Why do we conduct usability tests?
usability test

user test
user focus = best practice

Our instinct is to imagine someone like ourselves. Most of our users are nothing like us in any way.

via Eric Meyer’s WC Northeast Ohio 2016 Keynote

http://wordpress.tv/2016/06/24/eric-a-meyer-design-for-real-life/
user focus = best practice

Who we test with defines who we care about.
i.e., Accessibility, real-world "Stress Cases"

via Eric Meyer’s WC Northeast Ohio 2016 Keynote

http://wordpress.tv/2016/06/24/eric-a-meyer-design-for-real-life/
why test

1. Validate our assumptions (debunk stereotypes)
2. Inform our design decisions (to debate the team)
3. Show success over time
4. Grow as a practitioner (e.g., hamburger icon)
But I’m not a researcher
Where do I start?
Anthony D Paul
Director of User Experience

@anthonydpaull
<table>
<thead>
<tr>
<th>what you need</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Goal</strong></td>
<td>A reason to test, to be translated into research goals</td>
</tr>
<tr>
<td><strong>Test Strategy</strong></td>
<td>When to test and what type of test(s)</td>
</tr>
<tr>
<td><strong>Prototype</strong></td>
<td>Or, other artifact</td>
</tr>
<tr>
<td><strong>Test Facility</strong></td>
<td>Hardware, software, or physical space</td>
</tr>
<tr>
<td><strong>Participants</strong></td>
<td>Demographics, if relevant</td>
</tr>
</tbody>
</table>
Project Goal(s)
Why are we even working on this project?
goals come in all shapes and sizes

University
Prospects to easily find degree info

e-Store
Reduce shopping cart abandonment

Non-Profit
Drive donations
goals shouldn’t be prescriptive

- **Good**
  Allow visitors to quickly find specific degree program(s) of interest.

- **Bad**
  List all degree options on the homepage.
ok to have multiple goals (but prioritize)

1. Communicate the school brand and a positive student experience.
2. Allow prospects to quickly determine if the school has their program(s) of interest.
3. Drive prospects toward contacting the school to inquire about a program and its cost.
Test Strategy
What tests should we run and when?
Project Constraints

+ Hairiest Problems (priorities)

= Maximum Benefit
What’s our test budget?
How many sets of tests can we run? (usually 8–12 ppl per)
Who’s in charge of recruitment?
Do we have demographic requirements?
Are participants local?
focus on hairiest problems (when)

Too much content. (early)
Test info architecture or interactive menu concepts.

vs.

Brand perception is important. (late)
Test design concepts, photography, and copywriting.
testing options

- Moderated vs. Unmoderated
- In-person vs. Remote
- Desktop vs. Mobile
- Assistive Devices (accessibility)
Example Time
University
<table>
<thead>
<tr>
<th>constraints</th>
<th>hairiest problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 test round (8–12 ppl)</td>
<td></td>
</tr>
<tr>
<td>Participants not local</td>
<td></td>
</tr>
<tr>
<td>Automated recruitment</td>
<td></td>
</tr>
<tr>
<td>Use online system(s), unmoderated</td>
<td></td>
</tr>
<tr>
<td>constraints</td>
<td>hairiest problems</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>1 test round (8–12 ppl)</td>
<td>Too much content; hard to find things</td>
</tr>
<tr>
<td>Participants not local</td>
<td></td>
</tr>
<tr>
<td>Automated recruitment</td>
<td></td>
</tr>
<tr>
<td>Use online system(s), unmoderated</td>
<td>Test early prototype, perhaps wireframes</td>
</tr>
</tbody>
</table>
decision, for starters

Use **TryMyUI** for recruitment, facilitation, and recording

Use **InVision** to assemble prototype with designs or wireframes

Use online system(s), unmoderated

Test early prototype, perhaps wireframes
College is a family of thinkers and doers working together for **greater good**.
Test Script
Project goals to user tasks
goals

1. Communicate the school brand and a positive student experience.

2. Allow prospects to quickly determine if the school has their program(s) of interest.

3. Drive prospects toward contacting the school to inquire about a program and its cost.
1. Can users find the main menu?
2. Do users understand how the menu works?
3. Does the program finder behave as expected?
4. Can users find specific details about a program?
1. Without clicking on anything, where would you expect to find information about a degree in nursing?

2. Find information about a nursing degree.

3. Return to the homepage. Use the program finder to find information about a degree in physics.
assemble script

Weave in multiple goals

+ Find preferences first, then test tools

---

Test Script

College is a higher level education institution. Today, you'll be browsing this prototype as a prospective student learning more about our college and offerings, viewing pages someone choosing a school might view as part of their decision-making process.

Where possible, we've included the pages we anticipate you'll need to click through to arrive at each destination page, but note this is not a complete website and many of the links outside of the prescribed tasks may not work. If you expect a specific non-working link to take you to the requested content, vocalise that feedback.

<table>
<thead>
<tr>
<th>ID</th>
<th>Task</th>
<th>Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Without clicking on any links yet, scroll around the page to become familiar with what is there. What are some of the things you are able to do on this page? Are there things you would expect to do on a page or site like this that you don't see on this home page?</td>
<td>Able to: Learn about, get news, contact</td>
</tr>
</tbody>
</table>
| 2  | If you wanted to learn more about an undergraduate major in nursing, where would you expect to do that? Look for information about an undergraduate major in nursing. | Predicted paths:  
  - Interest Finder > Program Detail Page  
  - Main Menu > Academics > Interest Finder > Program Detail Page  
  - Main Menu > Academics > Schools > Nursing (school) > Program Detail Page  
  - Main Menu > Academics > Academic Programs > Program Detail Page |
| 3  | If you wanted to apply to this nursing program, where would you expect to do that? | Predicted paths:  
  - Apply Now (CTA) |
Pilot test with a friend to get a sense of timing

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  - Main Menu > Academics > Interest Finder > Program Detail Page  
  - Main Menu > Academics > Schools > Nursing (school) > Program Detail Page  
  - Main Menu > Academics > Academic Programs > Academic Programs Detail Page |
| 3  | If you wanted to apply to this nursing program, where would you expect to do that? | Predicted paths:  
  - Apply Now (CTA) |
Setup
Web applications
Scenario and tasks

Title

Tester platform
Pick One

Site type
Pick One

Website Address
Check URL (this will open the address in a blank window)

Scenario

Tasks
NOTE: Each unindented line is presented as a separate task. Indented lines are shown with task above them. The test is limited to 20 minutes total recording time.

- This is the first example task.
- The second task asks the user to login. The login info is indented on the next lines so they are shown with this task:
  login: foo
  password: bar
- The third task is on an unindented line again.
- Be sure to use the preview button just below to see how these tasks are presented to the tester.

Perform an impression test? (What's this?)
- Yes, start the test with an impression test.
- No thanks, no impression test needed.

Only new users
- Ok to use testers who have done my other tests.
- Don't allow testers who have done other tests for me.

Survey Questions

Survey questions
What was the worst thing about your experience?
What other aspects of the experience could be improved?
What did you like about the website?
What other comments do you have for the owner of the website?

Single Ease Question
- I do not want my SEQ task rating.
- I want SEQ task rating with my test.

Testers
<table>
<thead>
<tr>
<th>User</th>
<th>Session Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>User1 (104073)</td>
<td>Noticed menu button right away; feels there is room for courses and other info in the main nav bar; don’t see contact info in header</td>
</tr>
<tr>
<td></td>
<td>Looked at interest finder first, but opted to use main menu; no issue finding admissions info &gt; freshmen in main menu and with sidebar quick links</td>
</tr>
<tr>
<td></td>
<td>Failed; scrolled down to look first, then went to main menu rather than using quick links; didn’t notice quick links; thought it would be under admissions but didn’t see it</td>
</tr>
<tr>
<td></td>
<td>Used cta; success; used main menu to academics then interest finder</td>
</tr>
<tr>
<td>User2 (104075)</td>
<td>Stats feel arbitrary “out of place” of questionable trustworthiness; 12-1 student ratio, for what? undergrad? grad?; all numbers feel inflated, bogus</td>
</tr>
<tr>
<td></td>
<td>Failed but thought completed; went to apply now</td>
</tr>
<tr>
<td></td>
<td>For nursing used main menu, academics; used interest finder; no problem</td>
</tr>
<tr>
<td></td>
<td>Easily used apply now cta on same page</td>
</tr>
<tr>
<td>User3 (104080)</td>
<td>May want to look for a directory of staff; to contact someone who reached out; might also expect student directory; see some stories about what students have done with these degrees; want features, social to be higher on the page</td>
</tr>
<tr>
<td></td>
<td>Failed; not seeing main menu; looking around page for something for students</td>
</tr>
<tr>
<td></td>
<td>Failed; wanted to click on $17k stat for money info; didn’t see links to financial aid; didn’t see main menu</td>
</tr>
<tr>
<td></td>
<td>Sort of failed; went to interest finder right away; “that all makes perfect sense”; used it with no problem but didn’t click on nursing degree; found financial info on apply now page after the task; “register doesn’t mean anything in an application context”</td>
</tr>
<tr>
<td></td>
<td>Easy but had content they didn’t realize was there</td>
</tr>
<tr>
<td>User4 (104085)</td>
<td>Focus on stats first; expected front and center; was on admissions page and success; looked in</td>
</tr>
<tr>
<td></td>
<td>Looked around page and looked in main menu, used plan a visit shortcut</td>
</tr>
<tr>
<td>User</td>
<td>Action</td>
</tr>
<tr>
<td>-------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>user1</td>
<td>t14 - brand switch</td>
</tr>
<tr>
<td>user12</td>
<td>clear sub brand</td>
</tr>
<tr>
<td>user11</td>
<td>ran out of time</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Failures (of 12ppi)</th>
<th>0</th>
<th>4</th>
<th>5</th>
<th>1</th>
<th>1</th>
<th>1</th>
<th>0</th>
<th>7</th>
<th>0</th>
<th>0</th>
<th>1</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVG Successful</td>
<td>6.58</td>
<td>5.63</td>
<td>5.29</td>
<td>7.00</td>
<td>6.64</td>
<td>6.18</td>
<td>6.83</td>
<td>4.40</td>
<td>7.00</td>
<td>6.42</td>
<td>6.00</td>
<td>6.67</td>
</tr>
<tr>
<td>AVG Overall</td>
<td>6.58</td>
<td>4.42</td>
<td>4.00</td>
<td>6.92</td>
<td>6.25</td>
<td>5.83</td>
<td>6.83</td>
<td>3.17</td>
<td>7.00</td>
<td>6.42</td>
<td>6.08</td>
<td>6.67</td>
</tr>
<tr>
<td>User</td>
<td>AD</td>
<td>AE</td>
<td>AF</td>
<td>AG</td>
<td>AH</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>user1 (104073)</td>
<td>7</td>
<td>I was unable to find the Tuition fee and I explored all the pages to find it. I was unable to find it which was frustrating.</td>
<td>The main menu bar can be changed. Instead of displaying all the menu options when Clicked on a menu button, All the menu options can be provided on the homepage.</td>
<td>Most of the other school websites have all the courses in the same page and the one thing that is good on this website is that there is a specific home page for each course which is really helpful.</td>
<td>Overall, The experience was good. The content organization is also good but the ease of use can be improved by making more menu options available on the homepage to facilitate easy navigation.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>user2 (104075)</td>
<td>7</td>
<td>The navigation became confusing. Especially when I was on the school of nursing homepage and wanted to navigate back.</td>
<td>I think that the continuity between pages needs to be improved. I also think that the navigation is not congruent from page to page, both in the menu and on the pages themselves.</td>
<td>The site feels a bit clunky compared to other sites. I realize that it is a prototype and will be tightened up as time move forward, but some elements seemed out of place. For example, the icons and infographic on the homepage did not seem to belong. Also the navigation was confusing at times.</td>
<td>The site seemed pretty good, but with some small navigation and content changes could be amazing.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>user3 (104080)</td>
<td>6</td>
<td>I didn’t like that many of the sections that I thought would be visible on the front page were hidden in the menu button on the top right. That feels like a mobile site instead of a normal web site. There was plenty of space on the main page to include things like “Academics” and “Admissions” as their own, visible links.</td>
<td>Some of the secondary pages include information that repeats what is on the front page, such as when you click “Academics” and the find-a-program tool shows up again at the top. Secondary pages should focus on the new information they are providing rather than repeating what was on the front page.</td>
<td>It’s less interesting on the front page than other schools, which usually include lots of photos and feature stories about big events happening at the school or with its alumni. What are some successful alumni doing? What big events are coming up at the school? What achievements are the faculty having lately? What initiatives is the college undertaking? You want to show a sense of forward movement and progress and growth on the front page.</td>
<td>The secondary page for find-a-program is very small for a normal web site. Again, it feels like it is optimized for mobile browsing.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>user4 (104085)</td>
<td>7</td>
<td>No Response</td>
<td>No Response</td>
<td>No Response</td>
<td>No Response</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
extra credit

Use **TreeJack** for quantitative IA testing ($150 USD for 1 survey)

Use a local library’s assistive computer lab

Use online system(s), unmoderated

Test a late code prototype in QA process
Plants

Tree

- Home
- Trees
  - Oak
  - Pine
- Shrubbery
  - Rose
- Produce
  - Lettuce
  - Watermelon
  - Squash
  - Carrots
Plants

Tasks

1. Where would you expect to find a tasty snack that grows in the soil?
   Correct answers

2. Where would you expect to find a Christmas tree?
   Correct answers

Add task
optimalworkshop.com/treejack

Plants

Your survey address

Use this link to share a preview of your survey with colleagues or team members before launch.

No participant data will be collected until it is launched.

https://d437scbi.optimalworkshop.com/treejack/w5nfw875

Quick and easy targeted recruitment

We can source participants for your survey depending on your requirements and budget. Configure your targeting options and we'll take care of the rest! Learn more

Get a quote
Where would you expect to find a Christmas tree?

<table>
<thead>
<tr>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trees</td>
</tr>
<tr>
<td>Shrubbery</td>
</tr>
<tr>
<td>Produce</td>
</tr>
</tbody>
</table>
Task 1 of 2
Where would you expect to find a Christmas tree?

- Home
- Shrubbery
- Rose

I'd find it here
Skip this task
Plants

Task by Task Statistics

1. Where would you expect to find a tasty snack that grows in the soil?

Success

- Direct: 0%
- Indirect: 0%

Fall

- Direct: 100%
- Indirect: 0%

Skip

- Direct: 0%
- Indirect: 0%

Success overall: 0%
Directness: 100%
Time taken: 2.19 sec
Participant Paths

1. Where would you expect to find a tasty snack that grows in the soil?
   *No correct answer*

<table>
<thead>
<tr>
<th>SUCCESS</th>
<th>PARTICIPANT</th>
<th>PATH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>&gt; Shrubbery &gt; Rose</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>&gt; Produce &gt; Carrots</td>
</tr>
</tbody>
</table>
Closing
Why do we conduct usability tests?
The price of light is less than the cost of darkness.

Arthur C. Nielsen, Market Researcher
Thank you

InVision
http://invisionapp.com

TryMyUI
http://trymyui.com

TreeJack
http://optimalworkshop.com/treejack

(my talks and blog)
http://adp.rocks or http://snow. ws or http://microwave. ws

@anthonydpaul