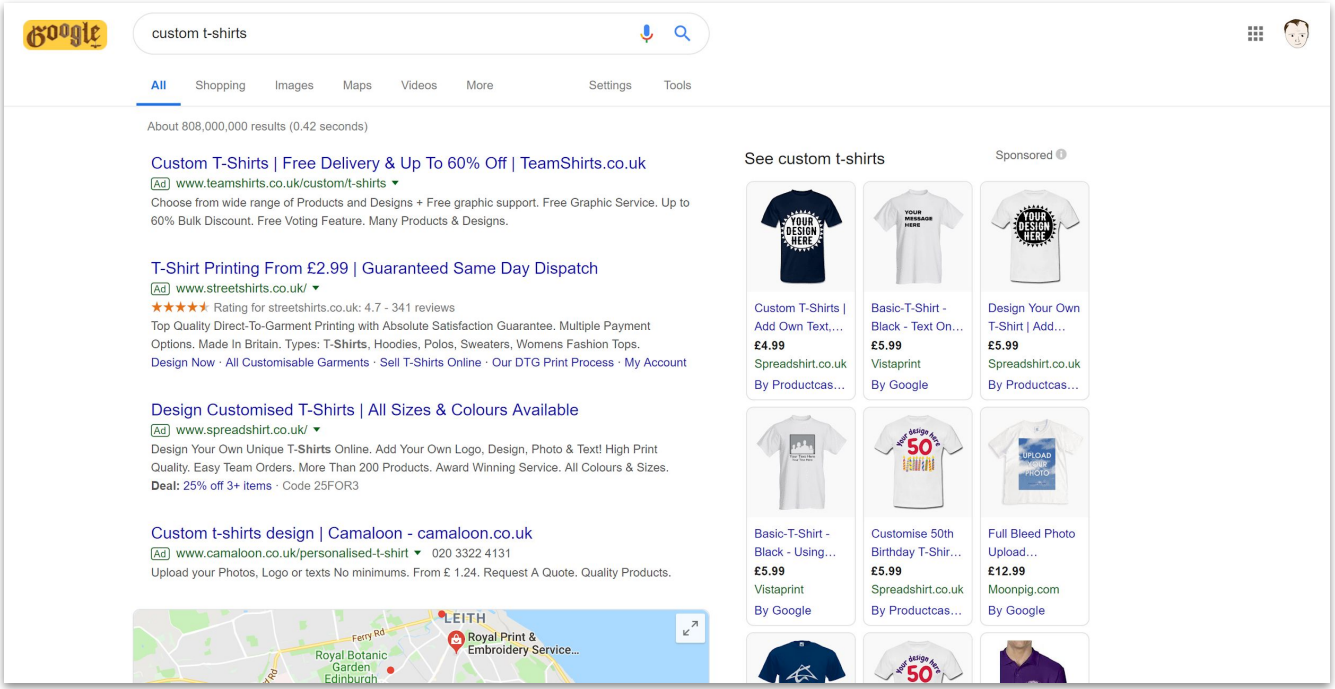
Sprint story: How to fail your product in 5 days

Gayanjith Premalal Follow
Sep 7, 2016 · 4 min read

This is a story about a GV style design sprint. If you've never heard of that, you can learn more here or read the book.

It was the final week in the training period in my first job as a Business Analyst at Cambio Colombo office. My colleagues and I were invited to participate in a Design Sprint and I knew it would be a whole new experience as we were taken into a room that had color pens, post it notes and papers all over the table. I felt that we were up to something very interesting.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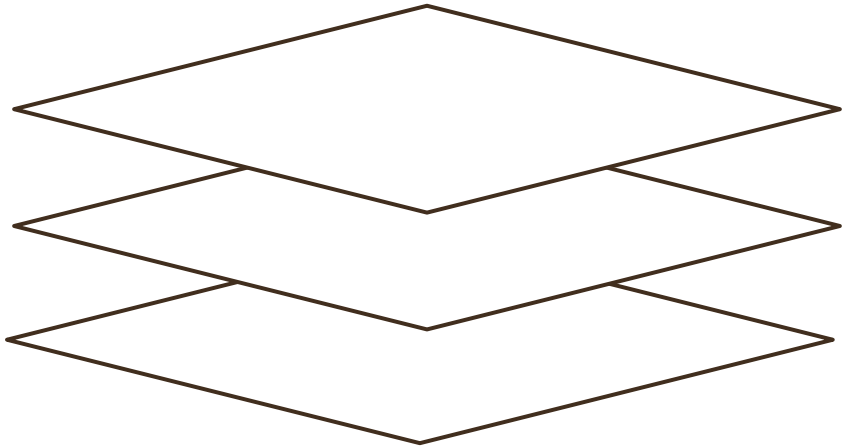
Two parts to the problem

1. Usability testing isn't for validation
2. Prototypes aren't products

Three layers of user experience



Delightful

Usable

Useful

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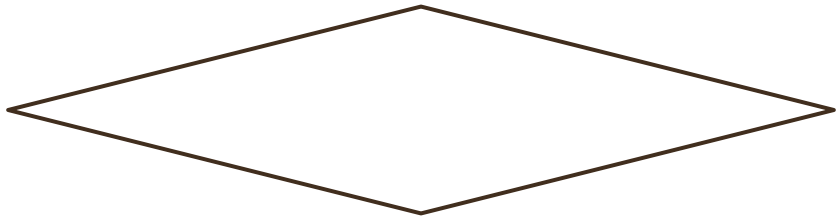
Usability testing helps with this bit



Usable

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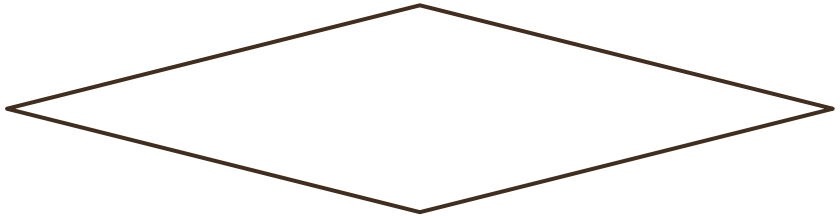
But without this bit, you don't have a product.



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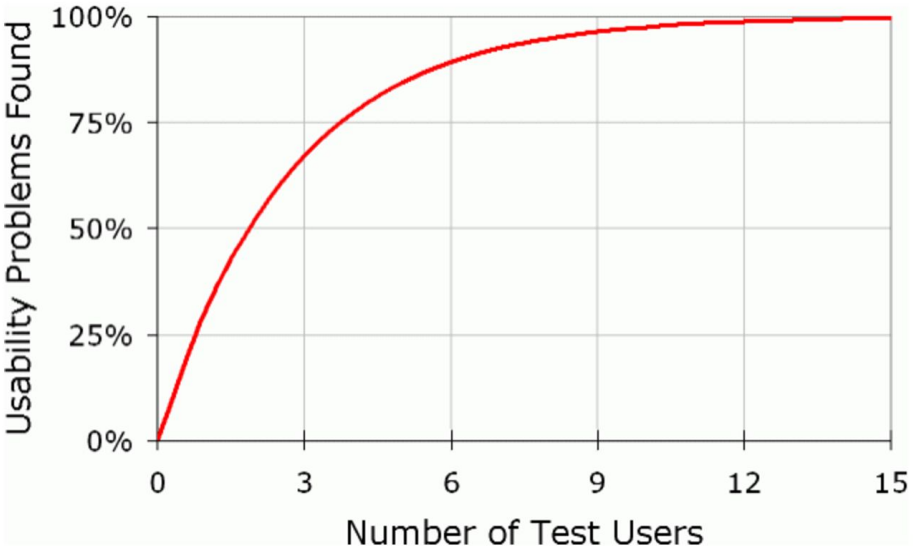
Q. How many participants do you need for a usability study?



The oldest chart in UX

Source:www.nngroup.com

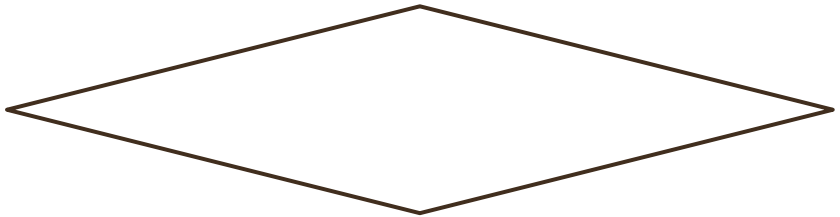
Usability Problems Found

This bit is important

If we give 5 users the same task to do and witness repeated problems, then more of our users are likely to experience those same problems also.

Can people use it? Not **will** people use it.

Usability tests tend not to establish this...



Useful

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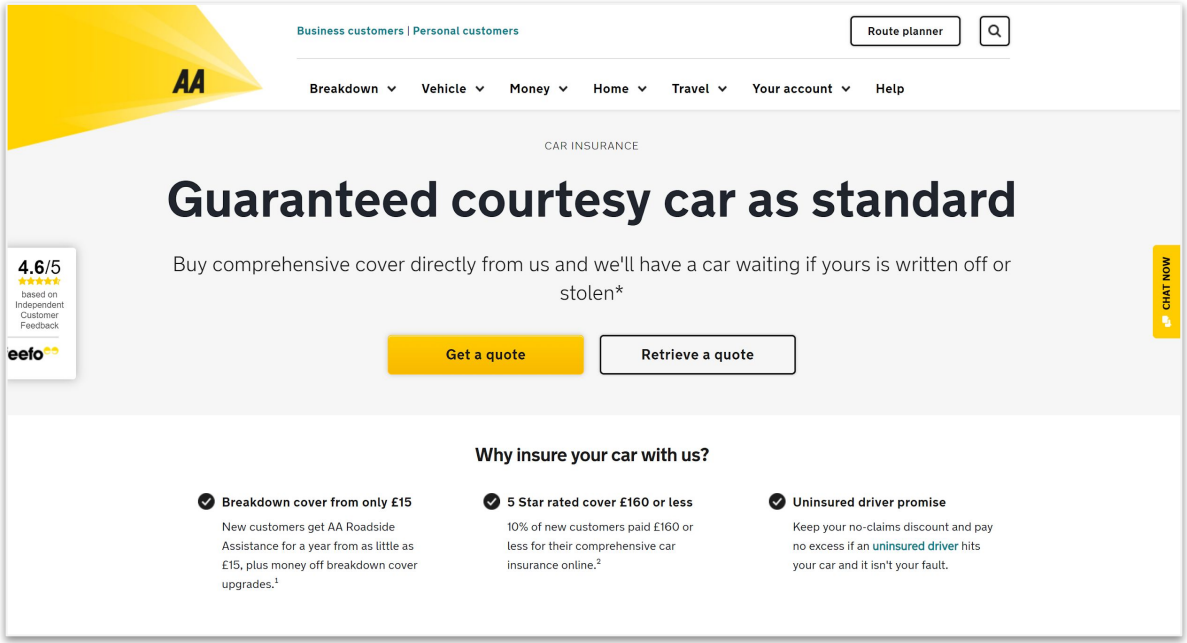
“Oh my god, I love this. When are you going to make it for real?”

Said nobody, ever (OK not ever, but rarely).

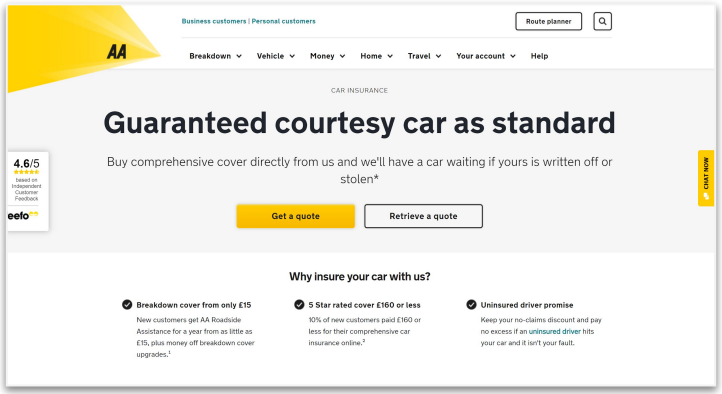
So how do you validate an idea then?

Release it.

Usability testing is often the first research people get to do. And that's OK, when value has been established.



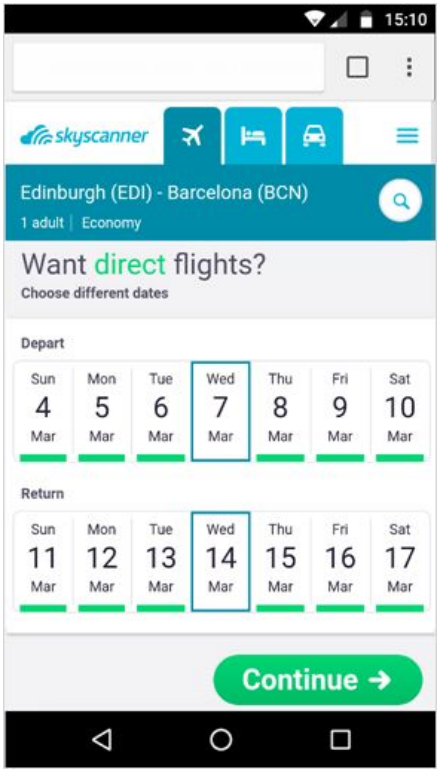
An online car insurance quote is a validated idea.



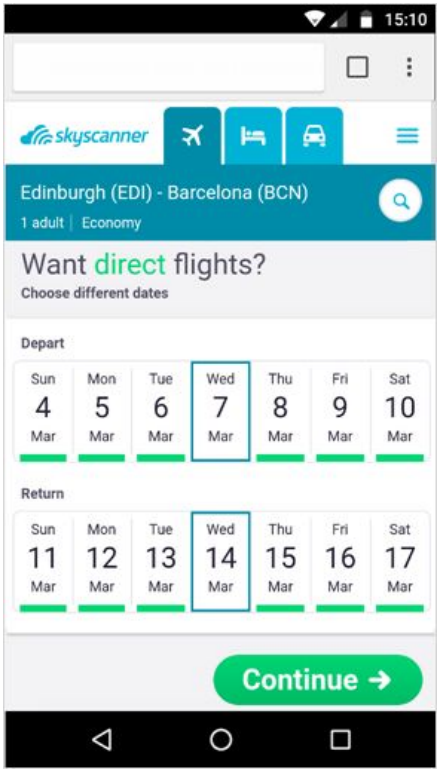
You can start with usability testing. But start with the competition before a prototype.

Test prototypes to find big UX issues in your design ideas early on.

Even as a test of usability, prototype tests have severe limitations. Test with prototypes first, then test again with a working version.



If this feature had required validation in prototype testing it would have failed.



How it came to be

1. Established the need through usability testing of the live product
2. Sized the problem through analytical data
3. Tested a prototype solution
4. Refined the design
5. Tested it again for improvements
6. Built a working version
7. Tested it again for improvements
8. Released as an experiment
9. Released live

Countless other ideas die a painful death
when the user isn't at its centre.

Where do other product ideas come from?

We want to sell more stuff, so let's add this new thing to the product.

We want users to log in. Let's build something they'll need to log in to.

We want to build something in this new technology.

Our competitors did a thing, so let's do it too.

Users are asking for this new thing, so let's build it for them.

The bad news

There's no guaranteed approach, but there is a good one.

"Uncertainty is an uncomfortable position, but certainty is an absurd one"

Start with the user.

Now a cliché, stolen by those who don't.

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Intent to Solve

by: Laura Klein | April 14, 2015

When we're building products for people, designers often do something called "needs finding" which translates roughly into "looking for problems in users' lives that we can solve." But there's a problem with this. It's a widely held belief that, if a company can find a problem that is bad enough, people will buy a product that solves it.

That's often true. But sometimes it isn't. And when it isn't true, that's when really well designed, well intentioned products can fail to find a market.

When isn't it true?

When I tell product managers and entrepreneurs that their dream customers might not buy this product—even if the product solves a problem—sometimes they get angry.

"No!" the managers and entrepreneurs yell. "This is a serious problem for my users! They struggle with this thing every day! They told us this. We saw them struggling with it. We did our research!"

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Innovation and user flow

David Hamill
Jun 19, 2018 · 5 min read

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I love contactless payment cards, so it's a bit weird that after years of knowing about it, I still don't have Google Pay set up on my Android phone.

I will do it, but I've been telling myself this for over a year now. When you look

Stop throwing shit at walls and start studying real behaviour.

Thanks.

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