



# Rocket Surgery Made Easy (Chapter 5 – 8)

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Date: September 26, 2022

# Testing: how do you do it?

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Keep it as simple as possible

Ask yourselves the following questions:

1. What kind of people do you test with ?
2. How many do you need ?
3. How do you find them ?
4. How do you compensate them or their time?

# Rounding Up your participants

Follow these 6 steps

## 1. Who Do you test with

- Is testing on representative users worth it?
- **Golden rule: Recruit loosely and grade on a curve**

## 2. How Many People Do you Test with?

- Less is better
- Three is your magic number

## 3. Where Do You find participants?

- **DO NOT** test with people in your company
- If your marketing department offers a list of potential participants **DO NOT TAKE IT**

# Rounding up participants cont.

## **4. Send Your Invitation**

- Email is better than Phone number

## **5. Screen the most promising participants:**

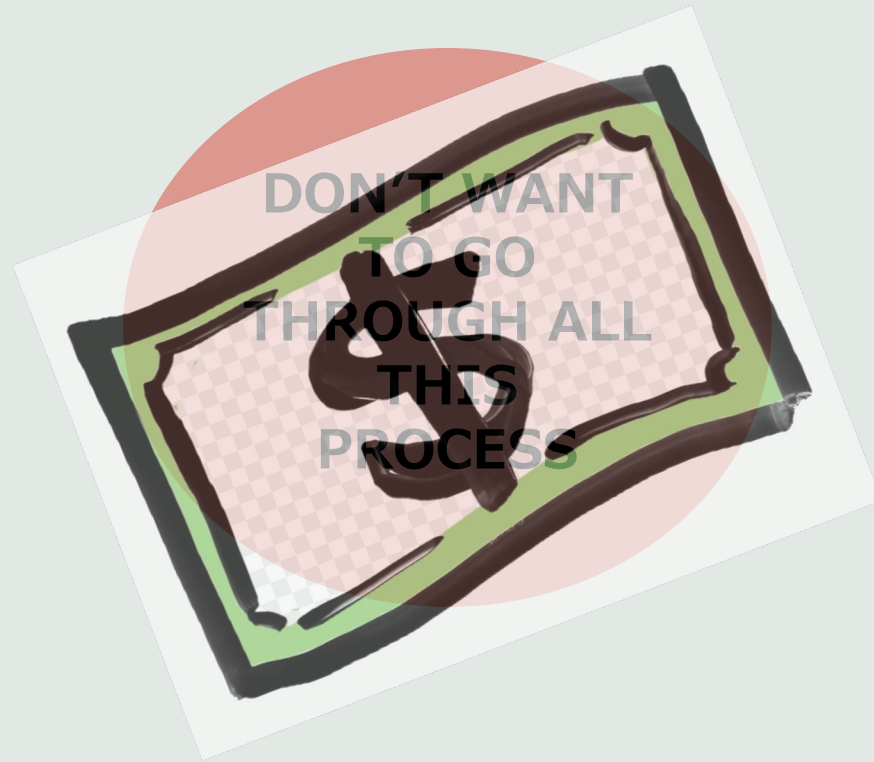
- Call them and have a brief conversation

## **6. Send a follow-up email with the following:**

- Directions to testing sites, phone number to reach you, your non-disclosure agreement

# Easy way out

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**If you have the money for it, outsource your recruitment process.**

# Don't forget

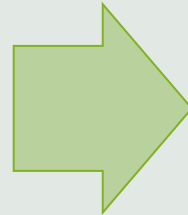
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Have a Back up  
plan

Compensate  
your recruits

# Finding some things for them to do.

Choose list of  
tasks



Expand the tasks  
into scenarios

# Restrictions

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Here is a list of instructions/restrictions you want to tell your users.

- Do not use search, unless you are testing it.
- Stay on this site



# Next Steps

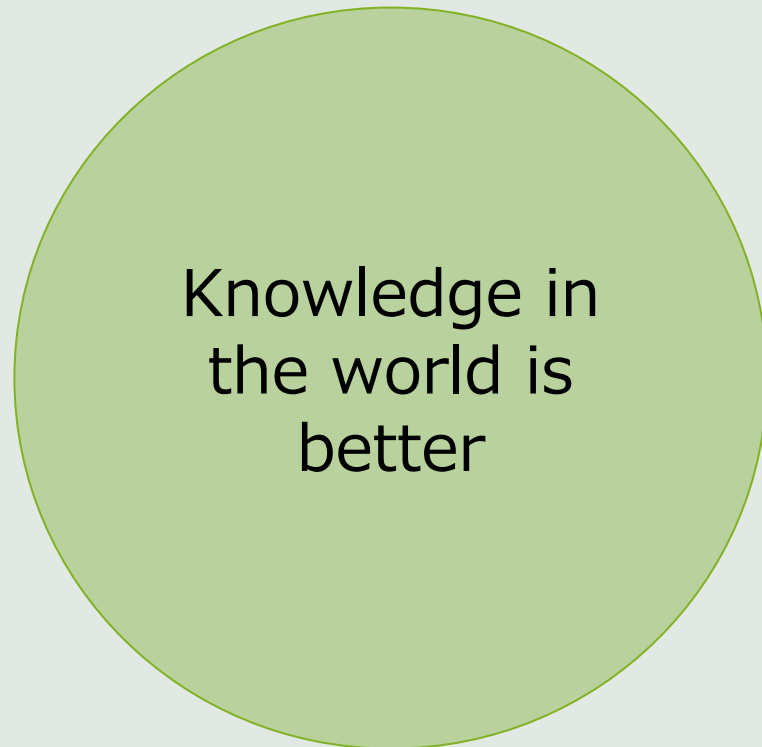
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Some next steps to do after you have your tasks and scenarios laid out:

1. Pilot test the scenarios: Pre-test your scenarios to check if they are understandable and clear
2. Print your final scenario: Two formats
  - a. One per sheet for participants
  - b. All on one page, for you ( the facilitator) and the observers

# Using Checklists

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Helps with organizing mundane details

You can be relaxed and give full attention to the participant

# Mind Reading made easy

**As a facilitator, you are also:**

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**1. The Therapist**

**2. The Tour Guide**

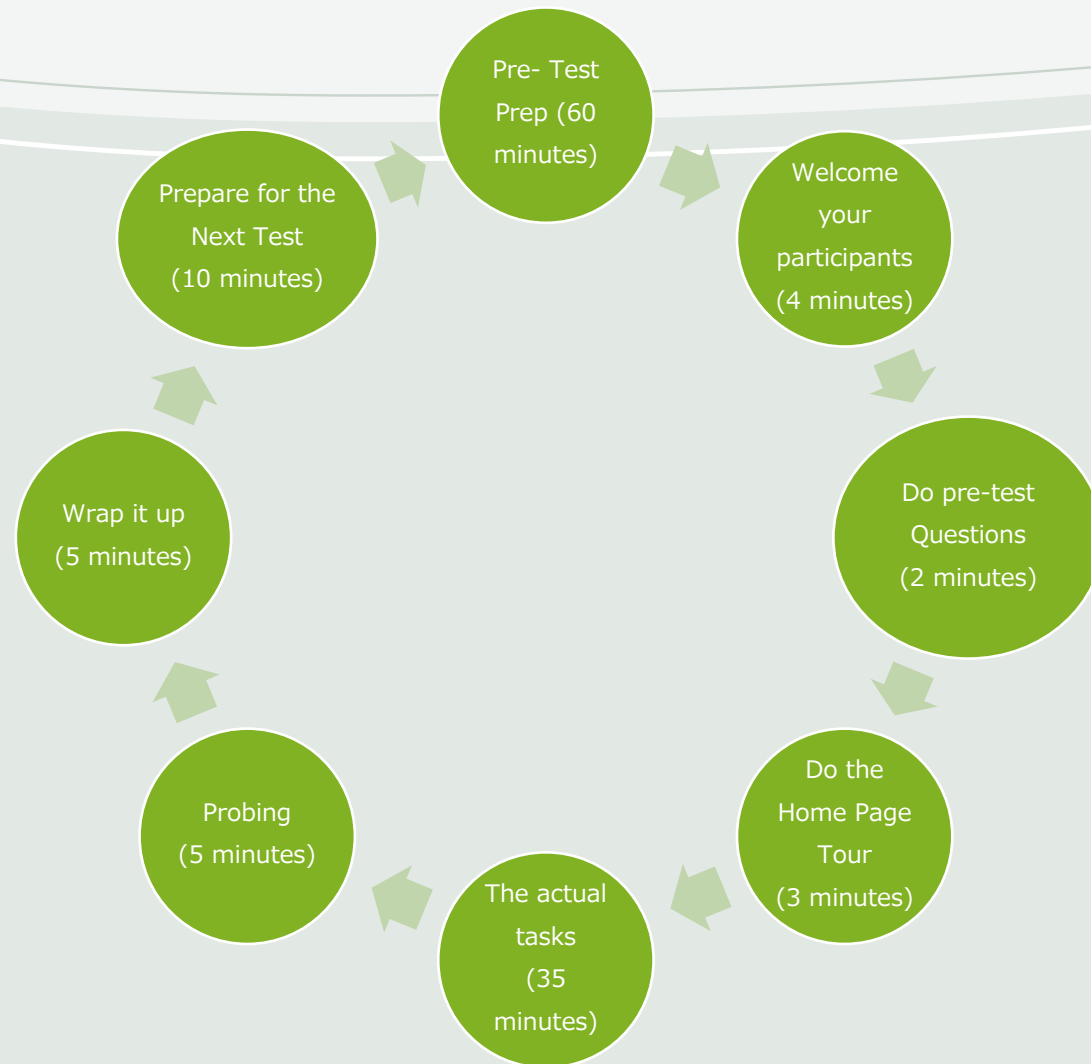
# Set up of the testing room

A typical testing room should have the following:

1. Computer with Internet access, screen recording software and screen sharing software (for people in the observation room )
2. A monitor and a keyboard
3. A “plain vanilla” mouse
4. A USB microphone : to get quality audio into the observation room
5. A speaker phone



# A walk-through of what should be done.



# What you should do as a facilitator/therapist

Keep your participants talking: get them to verbalize their thought process

Be sure to stay neutral

Understand your ethical responsibilities as a facilitator

Participants should leave the room in on worse shape than they entered

# Tips and Tricks from a Therapist

## Consider:

Acknowledgment Tokens

Paraphrasing

Clarifying for observers



# How do you handle tough customers

Some of your participants may not turn out to be as pleasant as you expected.

In such cases:

- Keep being polite but stay firm and keep them moving
- Be persistent and a bit ruthless if need be
- In extreme cases, you may decide to end the session early. (Have a convincing excuse to do this)