GD50 Web Design

Welcome

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Tasks to Improve Your Usability Testing

The first thing you need to find out is what people do with your product.

Come up with a list of one-sentence tasks

- Create an account
- Sign up for our newsletter
- Donate $ 20 to the museum.
- Purchase tickets for a 3yr old and two adults

Write specific task scenarios to engage your testers

Task: Create a Userbrain account

You're working for an e-commerce company and it's your job to explore different usability testing services for your website. Take a look at Userbrain and find out if it's a possible solution for this job. Choose a plan and try to create an account (please stop at step 3 of 4 – Payment).

1) Make the Task Realistic

User goal: Browse product offerings and purchase an item.

Poor task: Purchase a pair of orange Nike running shoes.

Better task: Buy a pair of shoes for under $40.

(2) Make the Task Actionable

User goal: Find movie and show times.

Poor task: You want to see a movie Sunday afternoon. Go to www.fandango.com and tell me where you'd click next.

Better task: Use www.fandago.com to find a movie you'd be interested in seeing on Sunday afternoon.

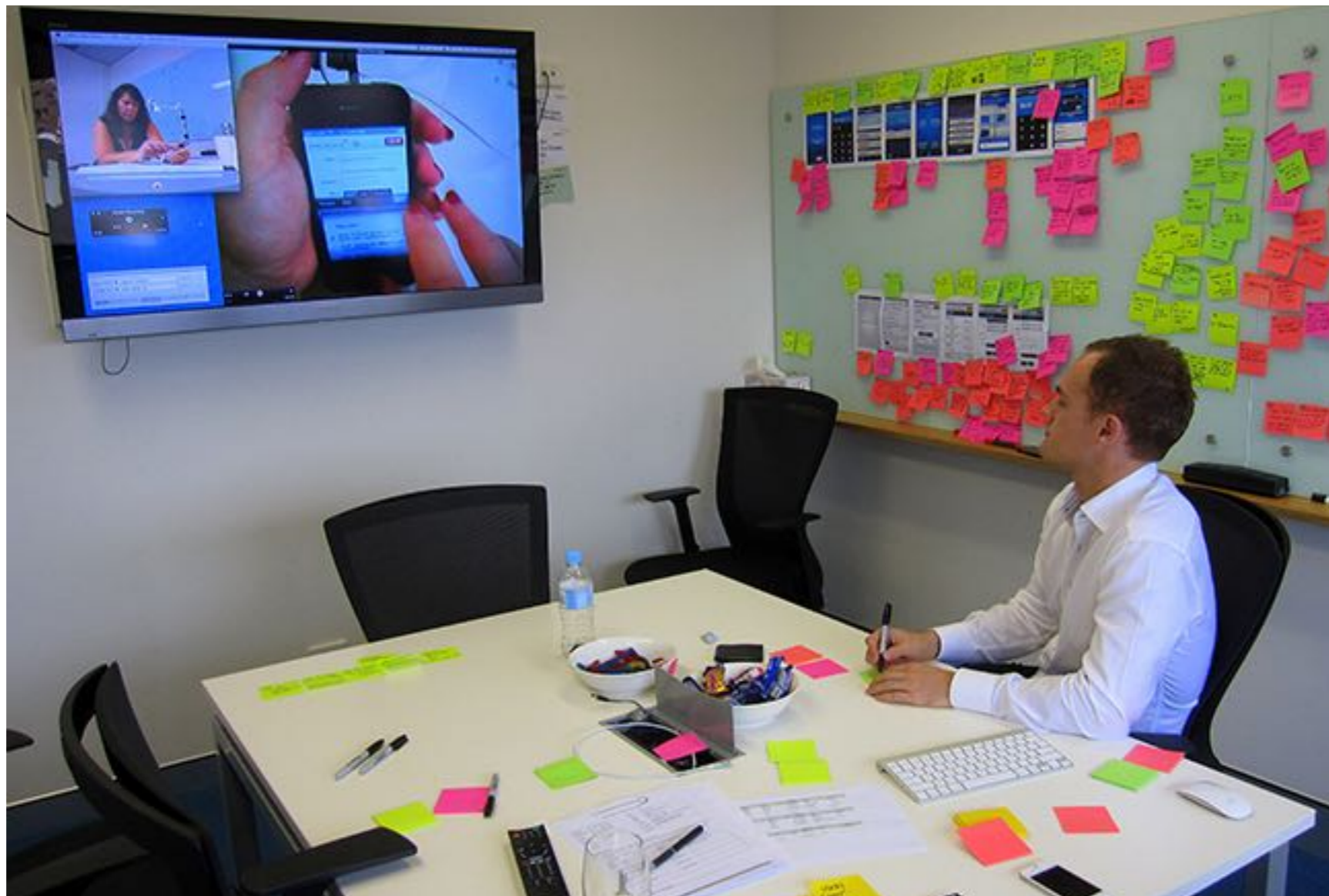# (3) Avoid Clues and Describing the Steps

User goal: Look up grades.

Poor task: You want to see the results of your midterm exams. Go to the website, sign in, and tell me where you would click to get your transcript.

Better task: Look up the results of your midterm exams.

Tasks **1) are realistic** and typical for how people actually use the system, when they are on their own time, doing their own activities; **2) encourages users to interact** with the interface; and **3) doesn't give away the answer.**
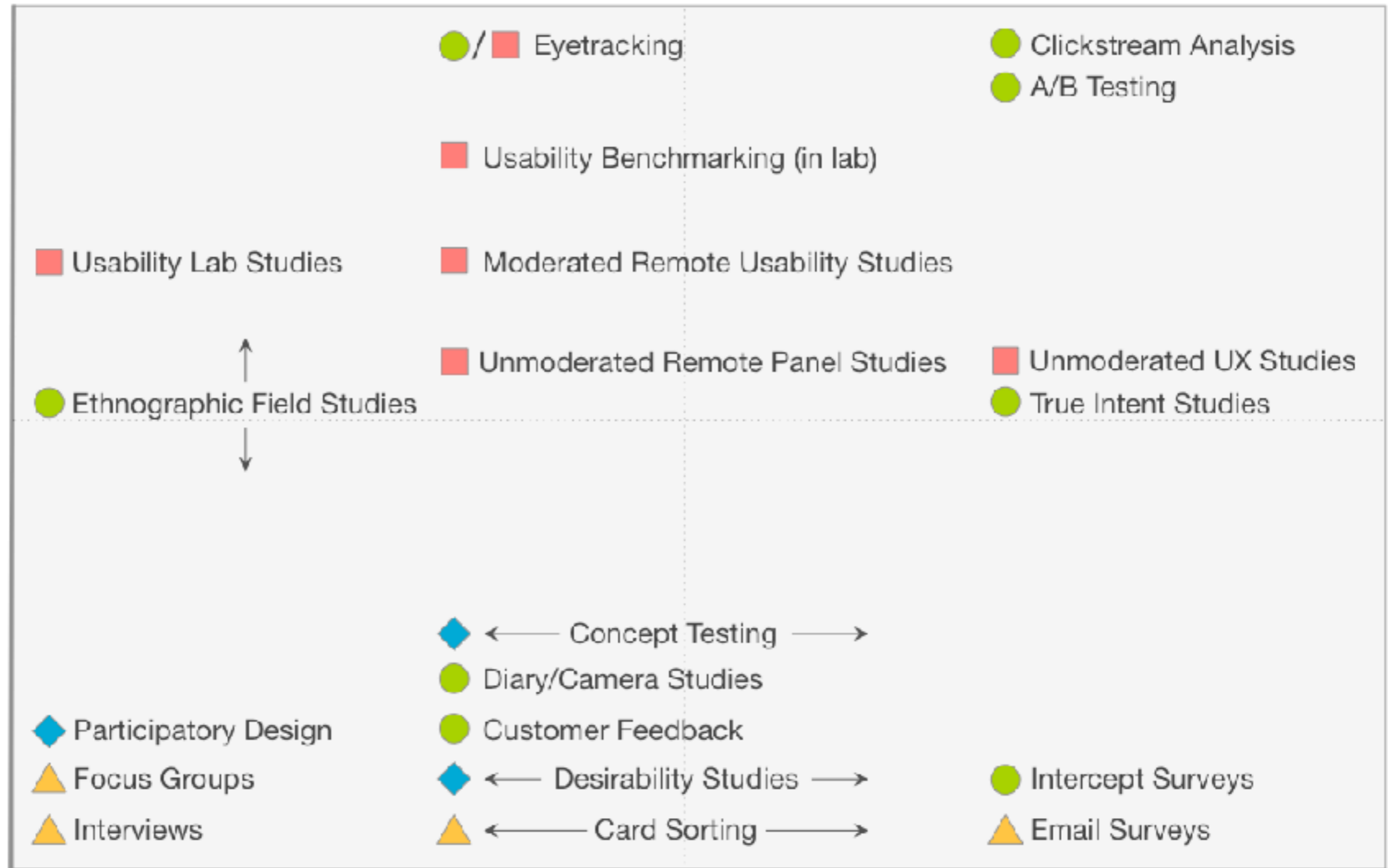
When to Use Which UX Research Methods

A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL

- 🟢/🟥 Eyetracking
- 🟢 Clickstream Analysis
- 🟢 A/B Testing
- 🟥 Usability Benchmarking (in lab)
- 🟥 Usability Lab Studies
- 🟥 Moderated Remote Usability Studies
- 🟥 Unmoderated Remote Panel Studies
- 🟥 Unmoderated UX Studies
- 🟢 Ethnographic Field Studies
- 🟢 True Intent Studies

- 🔷 ← Concept Testing →
- 🟢 Diary/Camera Studies
- 🔷 Participatory Design
- 🟢 Customer Feedback
- 🔺 Focus Groups
- 🔷 ← Desirability Studies →
- 🟢 Intercept Surveys
- 🔺 Interviews
- 🔺 ← Card Sorting →
- 🔺 Email Surveys

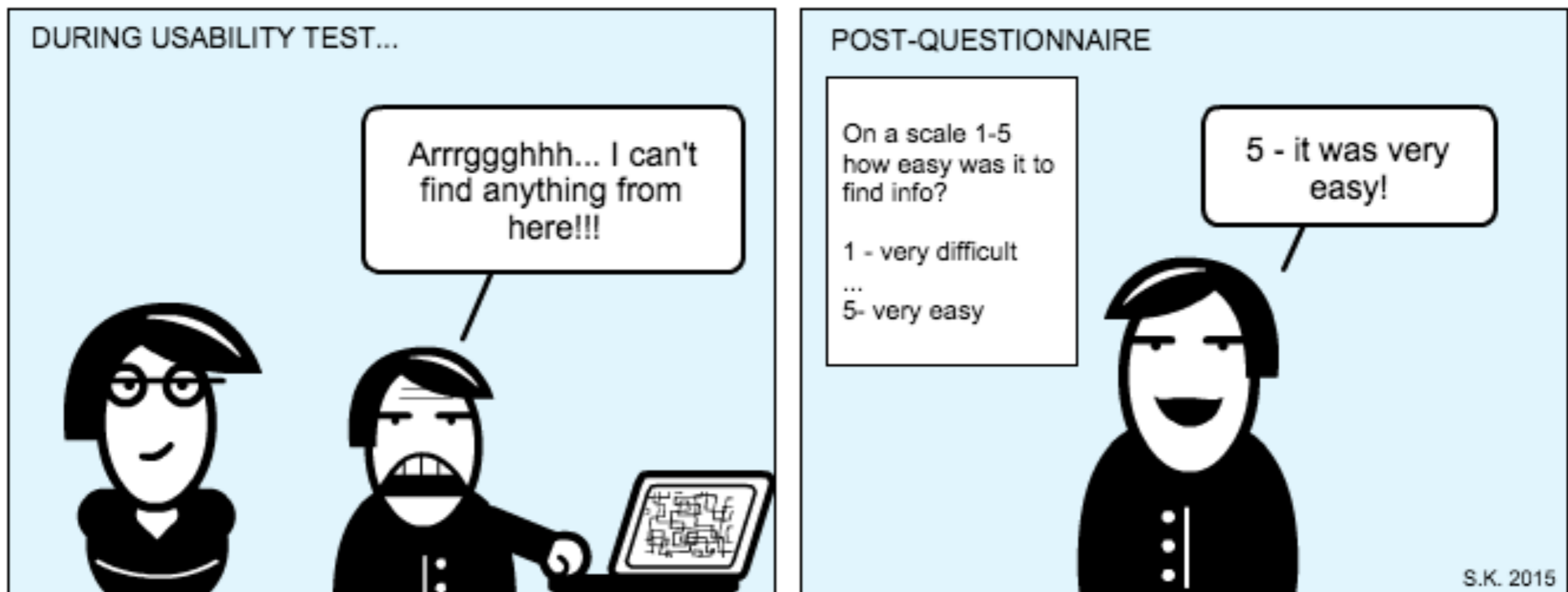**ATTITUDINAL**

QUALITATIVE (DIRECT)   **QUANTITATIVE (INDIRECT)**

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- 🟢 Natural use of product
- 🔺 De-contextualized / not using product
- 🟥 Scripted (often lab-based) use of product
- 🔷 Combination / hybrid

The Attitudinal vs. Behavioral Dimension

contrasting "what people say" versus "what people do"

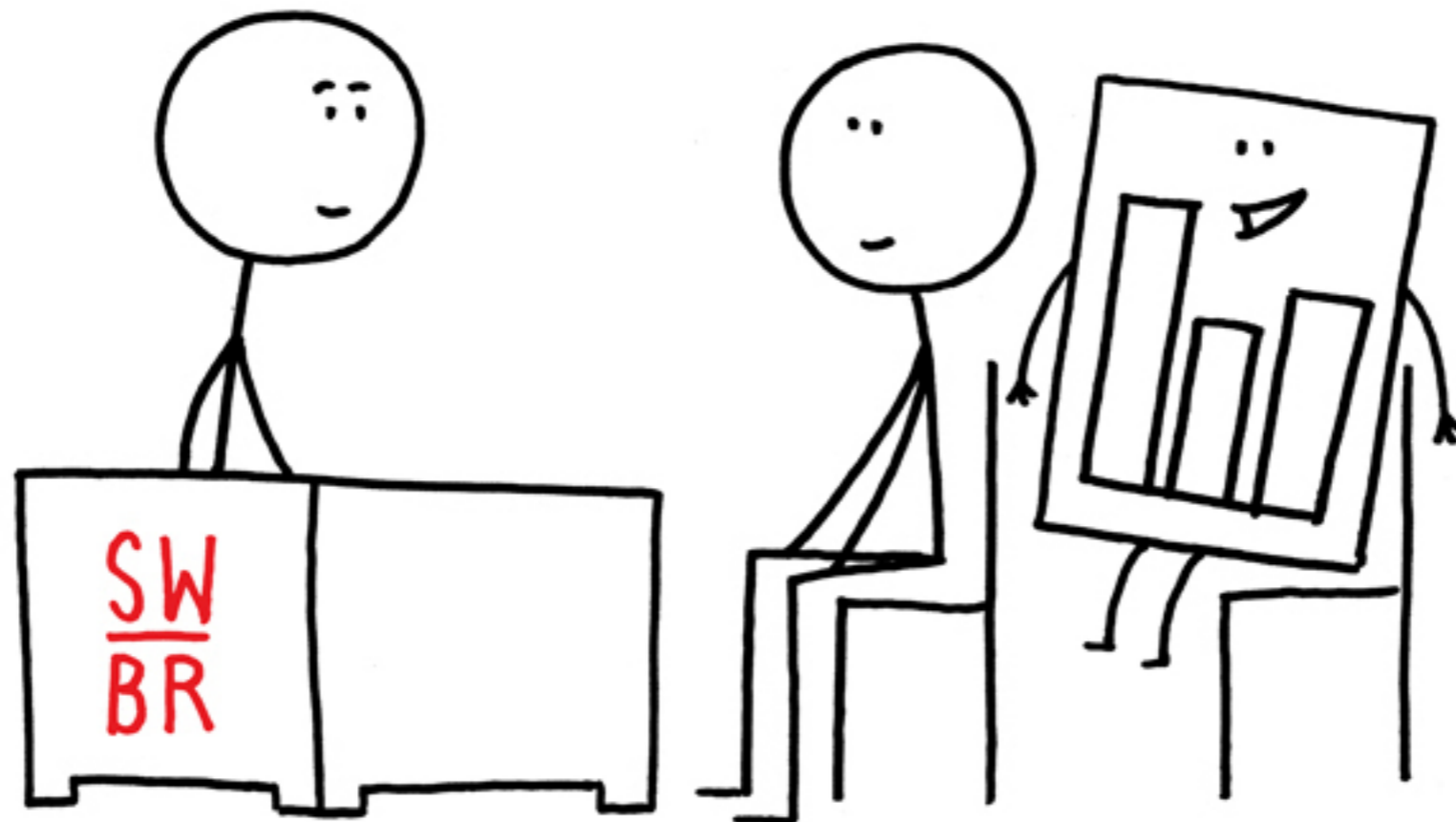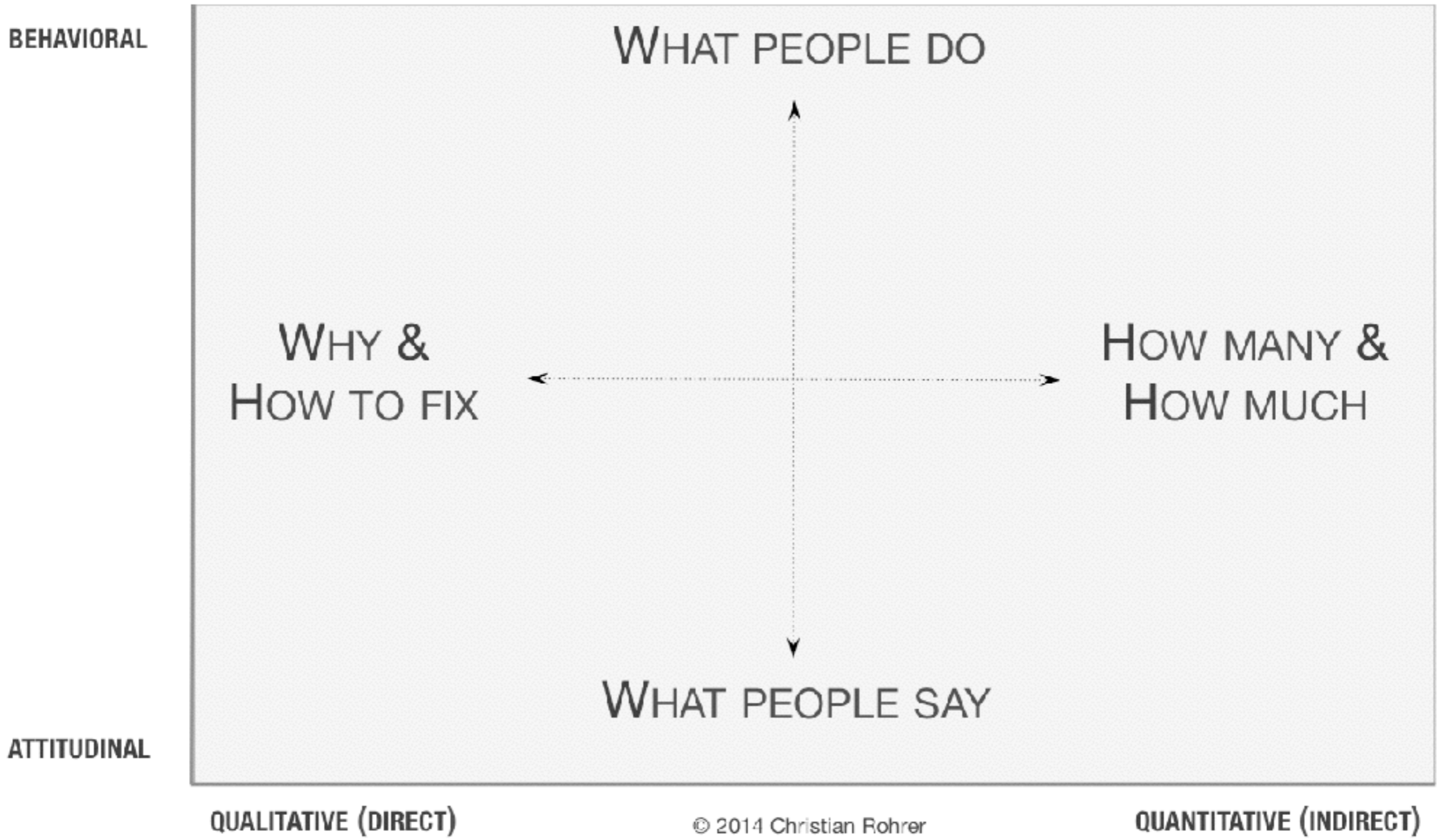# The Qualitative vs. Quantitative Dimension

Qualitative methods are much better suited for answering questions about **why or how** to fix a problem.

Quantitative methods do a much better job answering **how many and how much** types of questions.

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE

BEHAVIORAL

WHAT PEOPLE DO

WHY &
HOW TO FIX

HOW MANY &
HOW MUCH

WHAT PEOPLE SAY

ATTITUDINAL

QUALITATIVE (DIRECT)

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QUANTITATIVE (INDIRECT)

20 UX Methods in Brief

Usability-Lab Studies: participants are brought into a lab, one-on-one with a researcher, and given a set of scenarios that lead to tasks and usage of specific interest within a product or service.

Ethnographic Field Studies: researchers meet with and study participants in their natural environment, where they would most likely encounter the product or service in question.

Participatory Design: participants are given design elements or creative materials in order to construct their ideal experience in a concrete way that expresses what matters to them most and why.
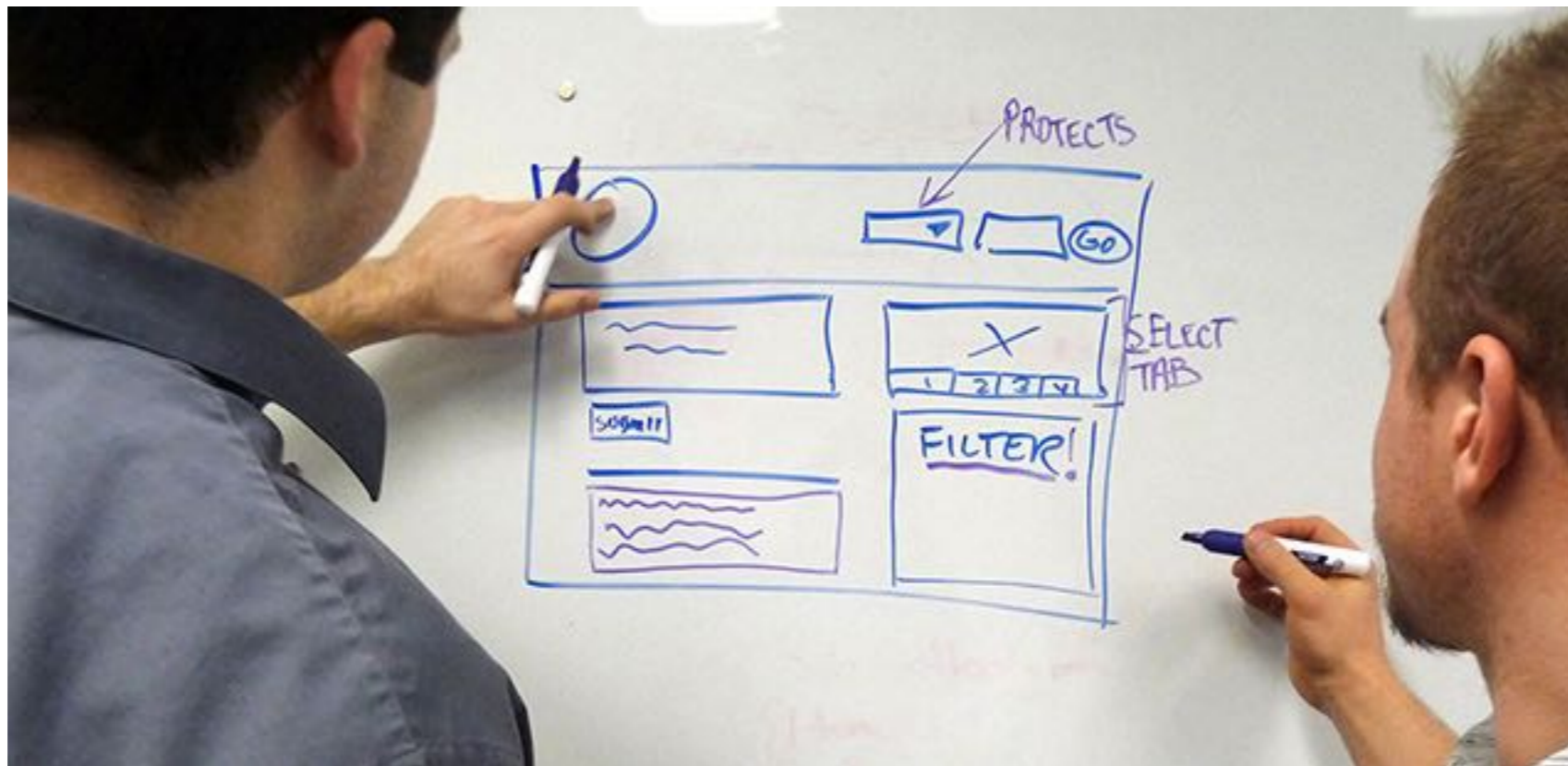
Focus Groups: groups of 3-12 participants are lead through a discussion about a set of topics, giving verbal and written feedback through discussion and exercises.

Interviews: a researcher meets with participants one-on-one to discuss in depth what the participant thinks about the topic in question.
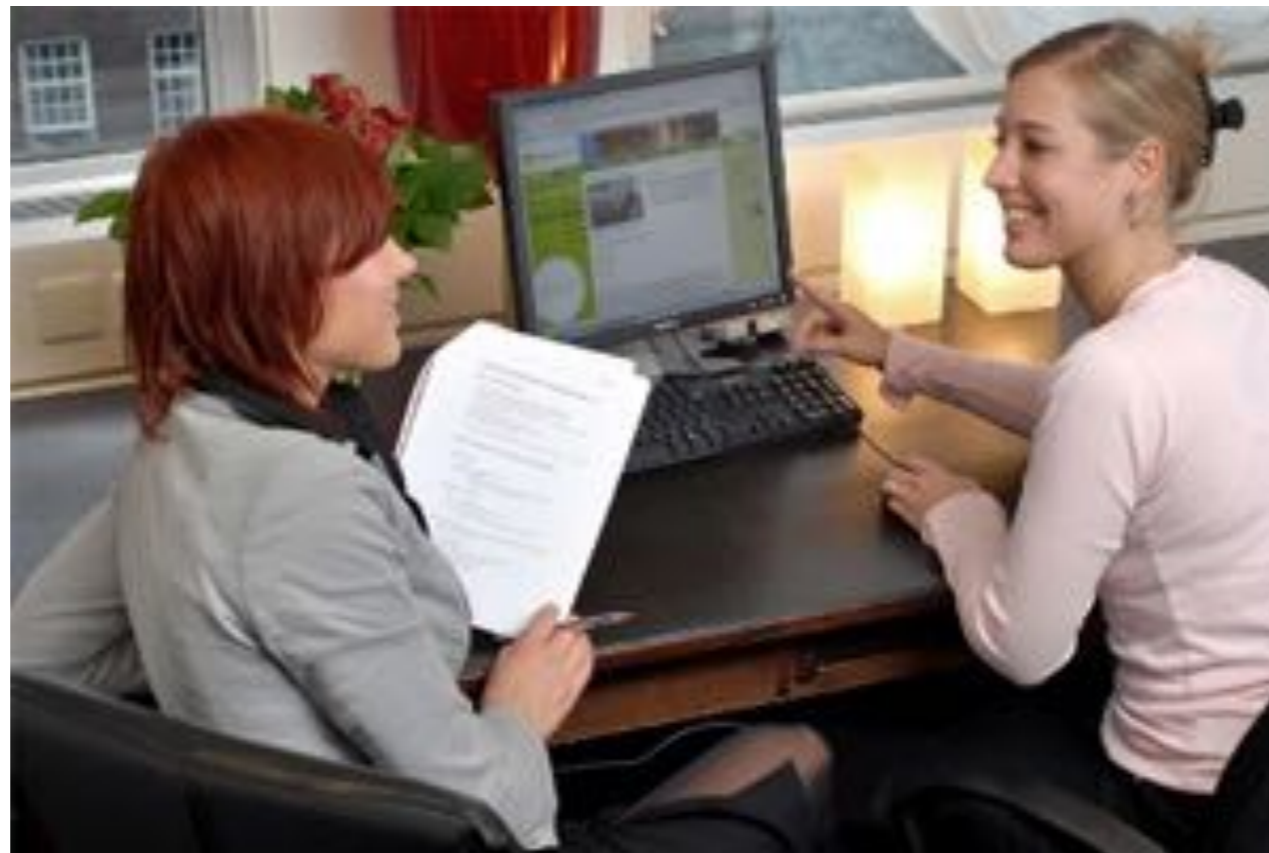
Eyetracking: an eyetracking device is configured to precisely measure where participants look as they perform tasks or interact naturally with websites, applications, physical products, or environments.

Usability Benchmarking: tightly scripted usability studies are performed with several participants, using precise and predetermined measures of performance.

Moderated Remote Usability Studies: usability studies conducted remotely with the use of tools such as screen-sharing software and remote control capabilities.

Concept Testing: a researcher shares an approximation of a product or service that captures the key essence (the value proposition) of a new concept or product in order to determine if it meets the needs of the target audience; it can be done one-on-one or with larger numbers of participants, and either in person or online.

Diary/Camera Studies: participants are given a mechanism (diary or camera) to record and describe aspects of their lives that are relevant to a product or service, or simply core to the target audience; diary studies are typically longitudinal and can only be done for data that is easily recorded by participants.
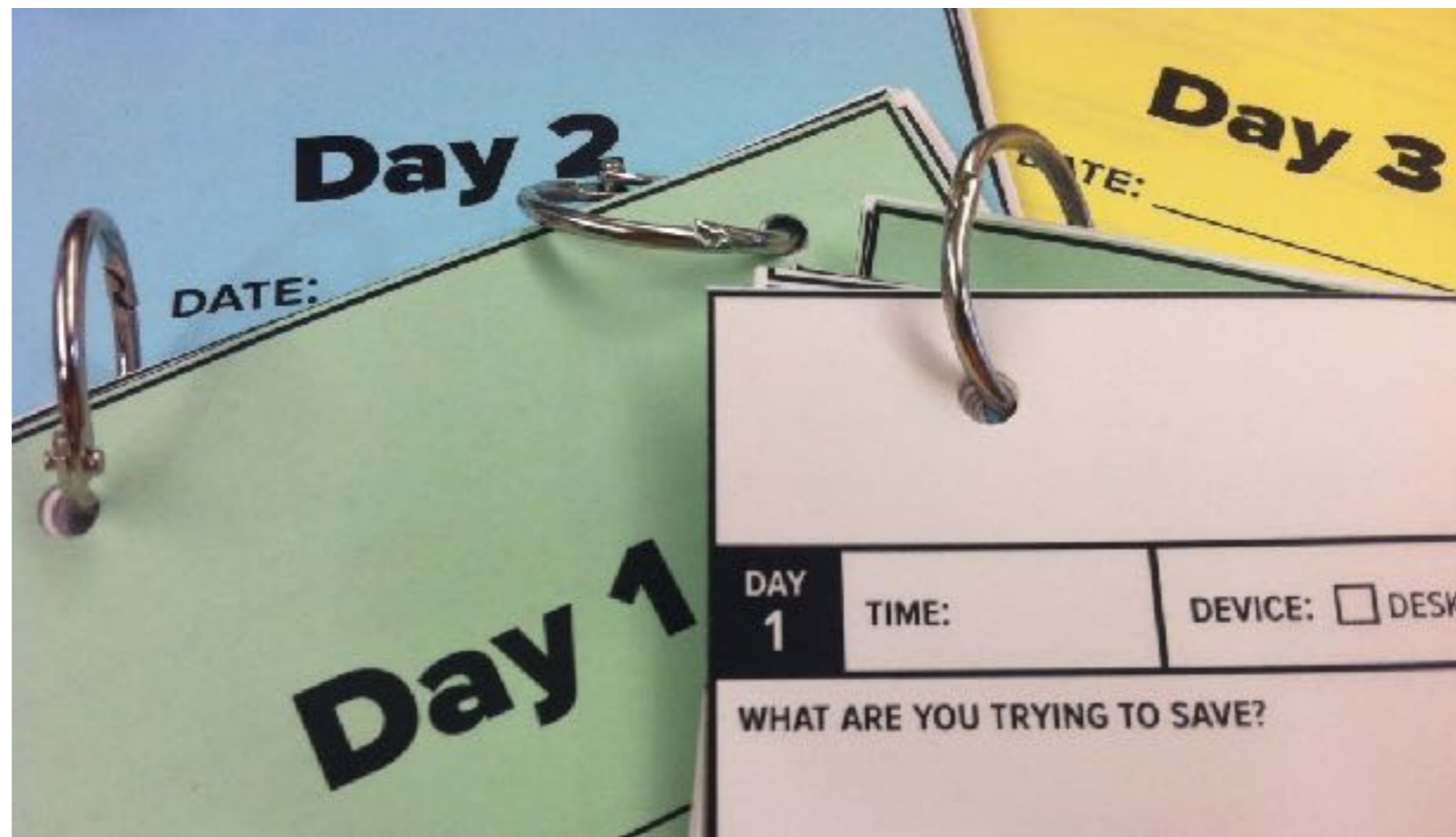
Customer Feedback: open-ended and/or close-ended information provided by a self-selected sample of users, often through a feedback link, button, form, or email.

Desirability Studies: participants are offered different visual-design alternatives and are expected to associate each alternative with a set of attributes selected from a closed list; these studies can be both qualitative and quantitative.

Card Sorting: a quantitative or qualitative method that asks users to organize items into groups and assign categories to each group. This method helps create or refine the information architecture of a site by exposing users' mental models.

Clickstream Analysis: analyzing the record of screens or pages that users clicks on and sees, as they use a site or software product; it requires the site to be instrumented properly or the application to have telemetry data collection enabled.

A/B Testing (also known as "multivariate testing," "live testing," or "bucket testing"): a method of scientifically testing different designs on a site by randomly assigning groups of users to interact with each of the different designs and measuring the effect of these assignments on user behavior.
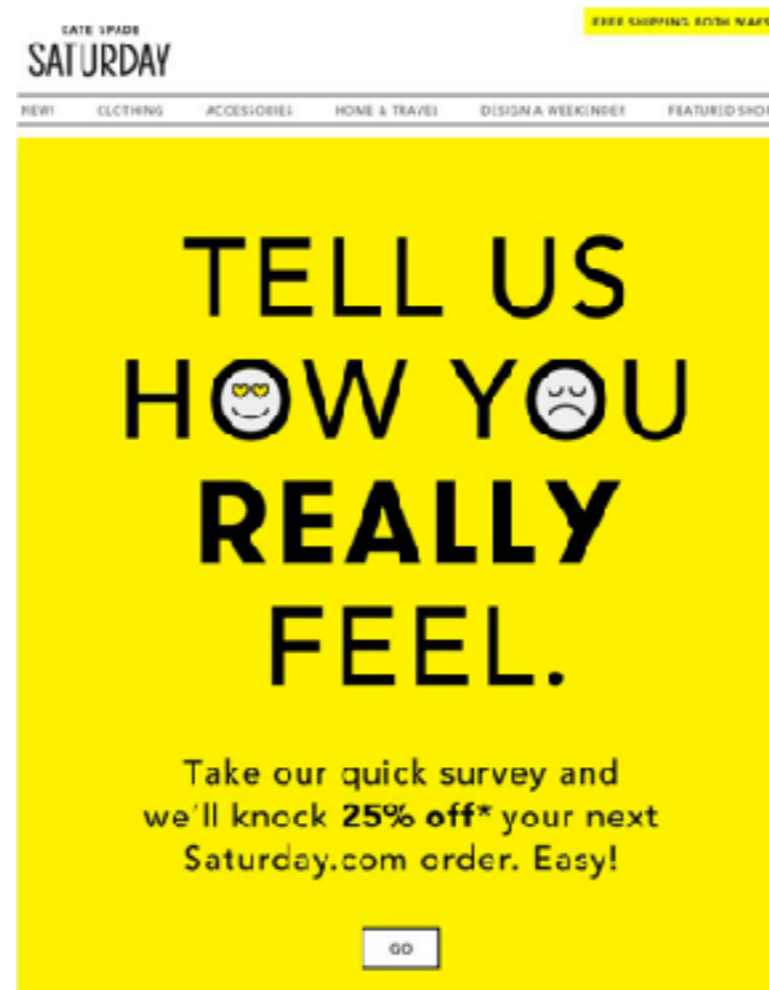
A

B

23%

37%

CONTROL

VARIATION

Unmoderated UX Studies: a quantitative or qualitative and automated method that uses a specialized research tool to captures participant behaviors (through software installed on participant computers/browsers) and attitudes (through embedded survey questions), usually by giving participants goals or scenarios to accomplish with a site or prototype.

True-Intent Studies: a method that asks random site visitors what their goal or intention is upon entering the site, measures their subsequent behavior, and asks whether they were successful in achieving their goal upon exiting the site.

Intercept Surveys: a survey that is triggered during the use of a site or application.

Email Surveys: a survey in which participants are recruited from an email message. a site or application.

P.O.P