

Practical Usability Testing

Course Outline

1 Introduction

- › The purpose of usability testing
- › Usability testing is an essential form of feedback
- › Why testing is critical
- › Why even good designers get it wrong the first time
- › Benefits of testing early and often

Exercise: Conduct a mini-usability test on a Web site

2 Designing a Usability Test

- › Types of usability tests
- › Summative vs. formative tests
- › How to formulate a solid test strategy
- › The right number of participants
- › Writing tasks for a usability test
- › Overview of the testing process
 - planning
 - conducting
 - analyzing
 - sharing & implementing results
- › Usability labs

Exercise: Develop task wording for a usability test

3 Early Prototype Testing

- › What can you gain from an early prototype test
- › Purpose and advantages of prototypes
- › Reverse card-sort technique
- › Performance-based testing
- › Testing the brand and affordance

Exercise: Hands-on exercise performing an early prototype test

Exercise: Visual affordance test

Exercise: Brand design test

1 *Exercise: Reverse card sort*

4 Advanced Prototype Testing

- › What can you gain from an advanced prototype test?
- › Setting usability criteria and performance metrics
- › Using performance rating instruments

Exercise: Hands-on exercise performing an advanced prototype test

5 Analysis and Reporting

- › Capturing session data
- › Compiling and tabulating data
- › Analyzing findings
- › Creating recommendations
- › Presenting data
- › Techniques to convince *Exercise: Prioritize test findings*

6 Remote Testing

- › When to do remote testing
- › Major obstacles to overcome
- › Real benefits
- › Available online tools

Exercise: Performing unmoderated and moderated remote tests

7 Comparative Studies

- › Purpose of comparison studies
- › Overview of how to conduct a within-subjects and between-subjects comparison study

How to analyze results from a comparison study

Live Site Analysis

- › How to make the most out of Web logs and server data
- › Taking advantage of direct user feedback

9 Refining your Technique

- › Enhancing your moderating techniques
- › Responding to difficult testing situations
- › What makes a good moderator

Exercise: Rewriting probing usability testing questions

10 Ten-Point Usability Checklist

- › Practical points for conducting a usability test
- › Allows you to:
 - eliminate the risk of testing and not getting answers to your questions
 - focus on the question and not the implementation of the test
- maximize your effort and leverage your budget *Exercise: UT scoping*

Case problem using the 10-point checklist