
Usability Testing



Usability Testing

A way to see how 'usable' a product is by testing it with real users. Users are asked to complete tasks, typically while they are being observed by a researcher, to see where they encounter problems and experience confusion.



Why though?



Uncover Problems
in the design



Discover Opportunities
to improve the design



Learn About Users
behavior and preferences



Elements of Usability Testing



Facilitator

Guides the participant through the test process



Tasks

Realistic activities that the participant might actually perform in real life



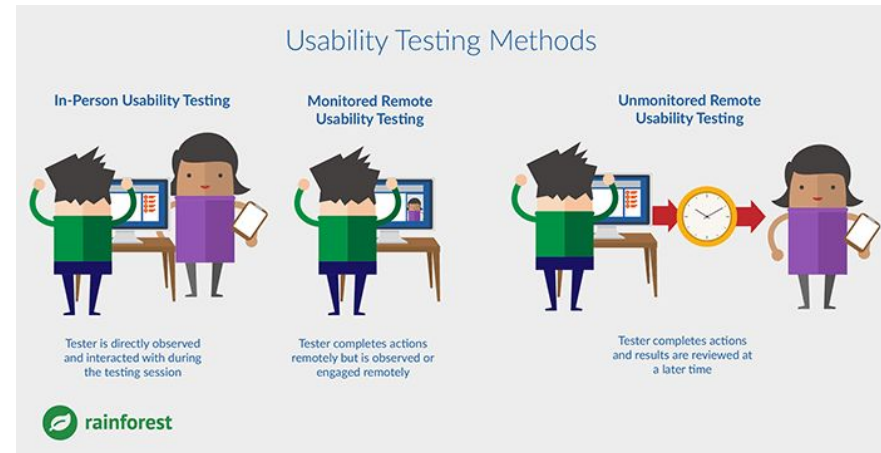
Participant

Realistic user of the product or service being studied

Process of Usability Test

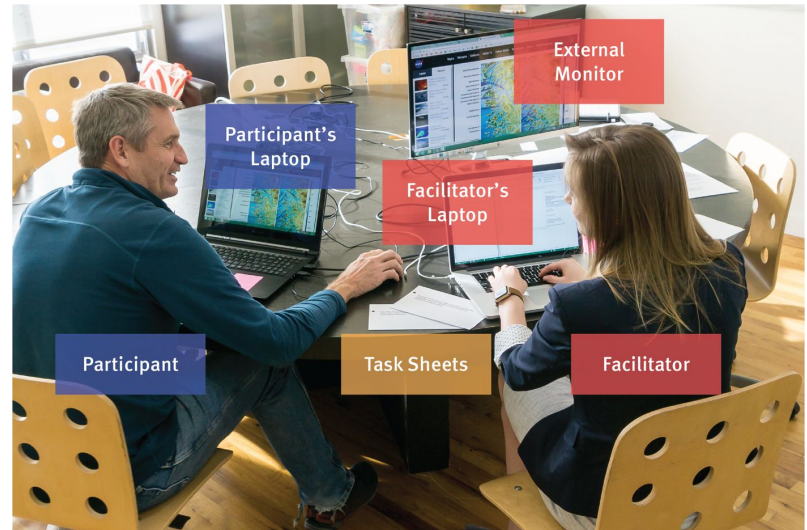
Set User Tasks

1. Prioritize the most important tasks to meet objectives.
2. Clearly define tasks with realistic goals.
3. Create scenarios where users can try to use the design naturally.



Facilitate/Moderate Testing

1. Set up testing in a suitable environment.
2. Introduce participants to your product, the process, and ask them to complete a few tasks.
3. Ask users to think aloud and tell you how they feel as they go through the test.
4. Observe and interview users. Notice issues.
5. Debrief with participants after the test.
6. Ask them to fill out a post-test questionnaire, rating your product and leaving comments.



Tips for Moderating



1. DO NOT tell participants what to do, just let them do what comes naturally.
2. If they get stuck, DO NOT HELP THEM, but ask them why instead and let them struggle a bit.
3. Ask “reverse questions”: Is this what you expect to find there?
4. Allow pauses.
5. Be somewhat monotone tonally to avoid influence.



Analyze Results

1. Assess user behavior.

- a. Quantitative
 - Time on task
 - Task completion
 - How many clicks
- b. Qualitative
 - Stress responses
 - Subjective satisfaction
 - Perceived level of difficulty

2. Create a test report.

- a. Review notes, data, and video recordings.
- b. Write analysis and synthesize findings.