

#usabilitytesting
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Usability testing

Effective user research to make the web more usable for more people



Why usability testing?

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calumryan.com

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Front-end developer
Helpful Digital





Satisfaction comes from...

Knowing what we create satisfies and solves problems for users



Making too many
assumptions

- ▶ Our users have the latest devices/software
- ▶ Our users don't have any disabilities
- ▶ Our users should already know how to do that
- ▶ Our product isn't that widely used to matter
- ▶ Previous products/approach worked fine

Outcomes of **not doing** usability testing

- ▶ We build features people don't need or hardly ever use
- ▶ We may fail to consider different use cases, challenges/constraints
- ▶ Potentially break the law, get sued, bad press and reputation
- ▶ We turn people away to alternatives/the competition

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Usability testing / **research**

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We're testing the website/product. Not the user

“The goal is to determine to what extent the
product or service as designed is usable”

Erika Hall

Just Enough Research | A Book Apart

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Measuring usability

5 components of usability

Nielsen Norman Group

nngroup.com/articles/usability-101-introduction-to-usability

- ▶ Learnability
- ▶ Efficiency
- ▶ Memorability
- ▶ Errors
- ▶ Satisfaction



Learnability

Do I need to consult documentation to use your website?



Efficiency

I have a 100-odd other tasks to do today. Will this take long?



Memorability

This website isn't how I remember it. How do I do that again?



Errors

Users struggle to find X resource. How can we make X easier to locate?



Satisfaction

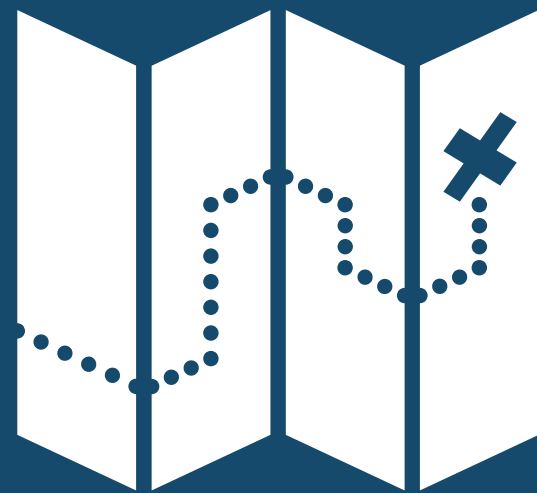
Is the website accessible and somewhere you'd happily visit again?

Methods of user testing

Consider one or more different approaches to user testing

- ▶ Explorative
- ▶ Comparative
- ▶ Thinking aloud
- ▶ Remote
- ▶ Hallway
- ▶ Assessment
- ▶ Review-based

Explorative



- ▶ Ideally performed by experienced testers
- ▶ Evaluate new or initial design ideas
- ▶ Iterative tests, defines future tests
- ▶ Test sessions are defined by goals

Comparative



- ▶ Two or more design variations
- ▶ Rate positives/negatives in user experience
- ▶ Typically A/B testing
- ▶ Combine best features

Thinking aloud



- ▶ Typically a series of pre-defined tasks
- ▶ Participant describes what they're doing
- ▶ Gather feedback as they progress (or struggle) to complete the task

Remote



- ▶ **Synchronous testing**
Real-time user testing via video link or remote sharing tools
- ▶ **Asynchronous testing**
Automated/prescribed tests the user may choose to do in their own time and in their own environment

A great customer experience starts with Human Insight

See, hear and talk to your customers as they engage with your products, apps and messaging.

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Hallway



- ▶ Testing done in high footfall public places
- ▶ Voluntary participation random individuals
- ▶ Quick, low-cost way to get feedback

Assessment



- ▶ Testing of a prototype ahead of production
- ▶ Real-time monitoring often from another room
- ▶ Progress and reactions to series of tests

Review-based

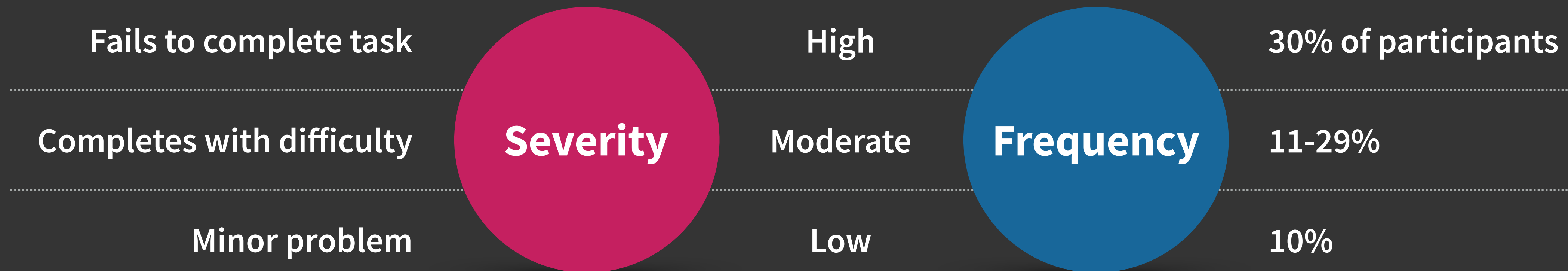


- ▶ Typically tested by experienced testers
- ▶ Pre-defined tests, often using automated tools
- ▶ Deep interrogation tests pre-production



Rating the problems

Rate each problem users encountered during the tests with a common scoring system



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Participants



Find the right participants and treat them well

Aim for 5-10 participants and usability tests

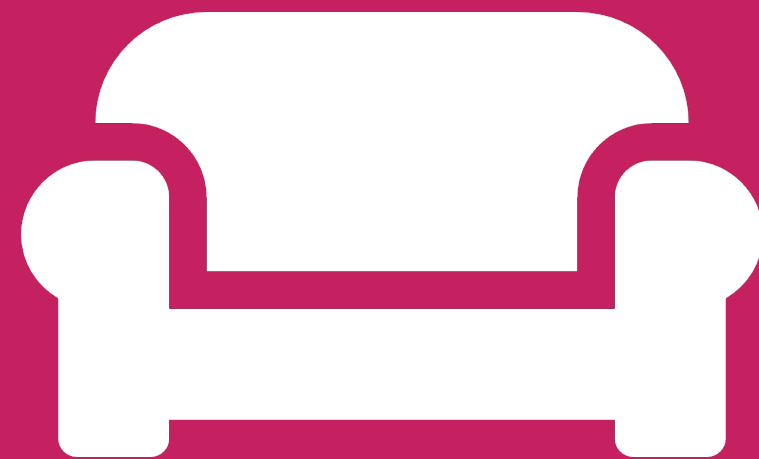
Avoid using your own team as participants

Testing for accessibility



- ▶ Get representative users
- ▶ Choose participants with a range of different disabilities and combinations of disabilities
- ▶ Allow users to test with their own aids such as screen readers, devices or other assistive tech
- ▶ If required to attend in-person, check the venue and transport to there is accessible

Testing environment



- ▶ Go to where the people are
- ▶ Have separate rooms for the participants and observers with good quality mics and network connections
- ▶ Choose a comfortable space: a relaxed, home-like environment away from distractions and lab-like conditions
- ▶ Encourage honest feedback

What to ask




- ▶ Get to know your participants and build a rapport
 - ▶ Profile them and their web usage habits
-

- ▶ Have scenarios to work through
- ▶ How would you do...?
- ▶ What do you make of this?
- ▶ What would you do here?

The how-to companion to the bestselling *Don't Make Me Think!*
A Common Sense Approach to Web Usability

Steve Krug

ROCKET SURGERY MADE EASY



The Do-It-Yourself Guide to Finding
and Fixing Usability Problems

Usability Demo

<https://youtu.be/QckIzHC99Xc>

Handling feedback



- ▶ Choose a good facilitator
- ▶ Friendly but neutral
- ▶ Encourage honest feedback
- ▶ Acknowledge problems/failures positively
- ▶ Be confidential and protect user data

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Guerrilla User Research



“help the participant visualise the future product clearly enough to give useful feedback on whether they can achieve their goals”

Jamie Levy

Chapter 8 | UX Strategy | O'Reilly

Guerrilla User Research



- ▶ Validated research conducted in short space of time on a small budget
- ▶ Small, structured experiments with a prototype and 5-10 participants
- ▶ Typically done at a coffee shop with good WiFi, power sockets, not too busy and acceptable to stay for the day
- ▶ 1 participant, 1 interviewer, 1 note taker

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Final thoughts



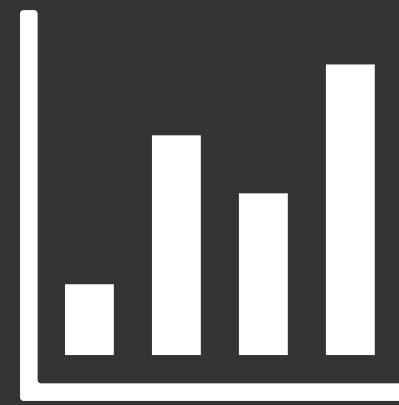
What usability testing **isn't** going to do

- ▶ Provide a breakthrough design
- ▶ Guarantee a successful product in the marketplace
- ▶ Prepare you for every single scenario or use case
- ▶ Substitute for QA testing (but can help define QA tests)



Some typical feedback from usability testing

- ▶ Difficult to use and overwhelming forms
- ▶ Links and resources aren't highlighted
- ▶ Challenging/hidden navigation menus
- ▶ Content isn't presented or tailored for different audiences



Be **open** about your usability testing.
Share your findings

“approach usability testing with the right expectations
and conduct it early and often”

Erika Hall

Just Enough Research | A Book Apart

 **A BOOK APART**
Brief books for people who make websites

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Erika Hall

JUST ENOUGH RESEARCH

FOREWORD BY Jeffrey Zeldman

JUST ENOUGH RESEARCH

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UX Strategy

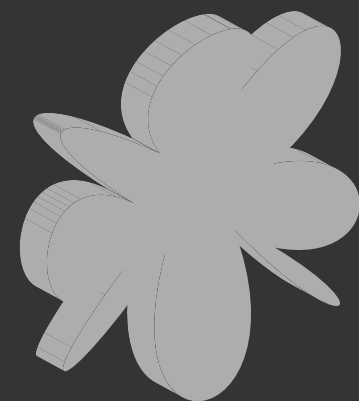
HOW TO DEVISE INNOVATIVE DIGITAL PRODUCTS
THAT PEOPLE WANT

Jaime Levy
Foreword by Jason Calacanis

UX Strategy

Levy

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thank you



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