

Usability Testing

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When should you perform Usability Testing?

Beginning?

Middle?

End?

Test throughout the project

What is Usability?

“Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users. This can be seen as an irreplaceable usability practice, since it gives direct input on how real users use the system.”

Source: Wikipedia

Benefits of Usability Testing

Improved user experience

Build confidence and trust in you product

Reduced costs (Dev/Support)

Reduced user errors

Usability Test Prototypes

Paper

Device

Other Tools

InVision

WhatFX

Accessibility and Usability

An accessible software product would benefit all users, not just those who are disabled

Basic accessibility is a prerequisite for usability

Software is not usable unless it is accessible

Usability implies accessibility, the contrary is not necessarily true

Usability Tips

Set clear objectives

Number of participants

Choose tasks carefully

Ask respondents to think aloud

Usability Tips

Interpret data

Pilot Testing

Avoid biasing

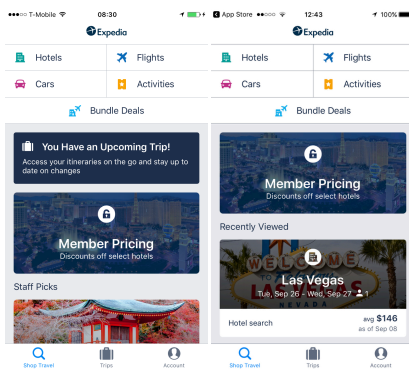
Hotel Usability on iOS

- “I don’t see a way to sort by number of beds” ([video clip](#)) - iOS User
- “Is 300 the top?” ([video clip](#)) - iOS User
- “I like to sort by discount” ([video clip](#)) - iOS User
- “It would be nice to select multiple locations” ([video clip](#)) - iOS User

AB Tests at Expedia

- Observations
- Hypothesis
- Test Design
- Success Metrics
- Next Steps

App Home Screen



- Observations:**
Staff Picks are stale and do not present fresh content to travelers. Less than 1% of users currently engage with the modules
- Hypothesis:**
If we remove staff picks, we will increase click through into the main content of the app home screen
If we randomize staff picks, we will increase module engagement into the hotel shopping path
- Test Design**
•Variants: 2 + Control
•Split: 33 : 33 : 34
•Risks: too much white space on the home screen will cause customers to bounce
- Success Metrics:**
•Primary: Click-through Rate (CTR)
•Secondary: CVR
- Next Steps:**
•Action: Removed Staff Picks
•Brand POSa: All

AB Testing Tools

- Develop your own
- Five Second Test
- Google Analytics Experiments

AB Tests - Benefits

Can measure small performance differences

Resolve trade-offs

Cheap

AB Tests - Limitations

Short-term focus

No behavioral insight

Unclear winners

Q & A

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