
Rocket Surgery Made Easy (Ch1-4)

Presented by Moe Ko

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- **What is do-it-yourself usability testing?**
 - **Why does it always work?**
 - **Why is it not frequently used?**
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Usability Testing

- Watching people use your product
- To make software easy-to-use
- Different from surveys, interviews
- Quantitative vs Qualitative



Quantitative Testing

- Proving something
 - Collect metrics to describe UX
 - Is our software as easy to use as our competitors' software?
 - Similar to scientific experiments
 - Minimize interaction with participant
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Qualitative Testing (DIY Usability Testing)

- Not proving anything
- To get insights to improve the product
- Informal and unscientific
- Participant thinks out loud during session
- Observe the session and debrief



Components of DIY Usability Testing

- Facilitator
- Tasks
- Participant

Usability Testing: Flow of Information



It just works

- One company saved \$100,000 a year after fixing problems encountered in the DIY testing
- Sit somebody down and have them use your product.



Why does it work?

- All softwares have problems.
 - Serious problems are easy to find.
 - Not obvious to you.
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Rule of Thumb: Get rid of the obvious ones first

Watching users makes you a **better designer**



Usability Test Demo

Why is usability testing not common

- Most don't know the value.
 - Seems like testing is a lot of work.
 - Schedules are so full.
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A morning a month

- Once a month, three users.
 - Keep it simple and do it often.
 - Monthly is a good interval.
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Big Test vs A morning a month Test (DIY)

| | Big Test | AMAM Test (DIY test) |
|-----------------------|---|---|
| Time spent | 1-2 days | One morning |
| When do you test? | When software is nearly complete | Continually throughout the development process |
| Num of participants | 5-10 | 3 |
| Who do you test with? | Recruit carefully to find people who are like target audience | Recruit loosely. Doing testing frequently is more important than testing 'actual' users |
| Out-of-pocket costs | \$5000-\$15000 | A few hundred dollars per round |

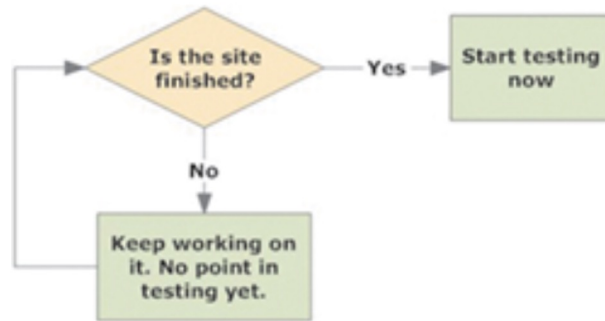
Is it statistically valid?

- Probably not.
 - Identify major problems.
 - Problems are obvious that no need for proof.
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When do you test?

- Start testing ASAP.
 - Less costly to fix major problems early.
 - Some problems cannot be fixed if too late.
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When do you test?



Incorrect thinking



Correct thinking

Common reasons for late testing

- Not enough done yet.
 - Unfinished product.
 - Reluctance to show something incomplete.
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Advice: Start earlier than you think makes sense.

What do you test?

- Your own software
 - Other people's software
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Napkin tests

- Software sketches.
- Not full tests.
- Test with neighbours, friends, anyone.
- Approach, Ask a favor, Hand the napkin, Ask opinion, Listen carefully.

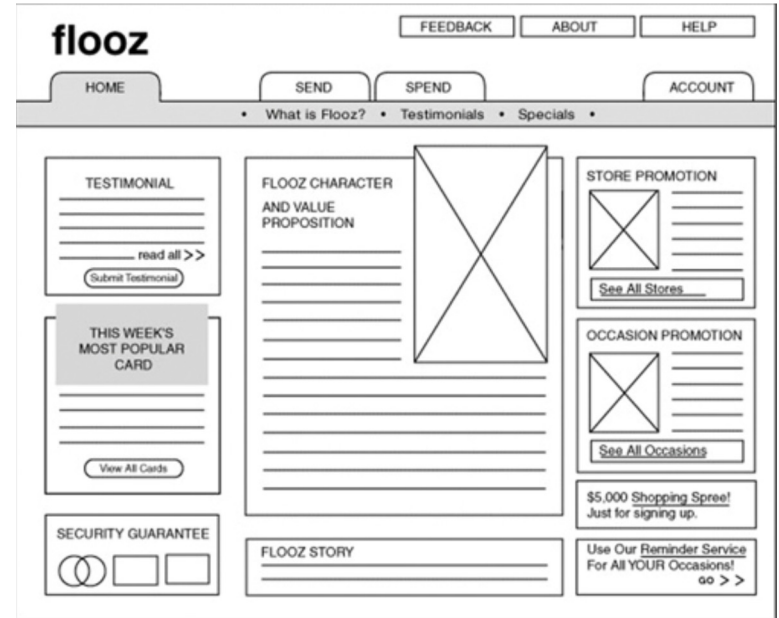


What you get out of it

- Confirm that your concept is easy to understand
 - Confirm that you are on the right track
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Testing wireframes

- Diagram of a software interface.
- Relative prominence of headings, menus, search bar.
- “How would you find _____?”
- “What do you expect to see when you click this?”



What you get out of it

- “Are things where people expect to find them?”
 - “Is it clear how navigation supposed to work?”
 - “Can people figure out how each page is supposed to work?”
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Thank You.

Images used

- https://www.google.com/search?q=usability+testing&sxsrf=ALiCzsakNnOsz7-GPVH7Stj7eC6ZyAvUg:1662519247699&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjazsPp1oH6AhWqhIkEHcKzCwYQ_AUoAXoECAIQAw&biw=1680&bih=971&dpr=1#imgrc=TV4T_IG7W6hVsM
 - https://www.google.com/search?q=usability+testing&tbm=isch&ved=2ahUKEwi308Cw14H6AhXhjokEHUauDZsQ2-cCegQIABAA&oq=usability+testing&gs_lcp=CgNpbWcQAzIECCMQJzIFCAAQgAQyBQgAEIAEMgUIABCABDIFCAAQgAQyBQgAEIAEMgUIABCABDIFCAAQgAQyBQgAEIAEMgUIABCABDoGCAAQHhAHULsIWPQTYLoVaAFwAHgAgAFeiAGOB5IBAjExmAEAoAEBqgELZ3dzLXdpei1pbWfAAQE&scient=img&ei=ZAgYY7eRleGdptQPxy22Ak&bih=914&biw=1680#imgrc=yaL_VIdedLrEEM
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