

USER TESTING

WHY USER TEST?

Helps you understand how people use your product

Gives you an unbiased perspective

Identify incorrect assumptions about user behaviour

Validate your ideas early, save time and money

Answer the question: **Does the design solve the problem?**

CREATING A TEST

Formulate research questions

What do we want to learn?

Define tasks

Be conscious of and avoid leading language

“Follow Apple Inc. on Twitter” vs “How would you stay in touch with Apple Inc.?”

Avoid unnatural test flows

Consider test length

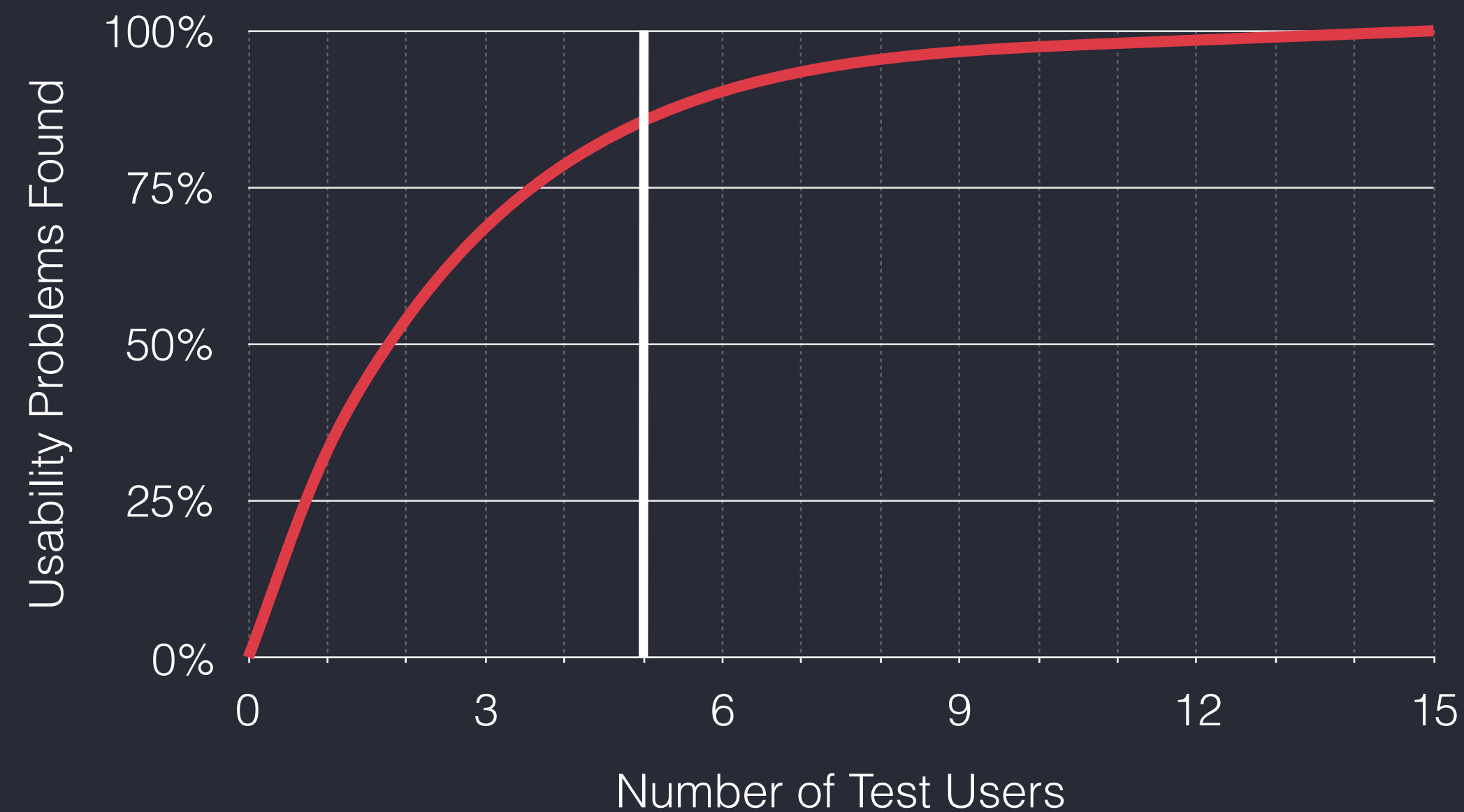
Test fatigue is likely 12-15 minutes

CREATING A TEST

Recruit participants

Participants should be **actual users**

Test **5 users** per design iteration



Source

RUNNING THE TEST

Remind the participant you are testing the product, not them

Encourage them to “**think out loud**” as they complete the tasks

Provide ***specific context***

Where, when and why are they using the product?

Assign the participant a couple of tasks

Watch and record everything

FACILITATION

Avoid talking during the test

Give participants time to explore and figure things out for themselves

Be patient, allow for silence as the user explores the interface

If a participant is *really* stuck, don't guide them. Ask broad questions:

What are you thinking?

What were you expecting to find on this page?

What are you looking for?

If they *still* can't complete the task, that's fine

This is an indication of where you need to improve the design

AFTER THE TEST

Ask some follow up questions

Was any part of that confusing?

What was your favourite part?

What was your *least* favourite part?

If you had a magic wand and could change anything, what would it be?

Iterate and repeat

QUESTIONS?