Why Usability Testing?

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Usability Techniques

- Ethnographic Research
- Participatory Design
- Focus Group Research
- Surveys
- Cognitive Walkthroughs
- Open & Closed Card Sort
- Paper Prototyping
- Heuristic Evaluations
- Usability Testing
- Follow-up Studies
Usability Techniques

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Usability Testing...

- evaluates how users interact with your website or application.
- enables developers to make improvements to the systems.
Usability Testing Evaluates:

- Ease of Use
- Efficiency of Use
- Memorability
- Few Errors
- Subjectively Appealing
Why do Usability Testing?

- To find out how users think
- Understand how people interact with our system
- Is the content useful?
- How effective is the presentation
- Determine user success rate
- Ease and effectiveness of navigation
When should start testing?

- Start right away – before coding begins
  - Card Sorts
  - Rough Sketches
  - Water Cooler Testing
  - Paper Prototyping
  - Wire Frames
  - Page Comps
  - Working Prototypes
Quantitative Testing

- Time on task
- Number of errors
- Successful completion of tasks
Qualitative Testing

- Helps improve what you’re building
- More informal, less scientific
- Looks at why and how
- Think Aloud
- Questionnaires
Getting Ready to Test

- **Write a scenario**
  - Helps define goals and narrows focus of test

- **Plan your test**
  - Big picture questions
  - Understand your objectives, users, tasks

- **Choose your method**
  - What’s best for your situation
    - Formal or Informal
    - Take notes or record the session
Who and How Many?

- Representative Users?
- Three to five participants is plenty.
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“Recruit loosely and grade on a curve.”
– Steve Krug
Tool for Testing

- Rough Drawing or Mock-ups
- PowerPoint Representation
- Remote Testing
  - UserTesting.com
  - Feedbackarmy.com
- FireWorks
  (Or WireframeSketcher/FlairBuilder/Jumpchart/???)
- Camtasia
- Morae
Many paths – One goal

Questions?
Comments?

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