ROCKET SURGERY MADE EASY CHAPTERS 1-4

HALEY BLOOM

CHAPTER 1: YOU DON'T SEE ANY ELEPHANTS AROUND HERE, DO YOU?

- Covers:
  - what usability testing is
  - Why it always works
  - Why is it not more utilized

WHAT IS USABILITY TESTING

Core Elements of Usability Testing

Facilitator
Guides the participant through the test process

Tasks
Realistic activities that the participant might actually perform in real life

Participant
Realistic user of the product or service being studied

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- Watching participants use what you're developing with the intention of either:
  - Making it easier for people to use or
  - Proving that it is easy to use
- There are different types of usability testing
  - But they all involve watching people use your product
- Element of actual use makes usability testing different from surveys, interviews, etc.

QUANTITATIVE OR QUALITATIVE

- In a Quantitative test you are interested in proving something

  - Ex: "Is this version better than the last one?", "How does our site compare to our competitors?"

- Do this by measuring things like successes rate and time-on-task

- Must be rigorous or the results won't be trustworthy

  - Must define test protocol

  - Collect data carefully

  - Have large enough sample from participants to make accurate conclusions

  - Representative of actual users

- Try to minimize to amount of interaction with participants to avoid influencing results

QUANTITATIVE OR QUALITATIVE

- Do-it-yourself-usability is a qualitative test

- In a Qualitative test you are trying to get insight to improve what you are building

- Informal which allows less test users and ability to change test mid-protocol

  - Ex: If a test user cannot complete the task and the reason is obvious, you can alter the task for the rest of the participants without compromising the test

- Protocol for do-it-yourself test is:

  - Facilitator sits in a room with participant

  - Tasks are given to them to complete

  - Ask participant to think out loud while the tasks are complete

  - Screen is recorded at the same time

WHY DOES THIS WORK

- All sites have problems

- The more serious problems have already been found

- Watching users makes you a better designer

- Get insight on issues from user that you might not have seen

WHY IS IT USED SO LITTLE

- Little firsthand experience

- Lack of time
  - People are so busy they would rather put a buggy product out than do testing

- Reluctance to show work before completion

- Think it has to be a big production

CHAPTER 2: I WILL NOW SAW MY [LOVELY] ASSISTANT IN HALF

- Covers:

  - Visual of what do-it-yourself usability tests look like

DEMO OF USABILITY TESTING

- https://www.youtube.com/watch?v=1UCDUOB_aS8

CHAPTER 3: A MORNING A MONTH, THAT'S ALL WE ASK

- Covers:
  - The Big Honkin' Test
  - Do-it-yourself vs. Big Honkin' Test

BIG HONKIN' TEST

- Used to get a list of many problems that are categorized by importance

- Typically 5-10 participants

- Completed late in the development process

- 1-2 days of testing followed by a week of debriefing

- 1-2 rounds of testing

- Expensive

DO-IT-YOURSELF-TESTING

- One round of testing, once a month with three users
- On testing day, do three tests in the morning and then debrief over lunch
  - Keep test to half a day allows more people to watch
  - Monthly allows developers to make changes for next month
- Keep it routine
  - Ex: Testing will be on the third Thursday of each month

DO-IT-YOURSELF VS. BIG HONKIN' TEST

	Big Honkin' Test	Do-It-Yourself Testing
Time spent testing	1-2 days of tests, then week to prep for brief and then decide what to fix	One morning per month to test, debrief and decide what to fix
When do you test?	When site is complete	Throughout development process
Number of rounds	1-2 per project	Once a month
Number of participants	5-10	3
Who do you test with?	Target audience	Loose recruiting
Where to test?	Off-site	On-site

Cont.	Big Honkin' Test	Do-It-Yourself Testing
Who watches?	Very few due to off-site testing	Many due to on-site testing
Reporting	At least a week is taken to prepare a briefing	1–2-page email summarizes decisions made during debriefing
Who identifies the problem?	Person running the test	Entire development team and any interested stakeholders
Primary Purpose	List of many problems	Short list of most serious problems
Record participant face?	Yes, need to see reactions	No, seeing the screen and hearing them is enough
Cost?	$5,000 - $15,000	Few hundred dollars

FAQ

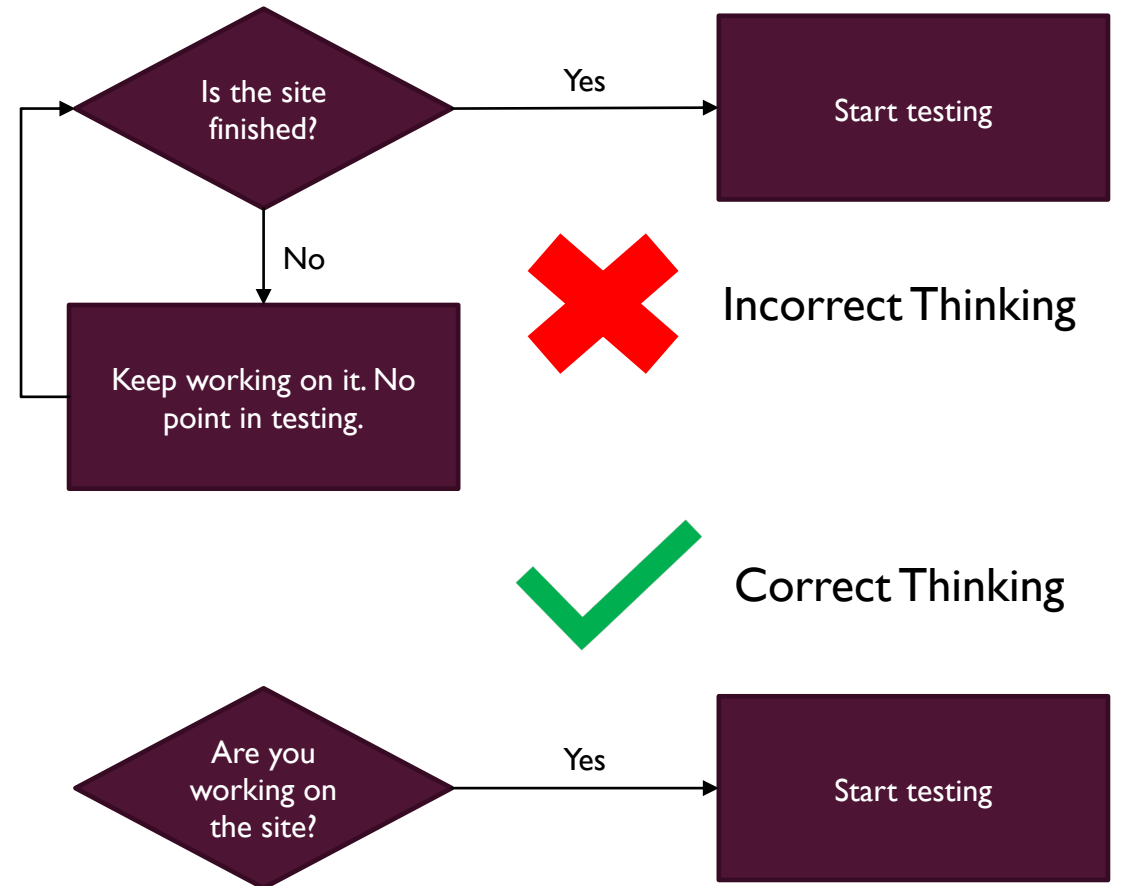|	
Can testing really get done in a morning a month?	• Testing and debriefing can get done in a morning, but if you oversee the testing preparation will take longer
Can it be done more than once a month?	• Yes, one a month is the bare minimum
Does it have to be in the morning?	• No, it can be done at any point if it is done in a half-day
Three testers cannot product valid data	• True but the point is to identify major problems

CHAPTER 4: WHAT DO YOU TEST AND WHEN DO YOU TEST IT?

- Covers:
  - Different web designs that can be tested
  - How you test it
  - What you get out of the test

WHEN TO START TESTING

- Start testing as early as possible

- Possible to detect serious issues very early in design

- Saves money and time

- Reduces chances of missing a problem until its too late

- Should NEVER wait until the product is ready to launch

Is the site finished? — Yes → Start testing

No → Keep working on it. No point in testing.

Incorrect Thinking

Correct Thinking

Are you working on the site? — Yes → Start testing

COMMON EXCUSES TO NOT TEST EARLY

- There is not enough done yet
  - Never too early to start showing design ideas, even if it is a sketch
- Its too rough
  - Users may feel freer to comment on issues on rougher looking products
- Why waste users time looking at something that is going to change?
  - Users will always surprise you by finding problems you did not notice
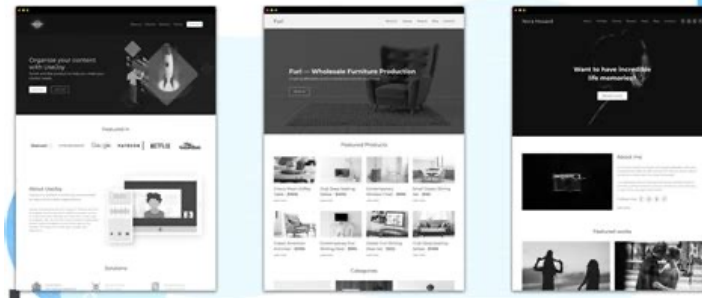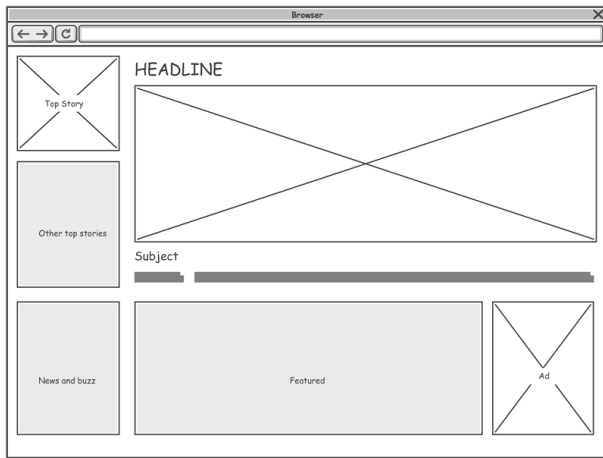
> The worse shape it's in, the less you want to show it – and the more you benefit if you do!

WHAT YOU CAN TEST
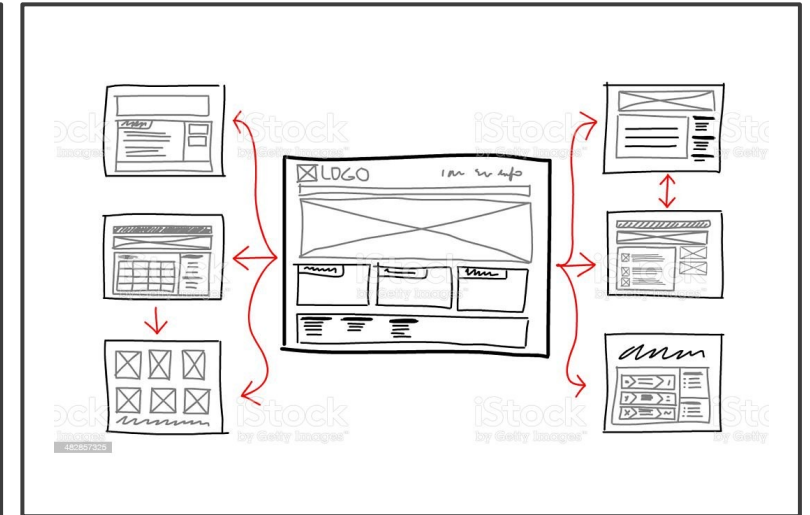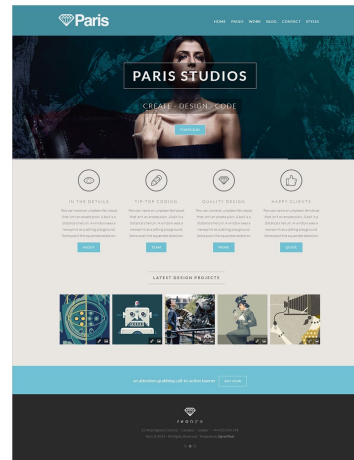
- Existing Sites
  - If you are redesigning your website, always start by testing the existing site
- Other people's sites
  - Compare your site to your competitors
- Sketch on a napkin
  - Rough sketches can catch early design issues

WHAT YOU CAN TEST CONT.

- Wireframes
  - A Wireframe is a schematic diagram of a page that shows were content will go, position of headings and the navigation devices
  - Next step after sketches in the web design process
- Page Designs
  - Unique pages or templates that are repeated through the site with different context
  - Next step after wireframes is creating visual treatments (comps) of the pages
- Prototypes
  - Working pieces of the website

TESTING YOUR EXISTING SITE

How To Test

- The process is explained in chapter 5 – 9

What You Get Out of It

- Learn what you are doing wrong to avoid in redesign
- Allow you fix the worst problems before having others test it
- Learn how people use your site

TESTING OTHER PEOPLE'S SITE

How to Test

- Explained in chapter 5 – 9

- Give people the tasks you tested on your site
    - Have user do same tasks two or three times

- Discuss what worked well and what lessons can be learned for your own project

What You Get Out of It

- Allows you to learn from other people's site what works and what doesn't

- It is a good way to get people interested in usability testing

- Allows people to critique web design without there being any personal involvement

TESTING THE SKETCH ON THE NAPKIN

How to Test

- Ask coworker, neighbor or friends to look at your design and ask them what they make of the sketch

- Listen to what they say

- If they correctly identify what your design is and what it going to be used for keep moving forward with the design

- If something does not make sense, fix the design before moving forward

What You Get Out of It

- Learn if your concept is easy to understand

- Basic problems to be fixed will be pointed out early
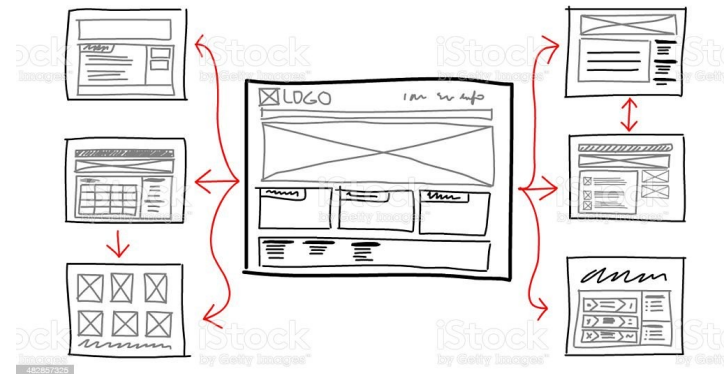
TESTING WIREFRAMES

How To Test It

- Make up tasks usually related to navigation
  - Ex: "How would you find ____?", "What would you expect to see when you click this link?"

- Usually included in sessions that include other things like testing your existing site or other people's sites

What You Get Out of It

- A better understanding of how users will use your site and what works on your site and what doesn't
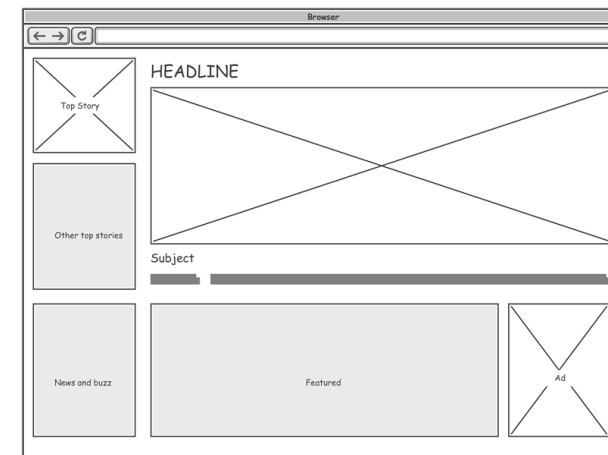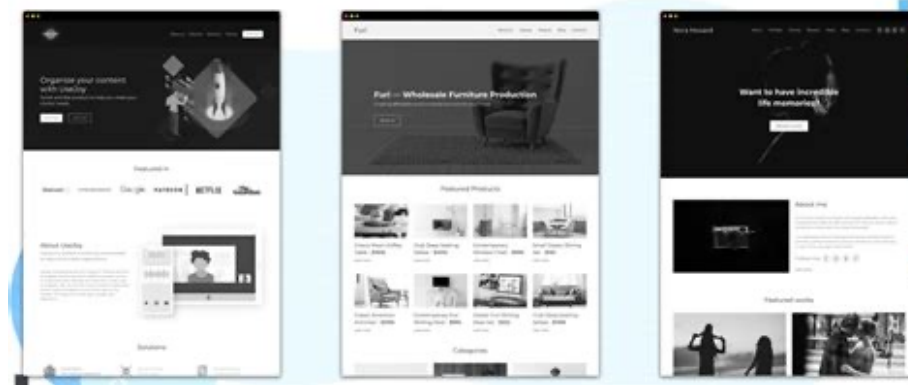
PAGE DESIGNS

How You Test It

- Start with homepage and lead them through the site and ask them to do a narration of each one

What You Get Out of It

- A better understanding of how the visual design impacts the user

WORKING PROTOTYPES

How You Test It

- Process is explained in chapter 5 - 9

What You Get Out of It

- Insights needed to improve your site

THANK YOU!