

Usability Testing



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Overview

- What is Usability Testing?
- Advantages
- Types & Methods
- Beta vs Usability Testing
- Challenges
- Software Tools
- Demonstration

What Is Usability Testing?

What is it?

- A technique used to test a product or web application via user-centered interaction
- Provides feedback with respect to design

Five Main Components

- Learnability
- Efficiency
- Memorability
- Errors
- Satisfaction

Advantages

Applicability

- Functional
- Smoke
- System Integration
- Unit Testing

Profitable

- Impacts User's Acceptance
- Larger User Base

Performance & Quality

- Potential Bugs

User Interface

- UI Design Issues



Main Testing Methods

Moderated In - Person

- A facilitator is co-located with the participant, (often in a lab).

In-Person Usability Testing



Moderated Remote

- Remotely observe users attempt tasks on the application through screen sharing software
- Examples:
 - WebEx
 - Skype
 - GoTo Meeting

Unmoderated Remote

- Automatically gives tasks to participants
- Typically records the participant's screen, mouse movements, or webcam, but there's no way to simultaneously interact with all the users.

Main Testing Methods - Pros/Cons

Moderated In - Person

- Observe user's body language (eye-tracking)
- Overall, the best feedback on the usability of your app
- Harder to find people, less geographic diversity, costs more resources

Moderated Remote

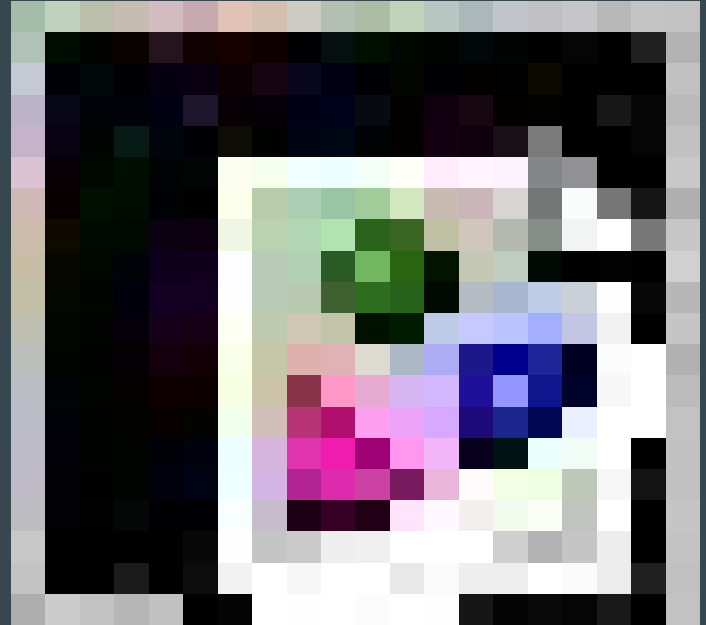
- Easy to recruit people
- Good feedback on usability of your app
- Doesn't cost as much resources

Unmoderated Remote

- Large sample size
- User feedback is limited
- Some user feedback could be untrustworthy
- Least expensive method

Main Usability Testing Types

- **Problem Discovery**
 - Uncover as many usability problems as possible
- **Benchmark**
 - How usable is the interface?
- **Competitive**
 - Competing websites/products
- **Eye Tracking**
 - How effective are your designs?
 - Only possible via in-person usability testing
- **Learnability**
 - Time it takes to learn how to do tasks



Challenges



1) Scalability

- Facebook
- Netflix

2) Visual Design

- Text, Buttons, Links, Inputs, etc.
- Size, Location, Aesthetics
- Advertisements
- Confusion, Easability

3) Comprehension

- Understanding the Information
- Leads to Frustration

4) Interactivity

- Single Screen vs Multiple Screens
- Navigation
- Variety of User Behavior

5) Change Management

- New vs Old
- Warning
- Support
- Loyalty

Usability Testing V S Beta Testing

- Implementation
- Design / Prototype
- Behavior / Patterns
- Easability

To see if users

CAN

Use the product

- Verification
- Deployable Product
- Bug Detection
- Quality

To see if users

WANT

To use the product

Usability Software Testing Tools

- 5 Second Test - www.fivesecondtest.com
- Crazy Egg - <http://www.crazyegg.com/>
- Morae - www.techsmith.com/morae.html
- Inspectlet - www.inspectlet.com
- Google Analytics - www.google.ca/analytics
- Open Web Analytics - www.openwebanalytics.com
- Optimal Workshop - www.optimalworkshop.com

Optimal Workshop Demo

- Treejack
- OptimalSort
- Reframer
- Chalkmark



Optimal Workshop



Treejack

Know why and where people
get lost in your content with
tree testing



OptimalSort

Discover how other people
organize your content with
card sorting



Chalkmark

Reveal first impressions of
designs and screenshots with
first click analysis



Reframer

Take notes and find themes
super fast with qualitative
research for teams

Questions?

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