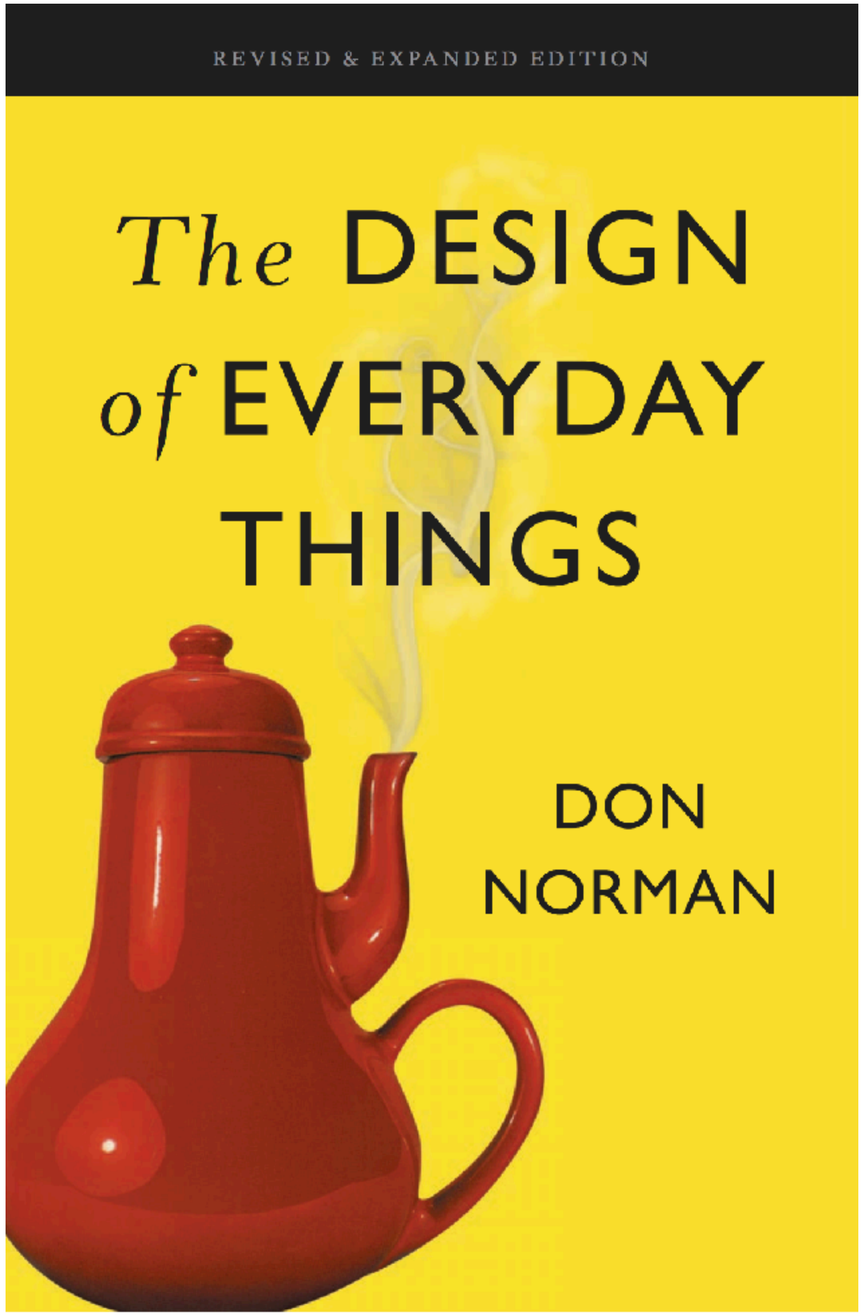
usability testing

Building a Website 2018

the *background*

what does it mean for something to be **usable**?


REVISED & EXPANDED EDITION
The DESIGN of EVERYDAY THINGS
DON NORMAN

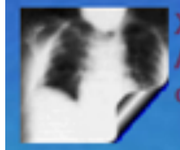
Don Norman championed

human-centered design

humans are **idiots**,
so it's not enough to design
something to look nice, you have
to design it to be **usable**

Pacific Northwest X-Ray Inc.

Simply the best!



X-Ray and Radiology? You are at the source! Here you will find hundreds of pages of X-Ray related accessories, parts, supplies, and equipment. Accessories from Lead Aprons to Lead Markers. X-Ray equipment including portables. Not to mention X-Ray parts. Be sure to keep checking back as our web design team is constantly updating the information on the current items and adding new products as they become available.

Search by Product Name, Brand Name, Stock Number and more! Go!

Equipment

Darkroom Equipment & Film Processors(15),
Digital/DICOM/PACS Products.,
Medical Equipment/Patient Care Equipment (9),
Power and Exam Tables(2),
Portable Radiographic(5),
Radiation Survey Meters(7),
Silver Recovery Systems(8),
Film Viewboxes(29)
More products/complete listing.....

Accessories

Cabinetry & Storage(11),
Cassettes/CR Plate Storage, Transport, Viewing(17),
Cassette/Film/Surgical/Case Carts(10), Exam Room Products(18),
Film Carry Cases, Cassette Holders, Pass Boxes(2),
Film Caddies, Wall Film Racks, Positioning Foam(11),
X-Ray Markers(13), Sandbags, Stools(5), Table Pads,
Lead Protection Products, Aprons(71),
Gloves(5), Mobile Barriers, Windows, Eyewear(4),
Blockers,
Clear Barriers, Thyroid Collars, Gonad Protection,
Warning Signs, Ultrasound Accessories.,
More products/complete listing.....

Supplies

Parts

we find out if we're failing to communicate through **usability testing**

Usability testing

process used in user-centered interaction design to evaluate a product by having people interact with it and provide feedback

wikipedia.org

Dinner with Layla in 30 min
8:30 - 10:00 pm | 50°F

usability testing gives **direct input**
on how **real users** use the system

products that test usability:

food

computer interfaces

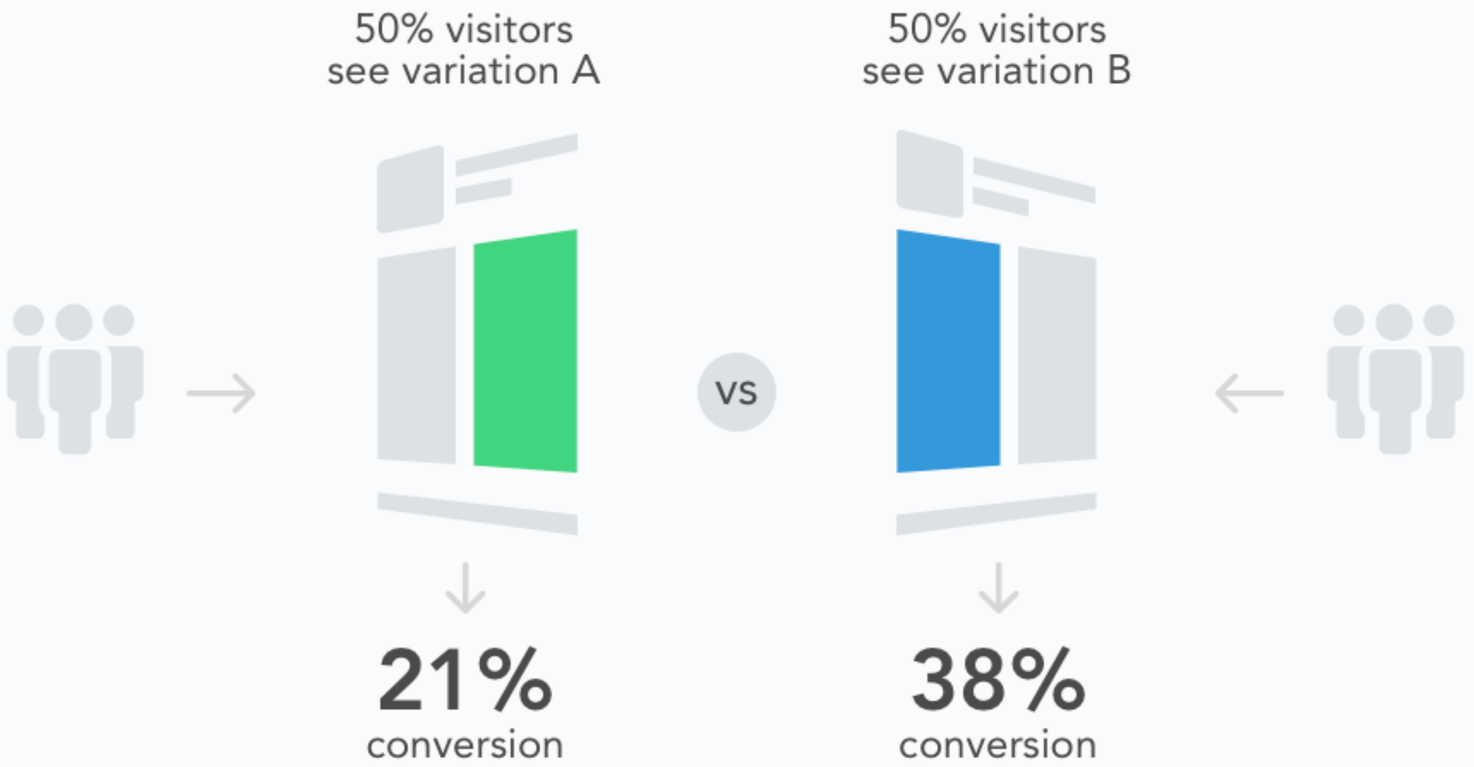
consumer goods

games

web sites

devices

A/B Testing


50% visitors
see variation A
50% visitors
see variation B
VS
21%
conversion
38%
conversion

usability testing provides an opportunity to **get in the user's head**

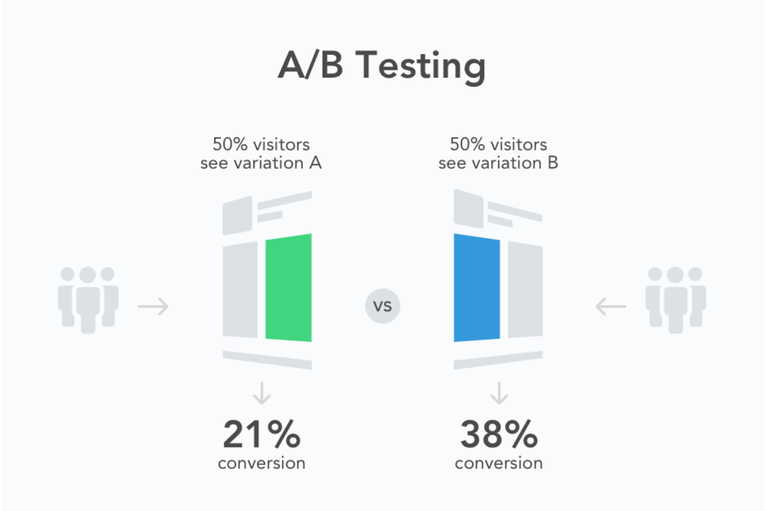
usability testing helps us:

- discover where users get stuck
- address legibility
- find bugs

the *conceptual*

how do we **conduct** usability testing?

common core methodology



core methodology

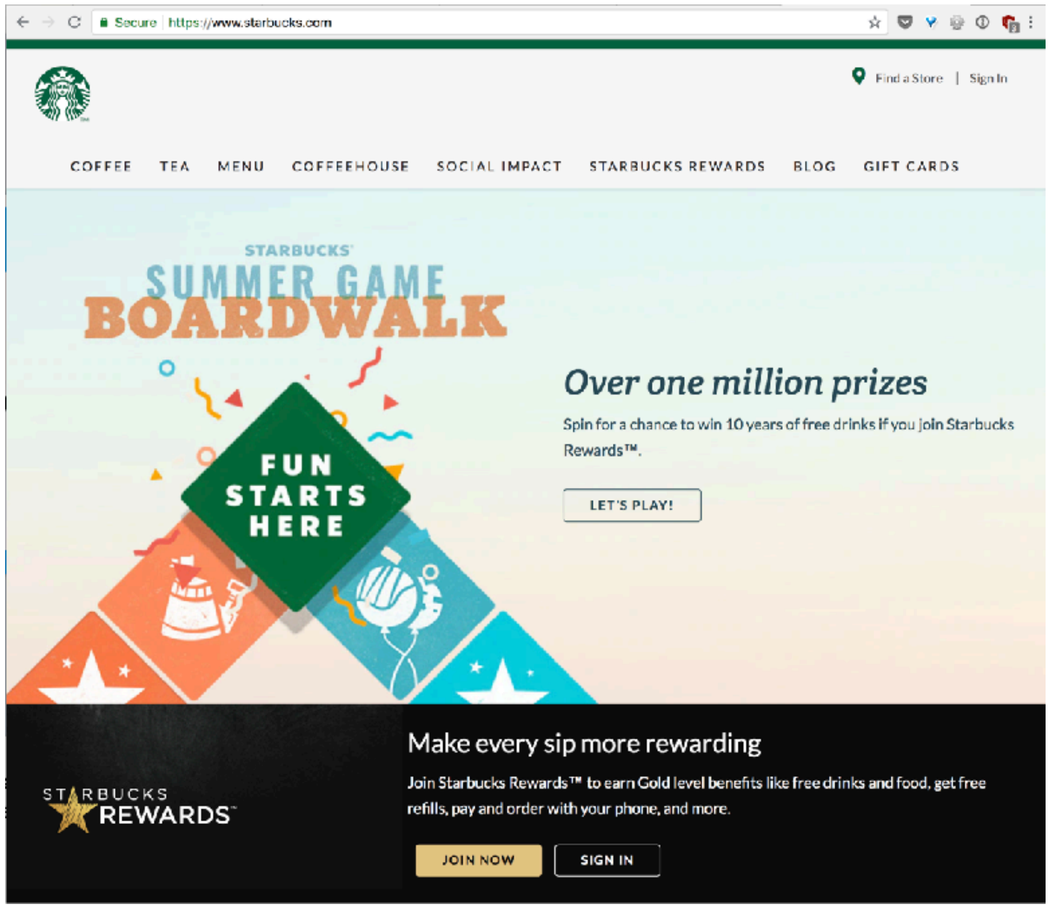
1. specific task
2. record actions
3. analyze results

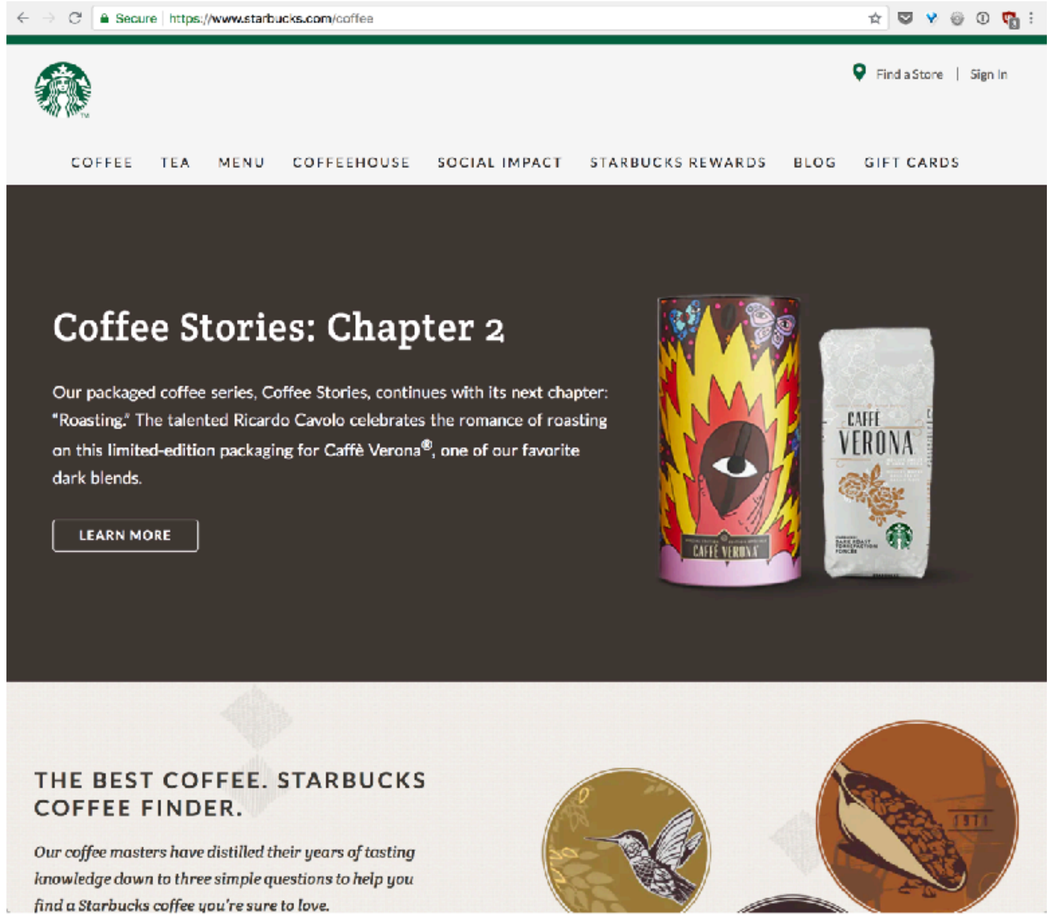
specific task

specific task

what are we testing?

specific task





specific task

specific testing **reduces cost**

specific task

specific task

our specific task today is to
evaluate a **portfolio site**

record actions

record actions

through **video**, **audio**, or
taking paper notes

record actions

S I L E N T

USABILITY TESTING
No! That's not how you're supposed to use it!

record actions

record actions

record actions

record actions

gathering feedback:

- interviews
- open-ended comments
- formal surveys

analyze results

analyze results

the end result of usability testing is **data**

analyze results

- video
- observation notes
- user comments
- survey results

analyze results

mix of **qualitative** and
quantitative data

analyze results

quantitative: data that can be expressed through numbers

(ex.: "6/10 people didn't use the button")

analyze results

qualitative: data that cannot be expressed through numbers

(ex.: color scheme is confusing)

analyze results

pay attention to **trends**

analyze results

create an list of **actionable problems**

when choosing participants,
consider your **target audience**

any feedback is better
than no feedback

the *practical*

we’re going to conduct an
informal usability test today

specific task

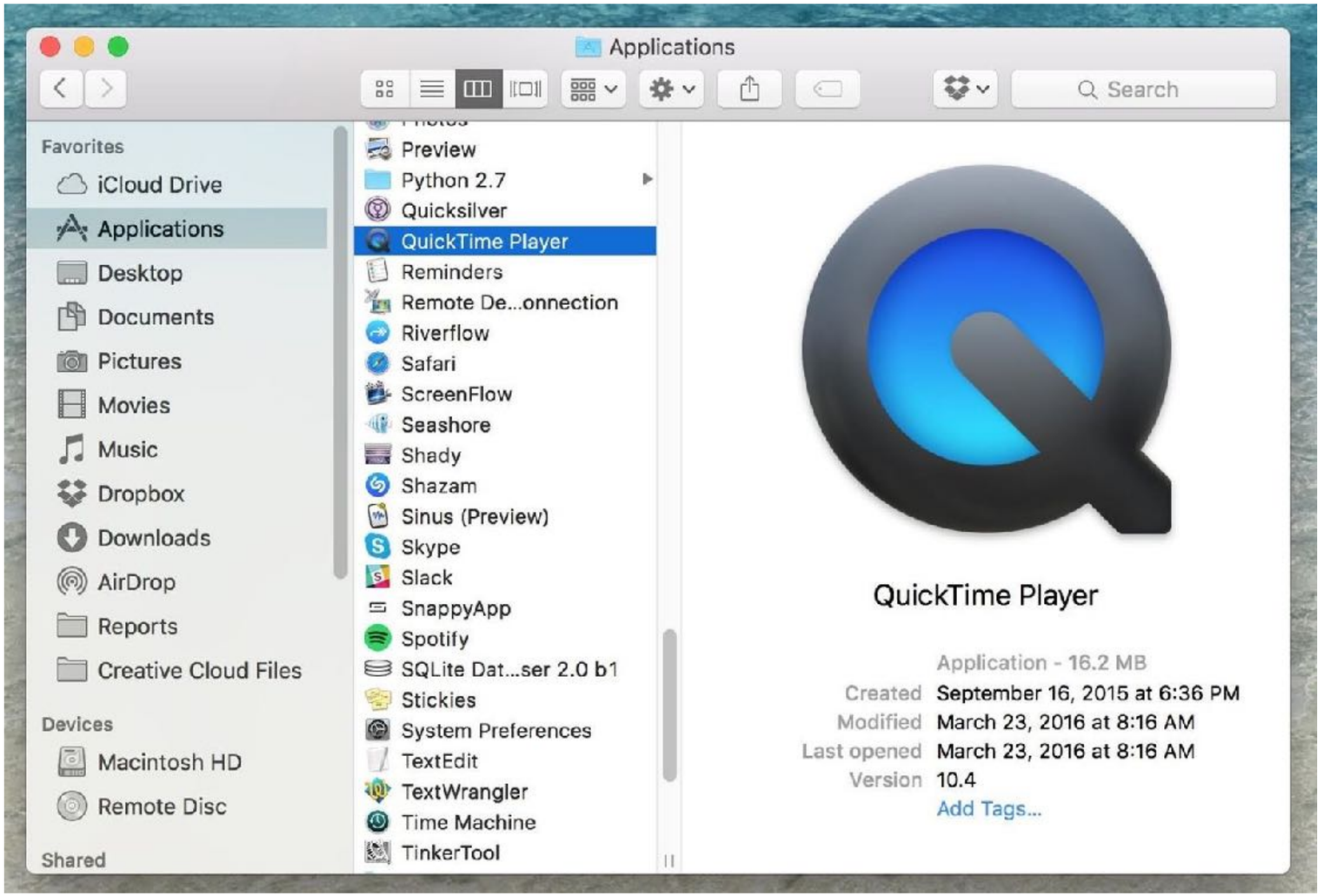
use of portfolio websites

record actions

two ways:

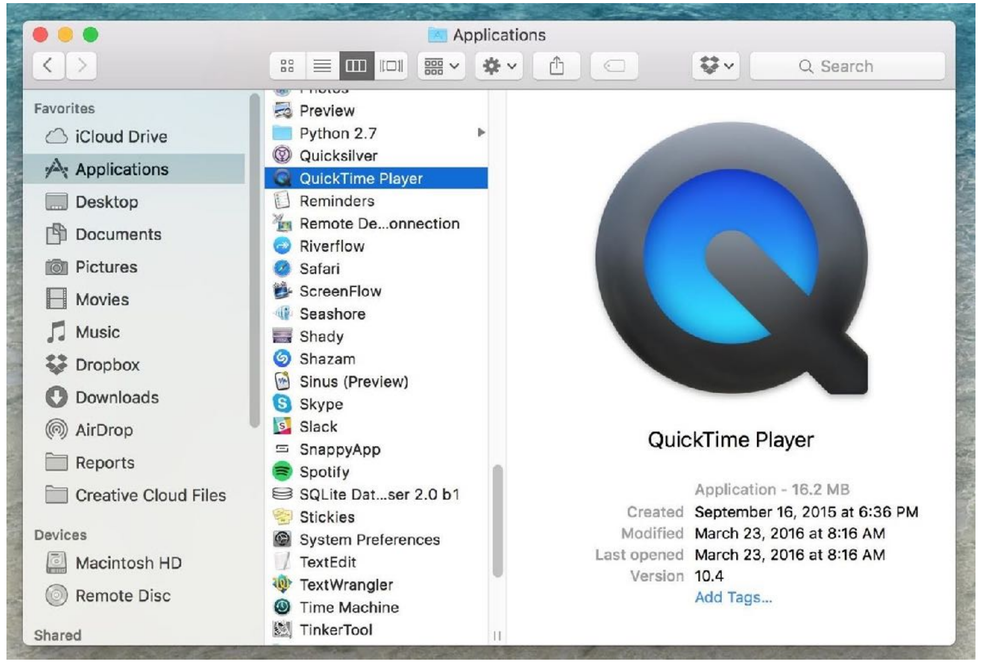
- screen recording
- paper comments

record actions



record actions

analyze results



analyze results

this will give everyone a big set of
actionable feedback

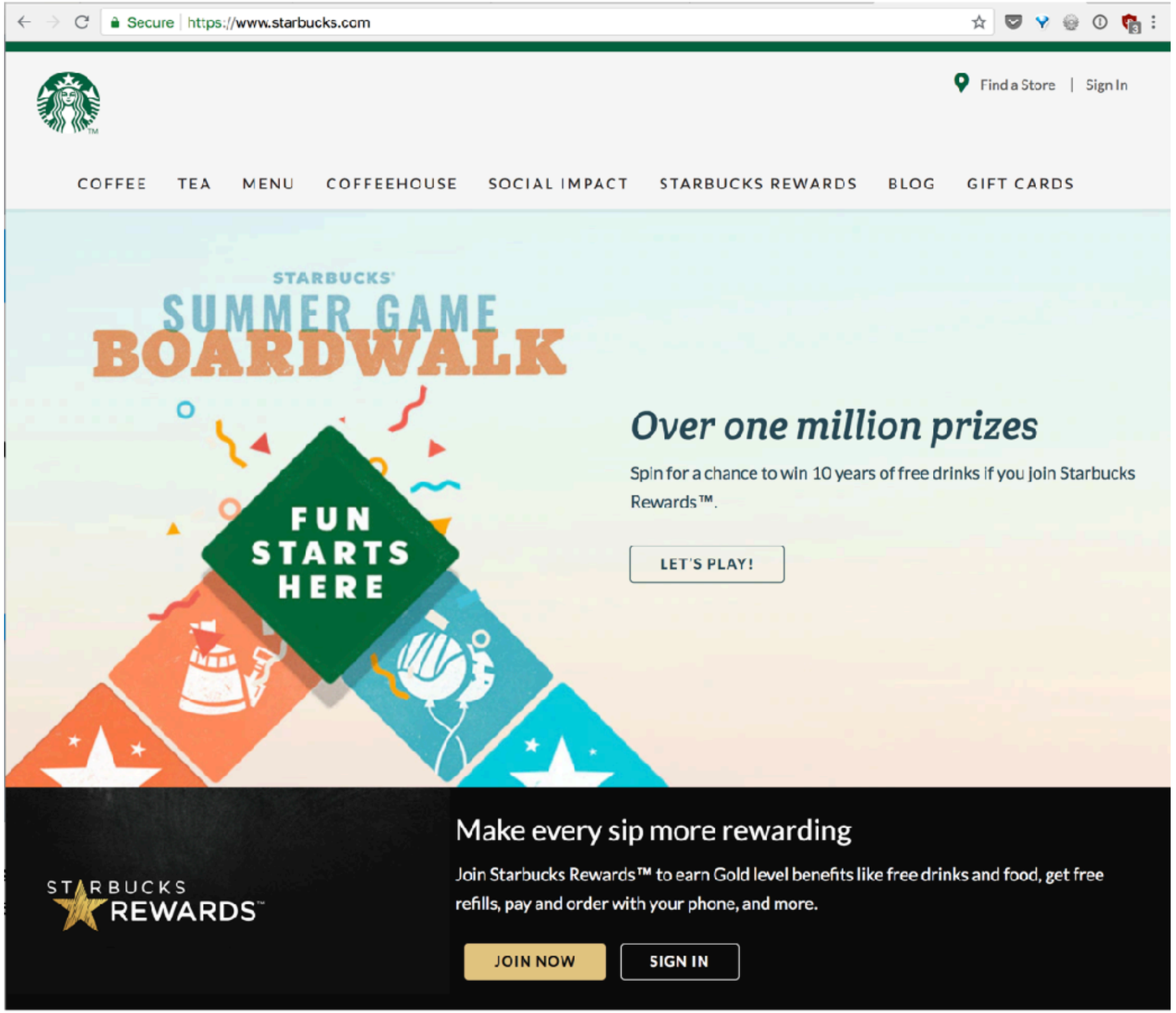
be a good **user tester**

because we are all designers, we have a **unique perspective**

be **focused**

be **thoughtful**

break things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Make every sip more rewarding
Join Starbucks Rewards™ to earn Gold level benefits like free drinks and food, get free refills, pay and order with your phone, and more.
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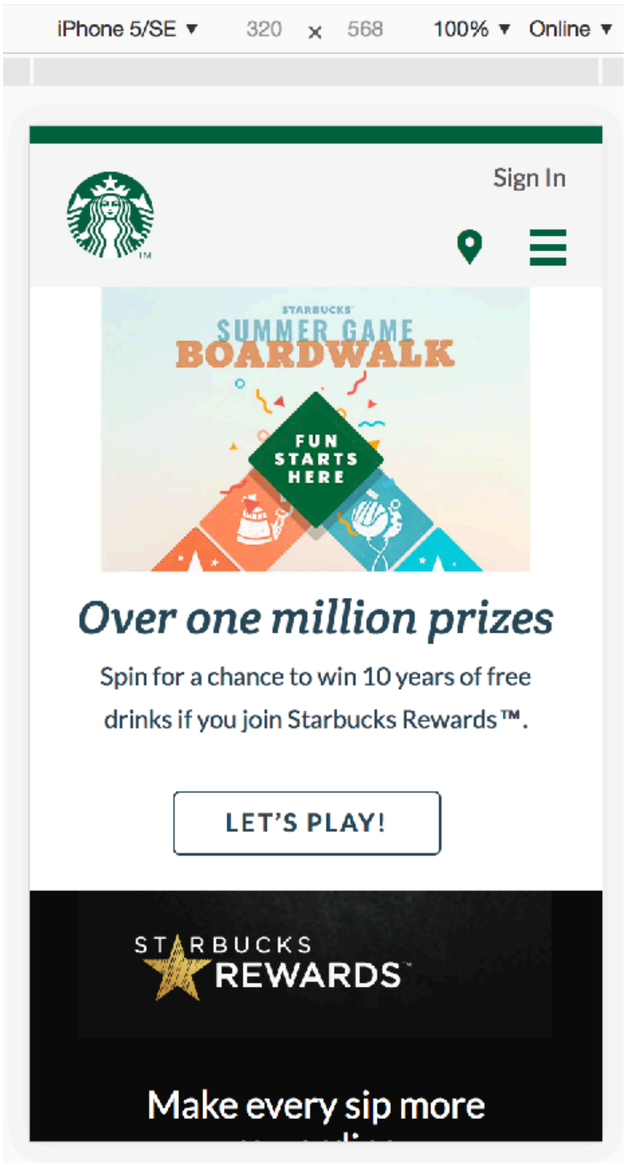
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Spin for a chance to win 10 years of free drinks if you join Starbucks Rewards™.
LET'S PLAY!
STARBUCKS REWARDS
Make every sip more

Q’s?

usability test

1. Visit each computer

2. Leave one piece of constructive crit

3. One thing that's working well

4. Any bugs

homework

1. Evaluate your screen recording
2. Evaluate your comments
3. Summarize your findings
4. Create a todo list
5. Email me summary and todos

Due Monday