

**ROCKET SURGERY MADE EASY**  
**STEVE KRUG** **CHAPTERS 9-12**

Mae Koger

# CHAPTER 9. MAKE IT A SPECTATOR SPORT

## 9. Make it a Spectator Sport

# SEEING IS BELIEVING

- Your users are not you
- Allow anyone to attend monthly testing
  - How to encourage people to attend?

# WHAT DO OBSERVERS DO?

- Watch and learn, take notes
- At the end of the session, write down three important usability problems they saw
- Suggest questions
- Enjoy the snacks
- Go to the lunchtime debrief session

# THE OBSERVATION ROOM

- Conference room or training room / small auditorium
- Not right next to the test room
- What goes in the observation room?
  - Computer
  - Projector
  - Speaker and speakerphone
  - Snacks

# APPOINT A HALL MONITOR

- Have someone in the observation room to ...
  - Know what the observers are asked to do
  - Distribute handouts
  - Troubleshoot issues
  - Limit conversation
  - Remind people to go through their notes

# FREQUENTLY ASKED QUESTIONS

- **Aren't people's feelings likely to get hurt?**
  - Do your first tests on a competitor's site
- **Should people who can't observe in person be allowed to view the sessions remotely via screen sharing?**
  - Yes!
- **Can observers be in the same room as the participant?**
  - Observers in the same room as the participant must be on their best behavior

# CHAPTER 10. DEBRIEFING 101



# WHAT IS DEBRIEFING?

- Who?
  - Only people who attended a test session
- What?
  - Debriefing goal
  - Serve lunch
- When?
  - As soon as possible
  - An hour max

### KEEP IN MIND

- All sites have usability problems and limited resources
- It is easy to get distracted by less serious problems
- **You have to be intensely focused on fixing the most serious problems**

How do you know which problems are the most serious?

## HOW TO RUN THE DEBRIEFING MEETING?

- Ask everyone to pick the three most serious problems
- Share and rank ten observed problems
- Work through the list and discuss possible solutions

After the debriefing meeting, send out an email summarizing the testing.

# TIPS FOR SUCCESS

- Write a few guidelines before beginning
- Encourage participation
- Keep people on track
- Be nice
- Don't skip any problem on the 'top ten' list

## FREQUENTLY ASKED QUESTIONS

- **Are there other ways to run the debriefing?**
  - Do whatever works
- **Are you saying I can't fix things like typos because they are not the worst problems?**
  - Keep your own list of problems

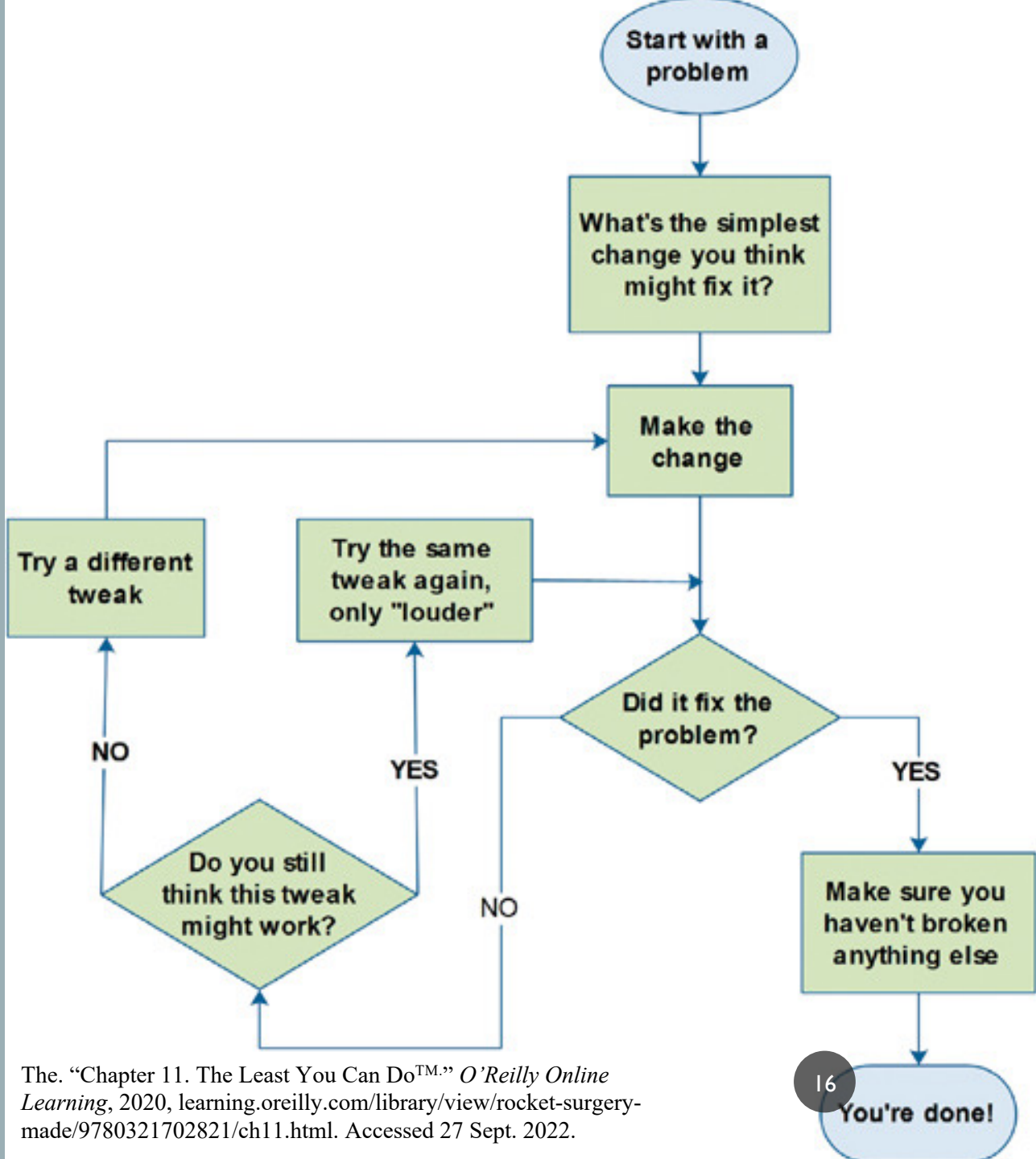
# CHAPTER 11. THE LEAST YOU CAN DO

“What’s the smallest, simplest change we can make that’s likely to keep people from having the problem we observed?”

## TWEAK, DON'T REDESIGN

- There's always a temptation to make changes that go beyond the problems you observed
- Tweaking is better than redesigning
  - Why?

# TWEAKING PROCESS



The. "Chapter 11. The Least You Can Do™." *O'Reilly Online Learning*, 2020, [learning.oreilly.com/library/view/rocket-surgery-made/9780321702821/ch11.html](https://learning.oreilly.com/library/view/rocket-surgery-made/9780321702821/ch11.html). Accessed 27 Sept. 2022.



## FREQUENTLY ASKED QUESTIONS

- **Don't you need to redesign sometimes?**
  - Periodic redesigns may be necessary
- **How do you know if your tweaks worked?**
  - If you made a major change, test the task again

# CHAPTER 12. THE USUAL SUSPECTS

- Getting off on the wrong foot
- Failure to shout

QUESTIONS?