

Usability testing

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Why test?

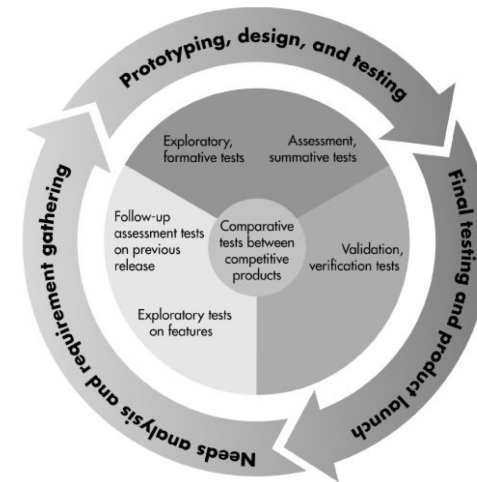


What is Usability Testing?

***“Any technique used
to evaluate a product
or a system”***

- Jeffrey Rubin

When to test?



How to test?

Disclaimer!



Before the test

Plan!

Research question

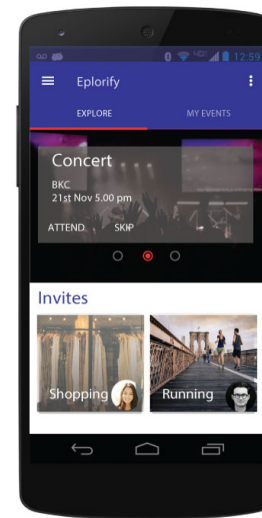
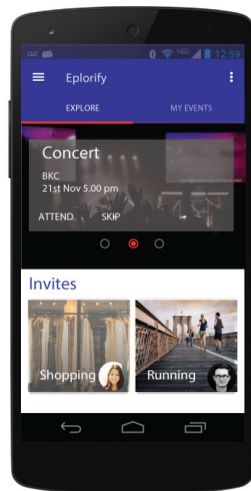
People

Tasks

Method

Material

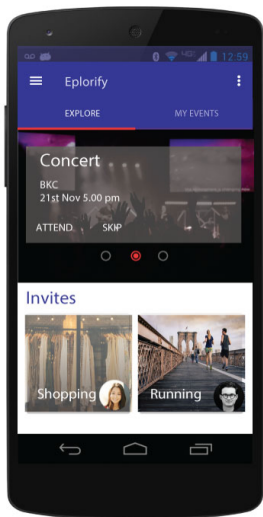
Example



Research Questions

How easily can someone find events using this app?

How easily can someone respond to events?



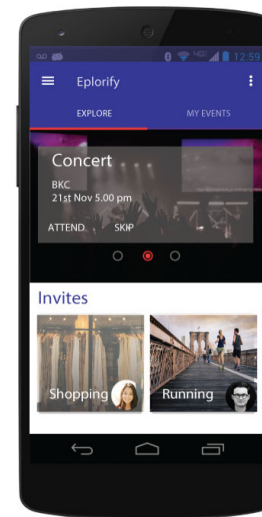
People

Participants: How many? Who? (Age, Gender, Occupation, etc)

Moderator

Note-taker

Observers

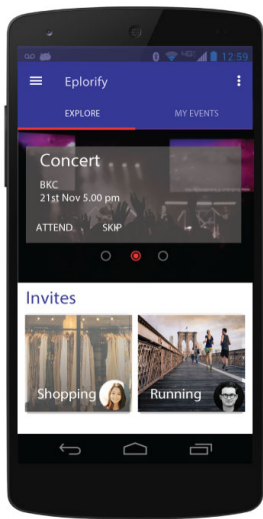


Tasks

Task A: Find out more information about Concert and RSVP for it.

Task B: Check which of your friends are attending Concert

Task C: Find out 5 other events that are happening using this app.



Method

Between subjects: Some participants - some tasks

Within subjects: All participants - All tasks but different order

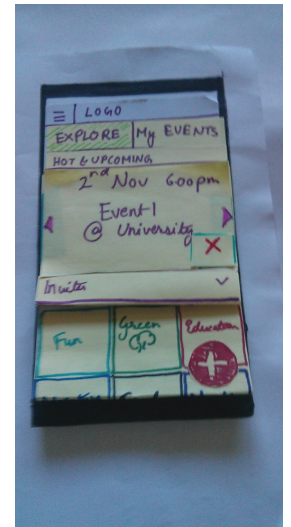
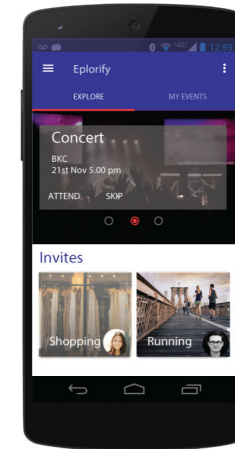
Multiple versions

Prototypes

Wizard of Oz

Marvel, InVision

<https://marvelapp.com/ab1fa9/screen/9134129>



Test



Other Material

Introduction

Permissions

Pre-test Questionnaires

Notes: Task list v/s metrics (time, clicks, etc.)

Debrief

Post-test Questionnaire



But before that...



Setup

Online/Offline

Make sure you can see the screen!

Eye trackers, microphones, video
cameras, etc.

Introduction

Greet

Give some context

Mention: You are testing the app
and not the participant!

Mention it's okay to backout

Ask them to think out loud and ask
questions

Conducting the test

Thinking aloud

Don't lead

Ask questions

Assist only when: participant is lost, frustrated, bug causes an issue

Never blame/doubt the participant

After

Post test questionnaire

System Usability Scale:

<https://www.usability.gov/how-to-and-tools/methods/system-usability-scale.html>

Helps quantify test results

Useful during the debrief

Debrief

What went wrong

Gives a different perspective

Gives participant a closure

Findings

Analyse and compile data

Quantitative

Qualitative

Fix it!

Credits

'Handbook of Usability Testing'

- Jeffrey Rubin

