User Testing

Tips on how to run test sessions and interpret results.

Drupal Camp NJ 2018

About Me

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Agenda

WHAT is user testing?

WHY should we test?

WHO is testing your product?

WHO should facilitating test sessions?

WHEN should you test?

How much does testing COST?

Case Study and Demo

Running Test Sessions

Interpreting the Results

WHAT is user testing?

What's the difference?

User Testing

Usability Testing

UX Testing

User Experience Testing

Definition

Usability testing is a technique used in <u>user-centered</u> <u>interaction design</u> to evaluate a product by testing it on users.

Usability testing focuses on measuring a human-made product's capacity to **meet its intended purpose**.

Examples

Products that commonly benefit from usability testing are foods, consumer products, websites or web applications, computer interfaces, documents, and devices.

Usability testing measures the usability or ease of use.
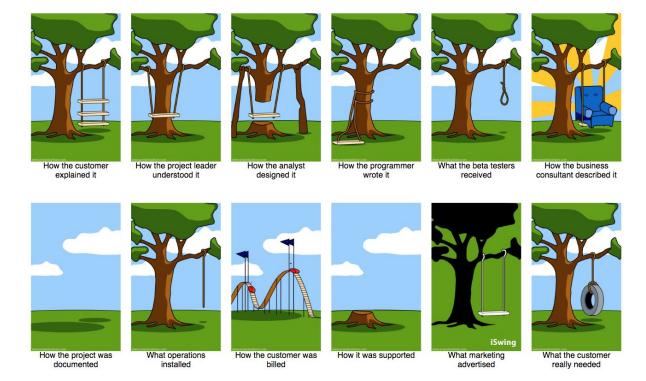
WHY should we test?

Cost & Time Savings

It is easier and quicker to make changes to a prototype….

Cost & Time Savings

...than it is to make changes after the building is complete!
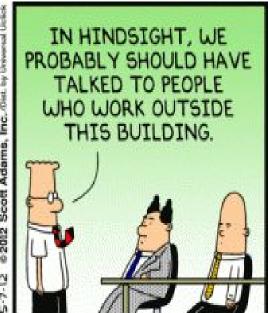
Ensure User Needs Are Met

How Projects Really Work -
http://www.projectcartoon.com

WHO is testing your product?

Thoughts on User Testing

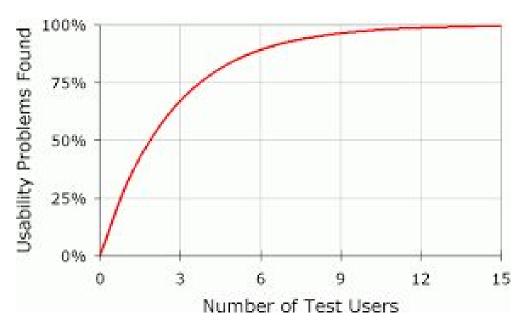Dilbert.com © 2012 Scott Adams, Inc

YOU ARE **<u>NOT</u>** YOUR USER!

Target Audience / Test Users

- Identify your target audience (i.e. User Personas)

- Recruit representative users

- Ask them to perform tasks on your design/prototype

- Let the users do the talking!

Number of Test Users

80-90% of issues found with only a handful of people.

WHO should facilitate the test sessions?

"I believe strongly that everyone…can…and should—be doing their own testing"

—<u>Steve Krug</u>, author of "Don't Make Me Think"

Facilitators

- Professional UX researchers
- Content Strategists
- Designers
- Anyone on the project team

"Anyone can take notes, anyone can listen."

Tips for the Facilitator

Before facilitating your first test:

- Watch an experienced usability expert run a sample session with a pilot user.

During the test:

- Keep quiet and let users do the talking!!!!!
- Do not "lead" or guide the users.
- Try to avoid answering questions. You can say: "You can do anything you normally would at home/office."
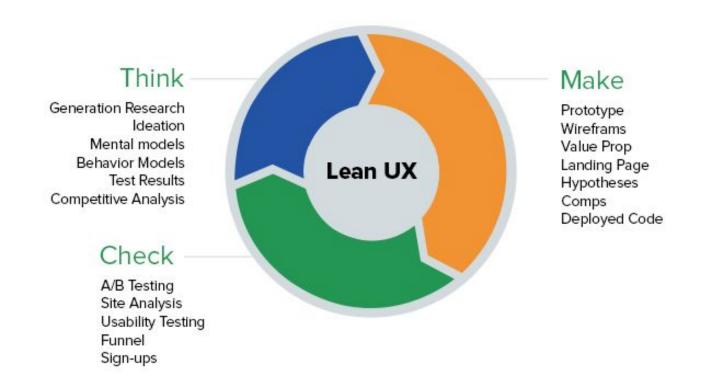
WHEN should you perform tests?

NOW!

—

Frequency

- Test Before

- Test During - "Early and Often"

- Test After

Lean UX

Think

Generation Research
Ideation
Mental models
Behavior Models
Test Results
Competitive Analysis

Make

Prototype
Wireframs
Value Prop
Landing Page
Hypotheses
Comps
Deployed Code

Check

A/B Testing
Site Analysis
Usability Testing
Funnel
Sign-ups

Lean UX

How much does testing cost?

Testing Costs: Planned

Testing Cost: Reality

Testing Options

1. **Usability Lab** $ $ $ $

2. **UserTesting.com** $ $ $

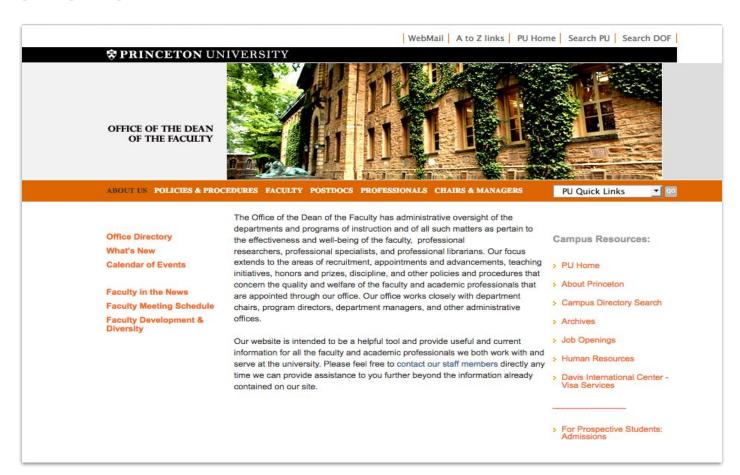3. **Friends & Family** $

A Case Study In User Testing

Princeton University

Office of the Dean of Faculty Website

Overview

- Overall Project Goals

- Usability Test Approach

- Use of a Prototype

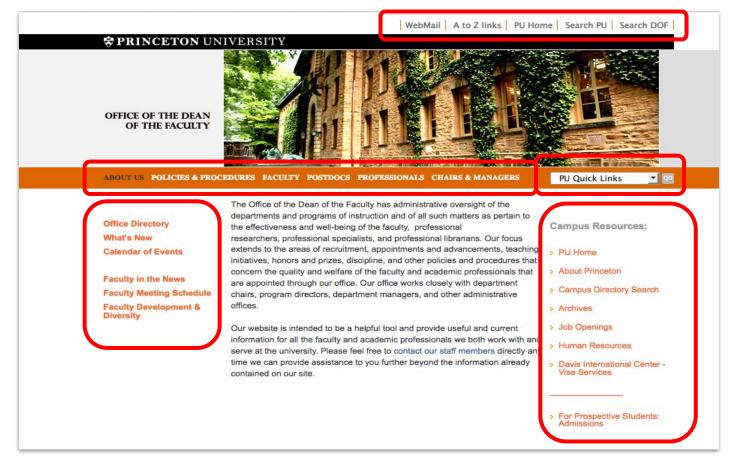- Findings and Actions Taken

- Results

Before

Problems To Solve

- Users found it difficult to find the information.

- Content was not organized in an intuitive manner.

- Navigation was confusing.

- Information was buried.

Confusing Navigation

Role Based vs. Action Based IA

- Information architecture was designed based on "User Role" as opposed to "User Action/Task".

- Users did not know what group they belonged to therefore found it confusing to find information that was relevant to them.

Original Main Menu

ABOUT US POLICIES & PROCEDURES FACULTY POSTDOCS PROFESSIONALS CHAIRS & MANAGERS

Running Test Sessions

Usability Test Approach

1. Identified target audience groups

2. Found volunteers from sample test group

3. Developed the scope of the first test session

4. Created a working prototype based on the new architecture

5. Identified key user tasks, created test scenarios

6. Observed the user's experience executing the tasks

7. Ask testers to talk through their actions and thought process

8. Gathered and analyzed results

Target Audience

Primary:

- Department Manager
- Department Chair
- Faculty Assistant
- Internal DOF Staff Member
- Faculty Member
- Search Officer
- Librarian
- Postdoctoral Research Associate

Secondary:

- Prospective Job Applicant
- Visiting Faculty Member
- Visiting Lecturer
- Director for Institutional Equity and EEO
- Former Faculty Member
- Former Lecturer
- Peer Institution Dean of the Faculty
- Higher Education Researcher

Finding Test Volunteers

- Look for a sample set of target audience

- Ask people you know

- Recruit via email blast

- Set up a recruitment table in a high traffic area

- Offer incentive

Scope of First Test Session

Original Main Menu

ABOUT US   POLICIES & PROCEDURES   FACULTY   POSTDOCS   PROFESSIONALS   CHAIRS & MANAGERS

Prototype #1: Main Menu

About	Apply for an Academic Job	Benefits, Compensation and Resources	Learning and Professional Development	Department Administration	Forms Policies and Procedures	Announcements and Dates to Remember

Test Scenarios

	Name: Gail **Age:** 45 **Marital Status:** Divorced **Sex:** Female **Occupation:** Manager **Location:** Princeton, NJ **Interests:** Running, book club, local theater shows, fish

As a department manager...	User Flow and Comments
Find the rules and procedures document for the faculty, researchers, specialists	
Find appointment forms and checklists	
Where would you find the list of whom to contact in the DOF office	
Where would you find the calendar of deadlines	
Find the chair's guidebook	
Where would you look to find the memorial resolution procedures	
Find the chair/faculty meetings schedule	
Where would you look to find information on reporting illegal activity or potential complaints	
Where would you look to find information on recent faculty awards or those in the news	
Where would you look to find information on Princeton housing options for regular and visiting populations	
Where would you look to find Numbered Memos	
Find moving and reimbursement policies (as well as general business expense policies)	
Find learned society and other travel	

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The Test Lab

- Simple

- Seat for tester and seat for facilitator

- Offer the choice of Windows or Mac computer

- Minimize distractions

Example

Prep The User

- Welcome the user

- Ask user to sign-in and self Identify based on list of target audience roles.

- Allow user to choose their OS/web browser preference (if applicable)

- Encourage user to **think out loud!**

- Inform user of the purpose of the test:

  Example: The purpose of these tests are to help us determine how our content should be organized, so we can make our website easier to use.This is not a test of you! <u>You</u> are testing the site. There is no right or wrong answer.

Prototype Demo

Wireframes and mockups by WDS Designer

Joanne Tunney

You Tested.
Now What.

Gather Data / Interpret Results

- Collect Data
- Organize Data
- Review
- Prioritize
- Generate Solutions
- Revise Prototypes
- Retest

Key Findings

19 testers = way too many

80-90% of issues found with only a handful of people

Prototype #2: Menu Design Revised

We were able to make corrections to our assumptions quickly before getting deep into website development.

Prototype #1: Menu Design

| About | Apply for an Academic Job | Benefits, Compensation and Resources | Learning and Professional Development | Department Administration | Forms Policies and Procedures | Announcements and Dates to Remember |

Prototype #2: Menu Design
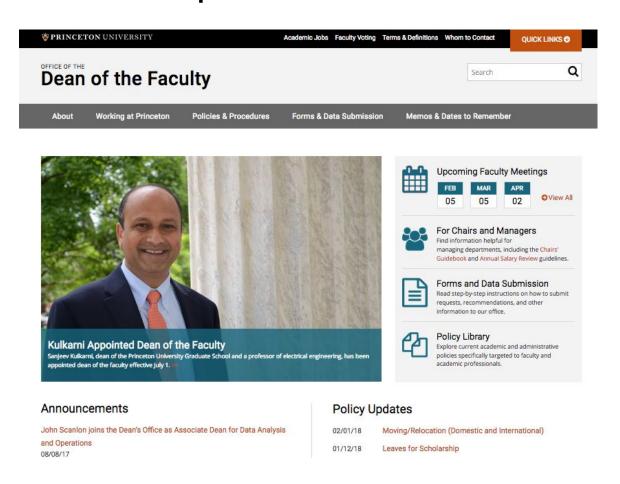
| About | Working at Princeton | Policies & Procedures | Forms & Data Submission | Memos & Dates to Remember |

After

dof.princeton.edu

Conclusion

- Test before, during and after

- Test early and often

- Use the Lean UX approach: Think, Make, Check

- 80-90% of issues found with only a handful of people.

YOU ARE **NOT** YOUR USER!

Questions