

Z

hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

(Usability) Testing

Service Design I 19th of April 2022

Florian Wille

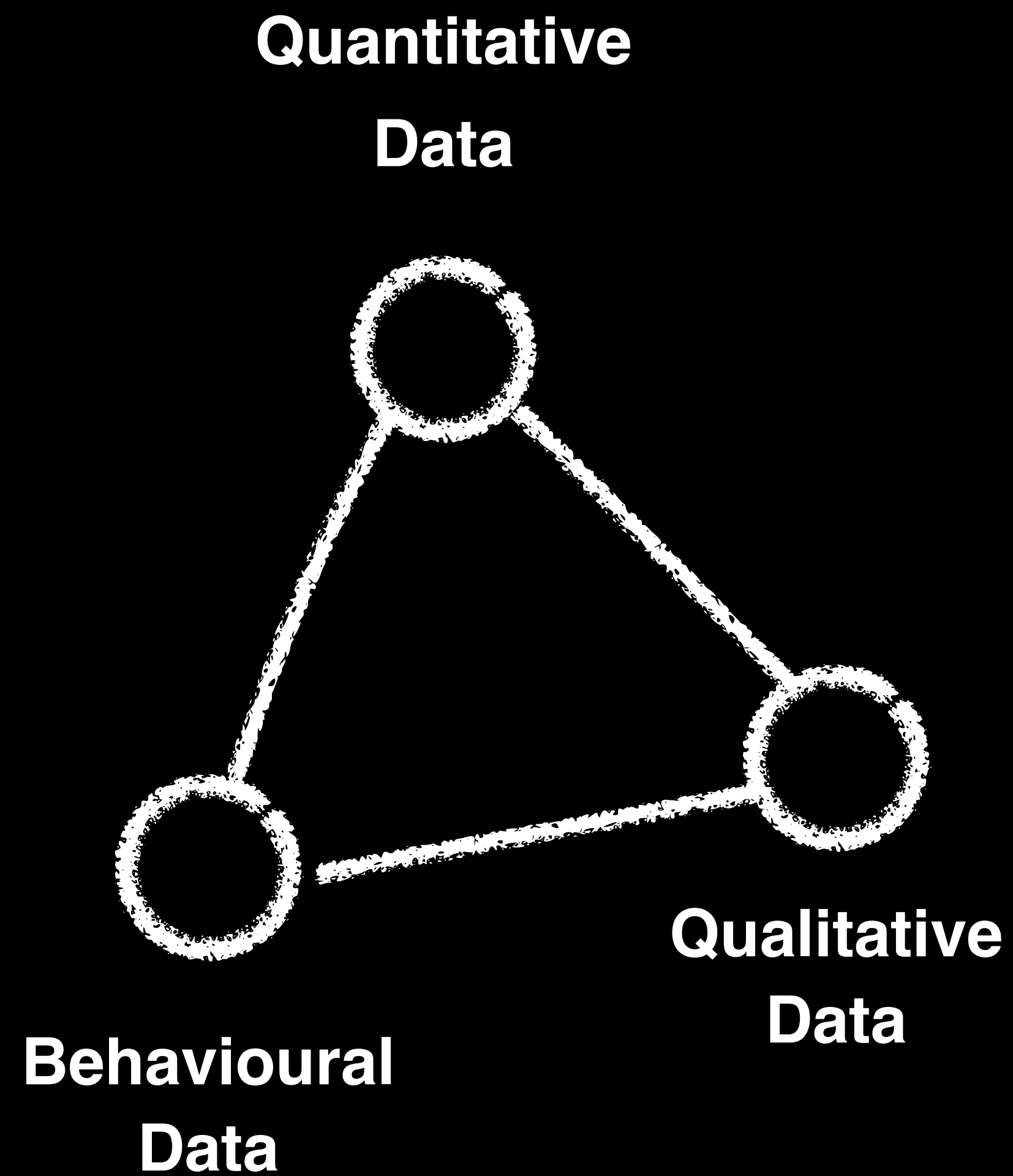
Let's start with data

-

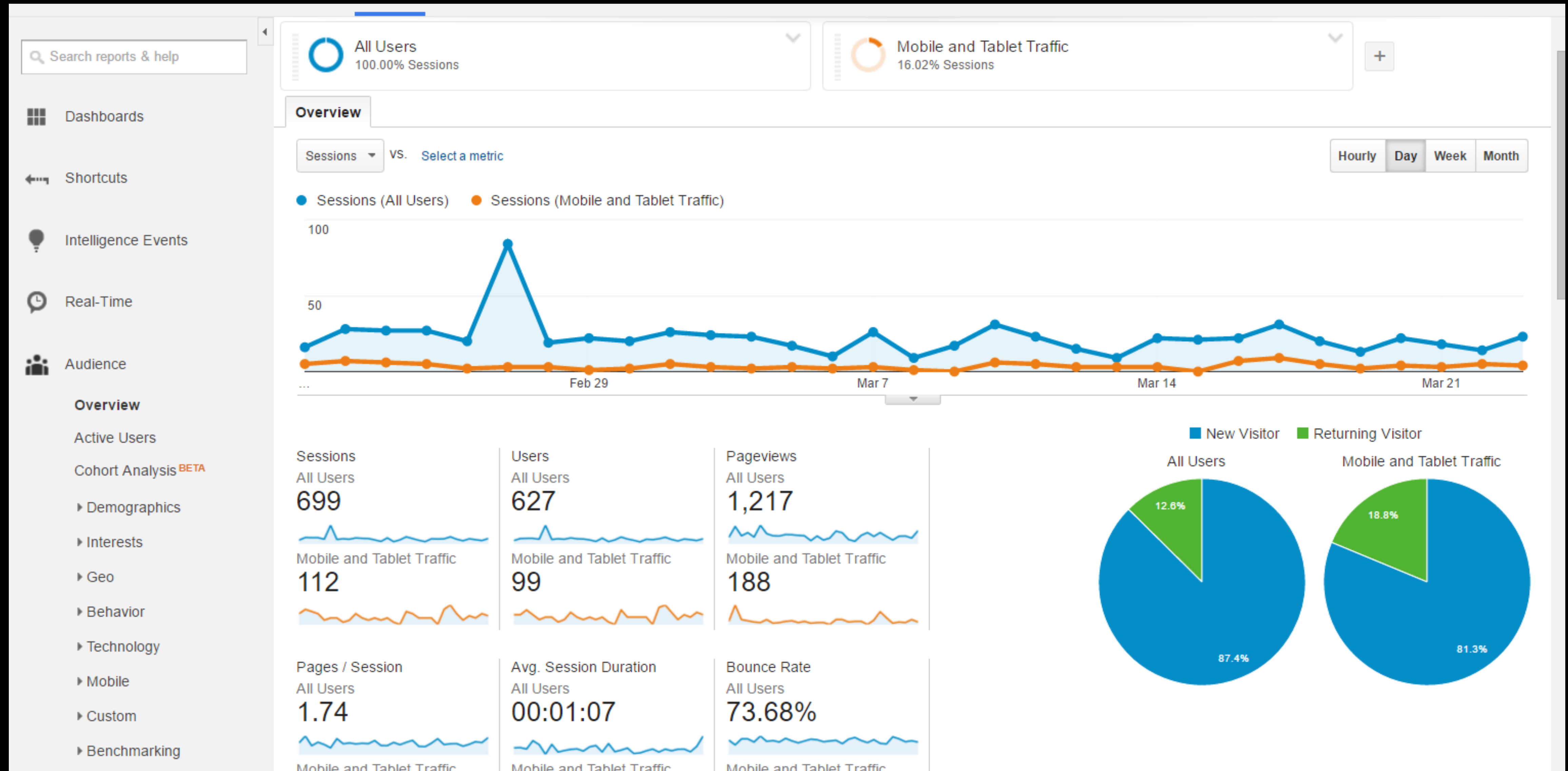
Combining quantitative, qualitative and behavioral data to triangulate unmet user needs.

vgl. Zachary Schendel (Director UX Research at Netflix)

Triangulation



Quantitative Data | Example: Google Analytics



Quantitative Data | Micro-Feedback

Hilf mit,
uns zu
verbessern!



Wie zufrieden bist du bis jetzt mit deinem Besuch bei uns?



Überhaupt nicht



Unter meinen
Erwartungen



Meine Erwartungen
erfüllt



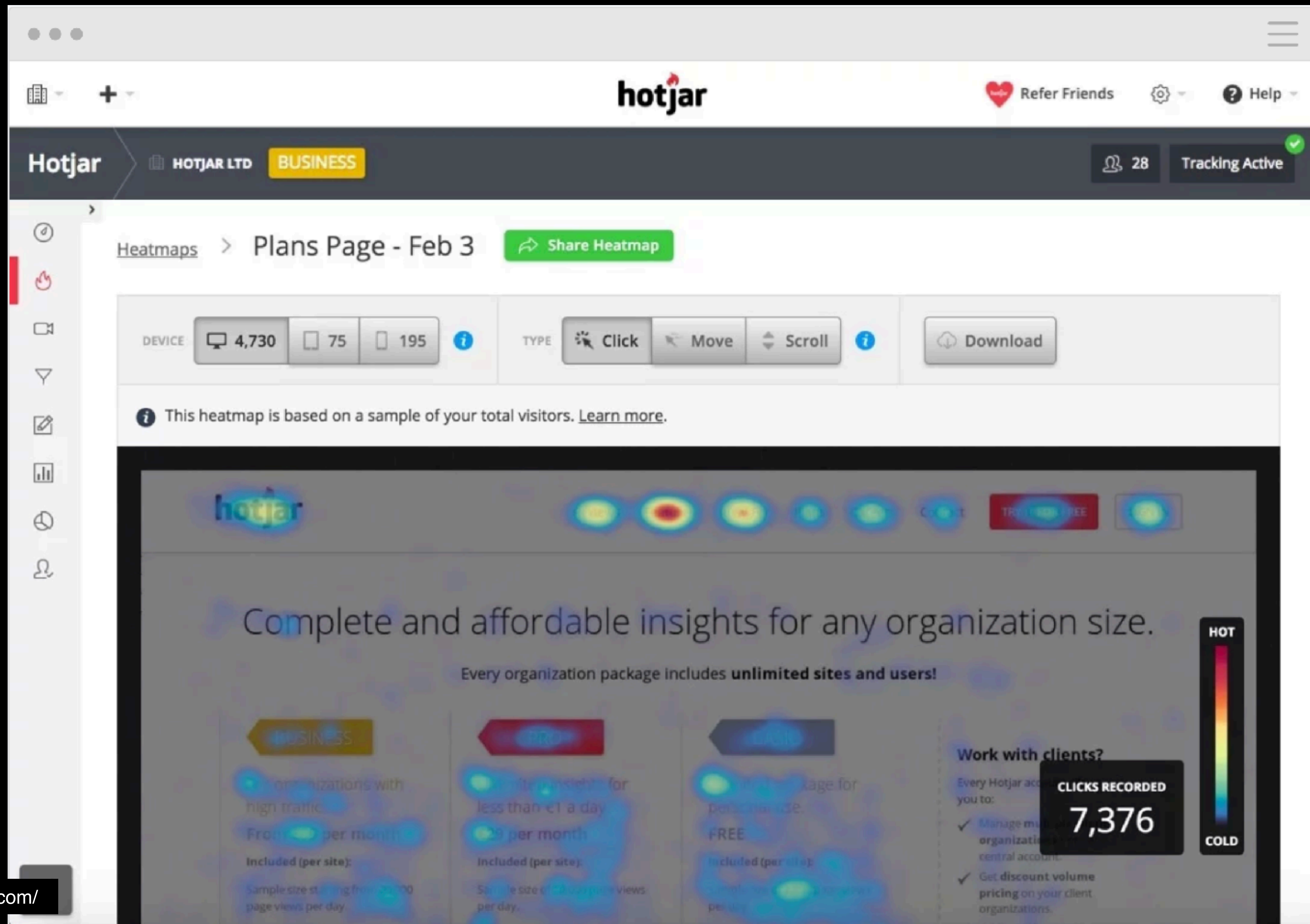
Besser als
meine Erwartungen



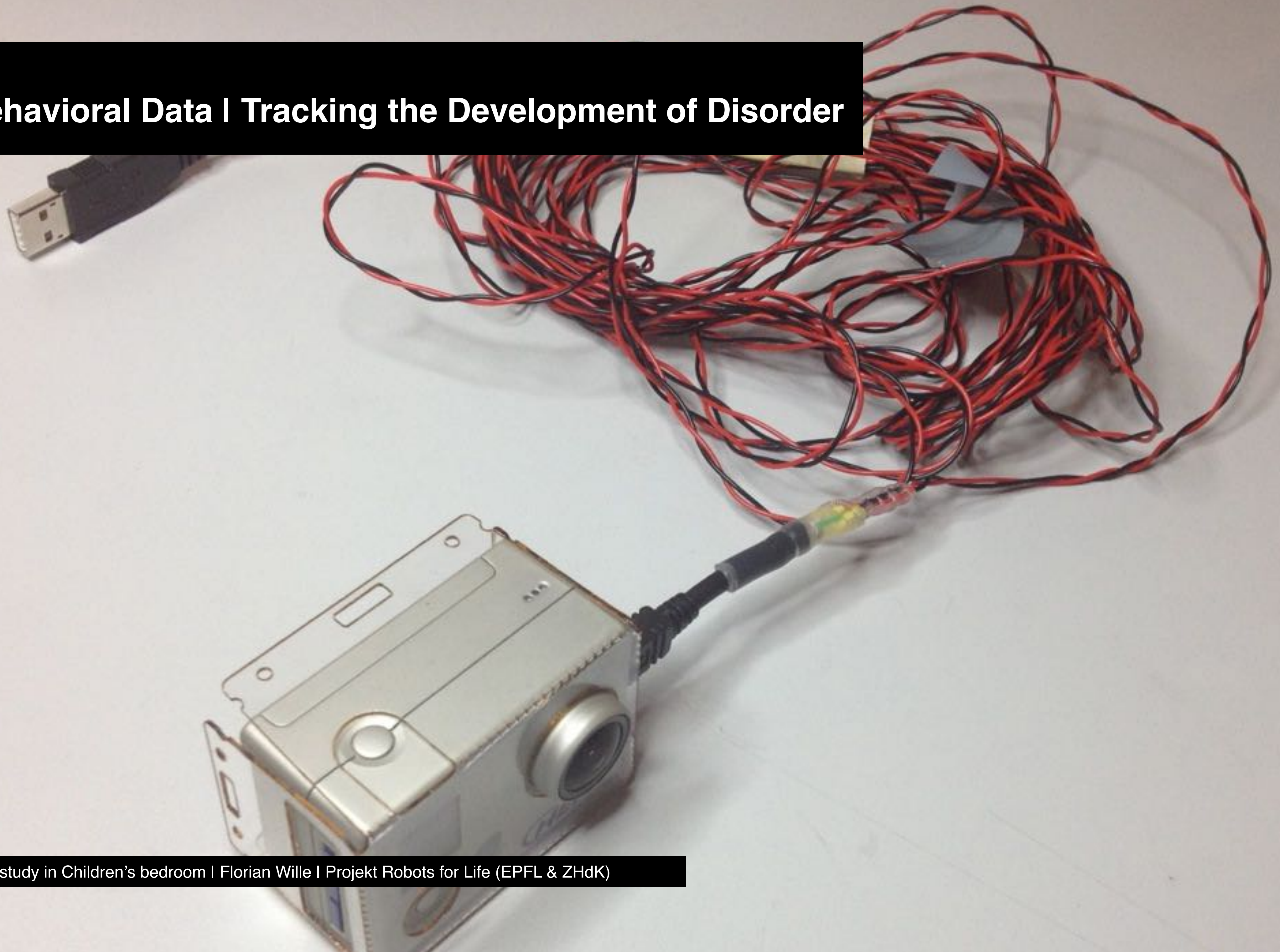
Meine Erwartungen
übertroffen

Sprachenwahl:

Behavioral Data | Tracking Mouse Movement



Behavioral Data | Tracking the Development of Disorder



Behavioral Data | Tracking the Development of Disorder



Behavioral Data | Tracking the Development of Disorder



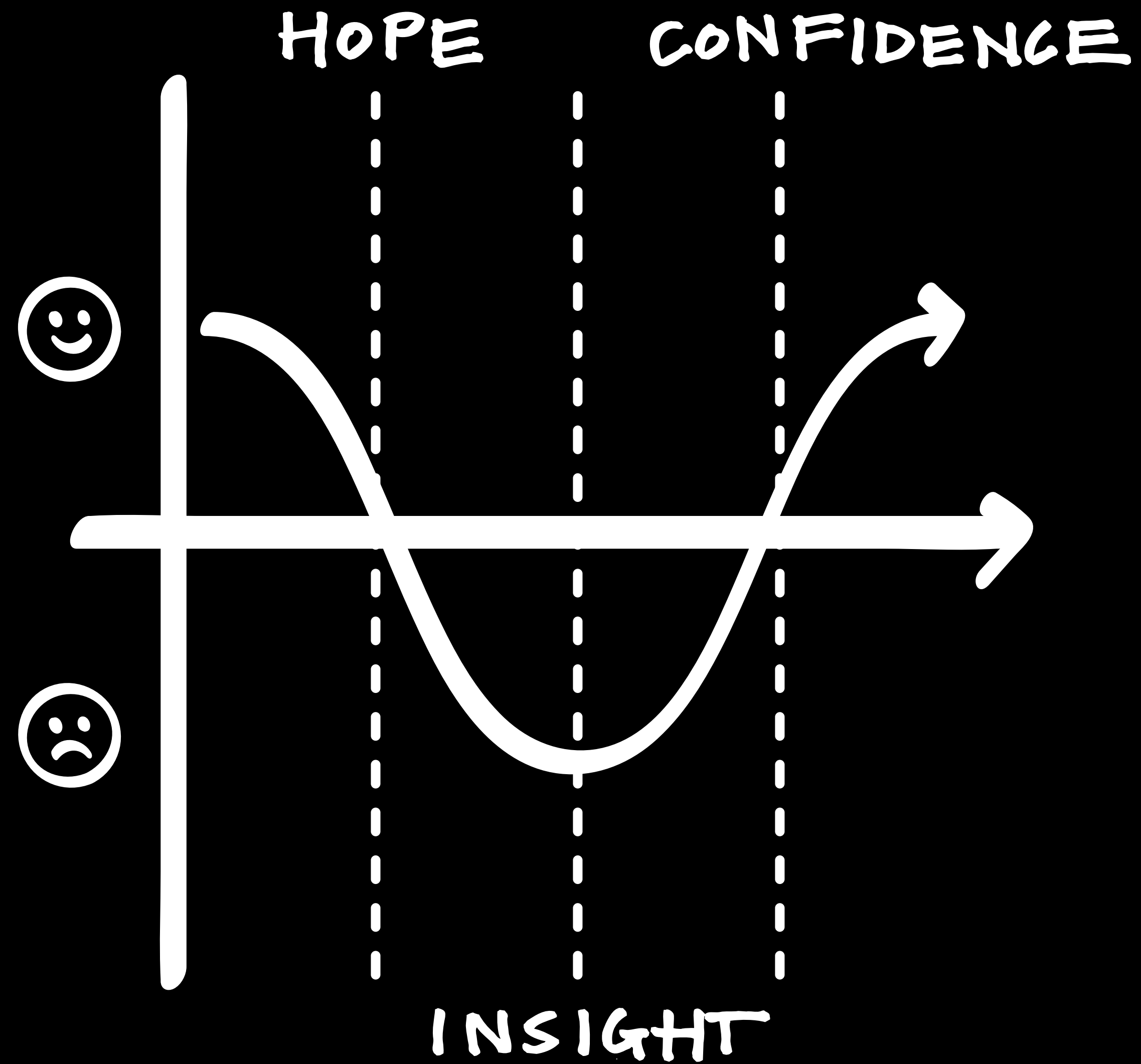
Userstudy in Children's bedroom | Florian Wille | Projekt Robots for Life (EPFL & ZHdK)

Qualitative Data | Testing Usability



The truth of the matter is that pretty much of all our methodologies for quantitatively evaluating user interfaces suck.

Henry Lieberman (2008)



How the journey of a project feels

IDEO

Formative vs. Summative

–

In contrast to the evaluation of results (summative evaluation) - which ultimately only determines a comparison between the postulated and achieved target state - interventions or corrections of ongoing measures are made on the basis of the achieved (interim) results of formative evaluation in order to increase the probability of target achievement.

http://de.wikipedia.org/wiki/Formative_Evaluation (translated)

Im Unterschied zur Ergebnisevaluation (summative Evaluation) – die letztlich nur einen Vergleich zwischen postuliertem und erreichtem Zielzustand ermittelt - werden aufgrund der erzielten (Zwischen-) Ergebnisse der formativen Evaluation Interventionen bzw. Korrekturen laufender Maßnahmen vorgenommen, um die Wahrscheinlichkeit der Zielerreichung zu erhöhen.

Test Settings

–

Lab Testing





Remote Testing

(moderiert / unmoderiert)

Remote Testing

How to find Test Subjects

The screenshot shows the TestingTime website's recruitment interface. At the top, there is a navigation bar with the TestingTime logo, menu items for 'Service', 'Plans & Pricing', and 'Resources', a 'Recruit test users' button, and links for 'My account' and 'EN'. The main content area features a central headline 'We recruit You research' in green and black text, surrounded by several circular profile pictures of diverse individuals. Below the headline is a sub-headline: 'A few steps away from talking to your audience all around the world.' A white control bar contains four elements: a person icon with '6 test users', a microphone icon with 'User test moderated', a computer icon with 'Remote', and a green 'Set up your order' button. Below this bar is a 'Become a tester' button.

Recruit yourself or use a Service.

01.

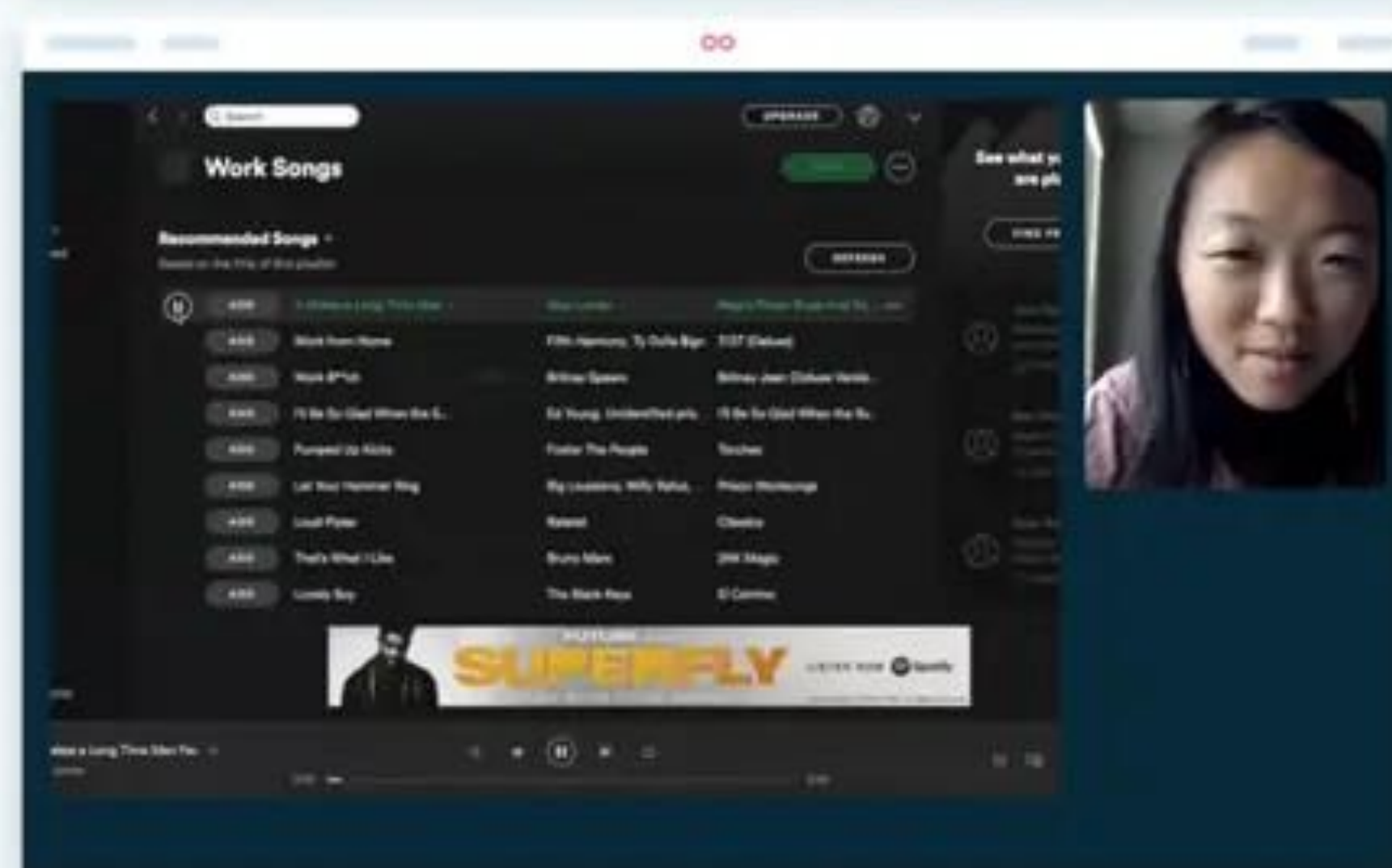
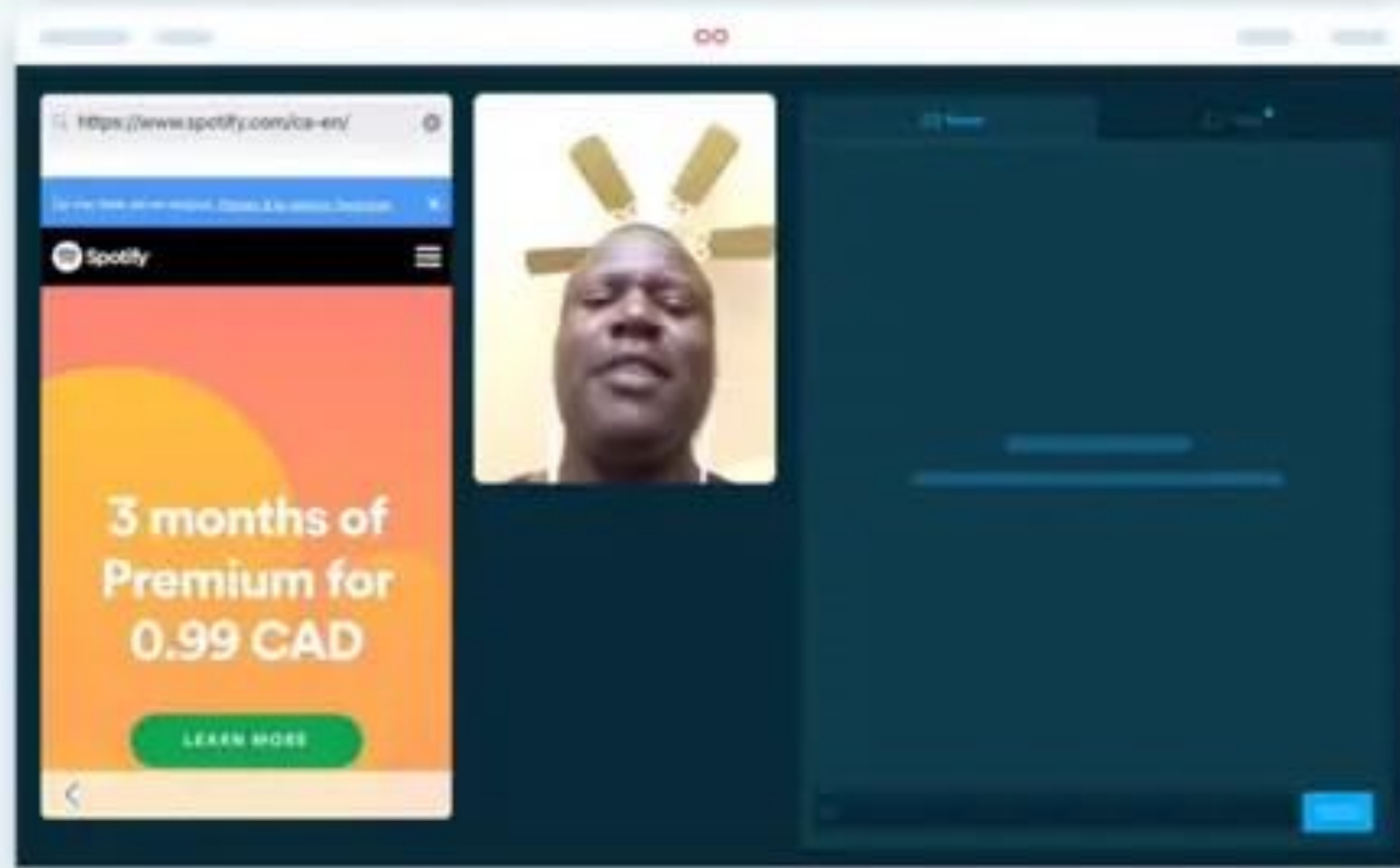
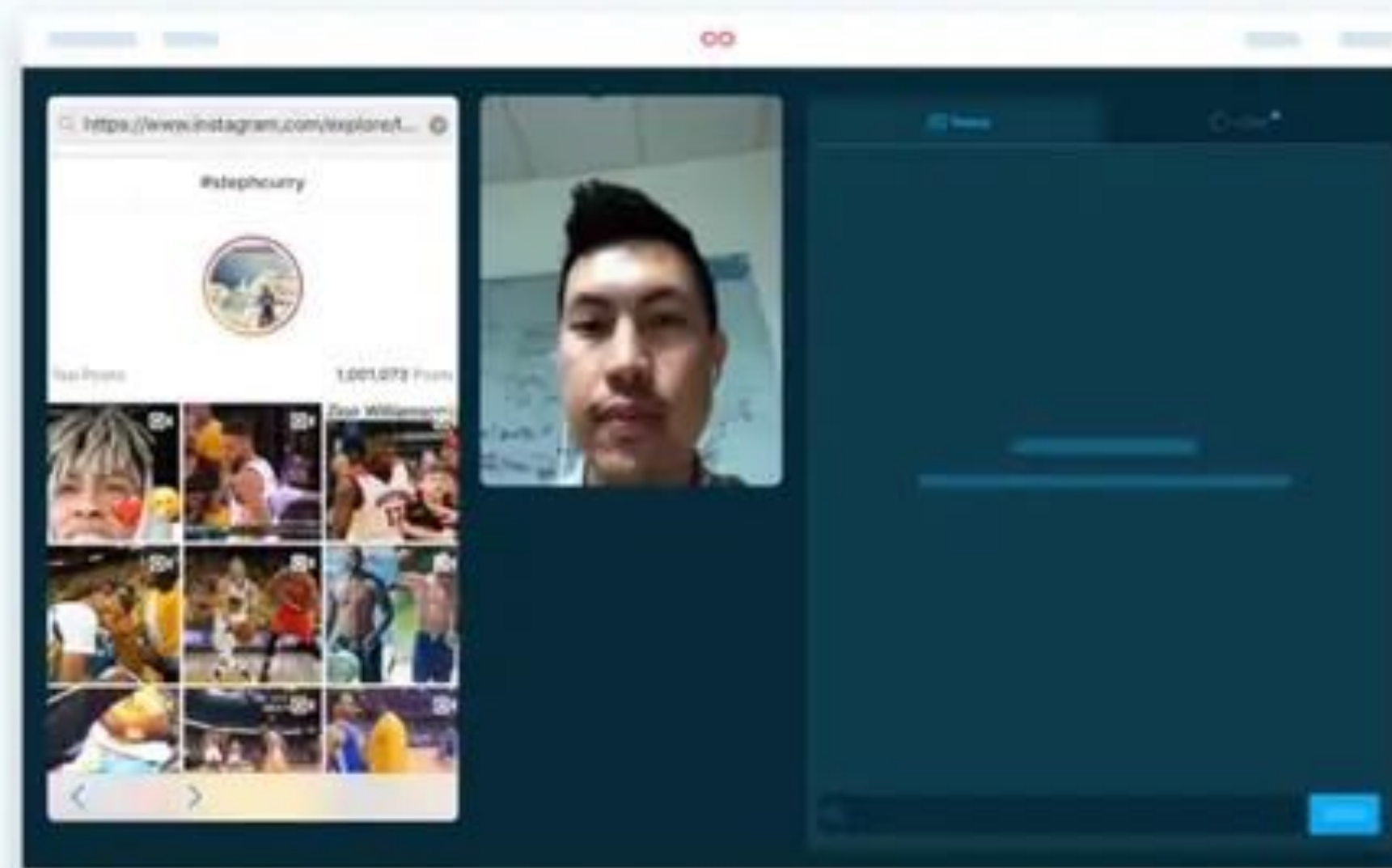
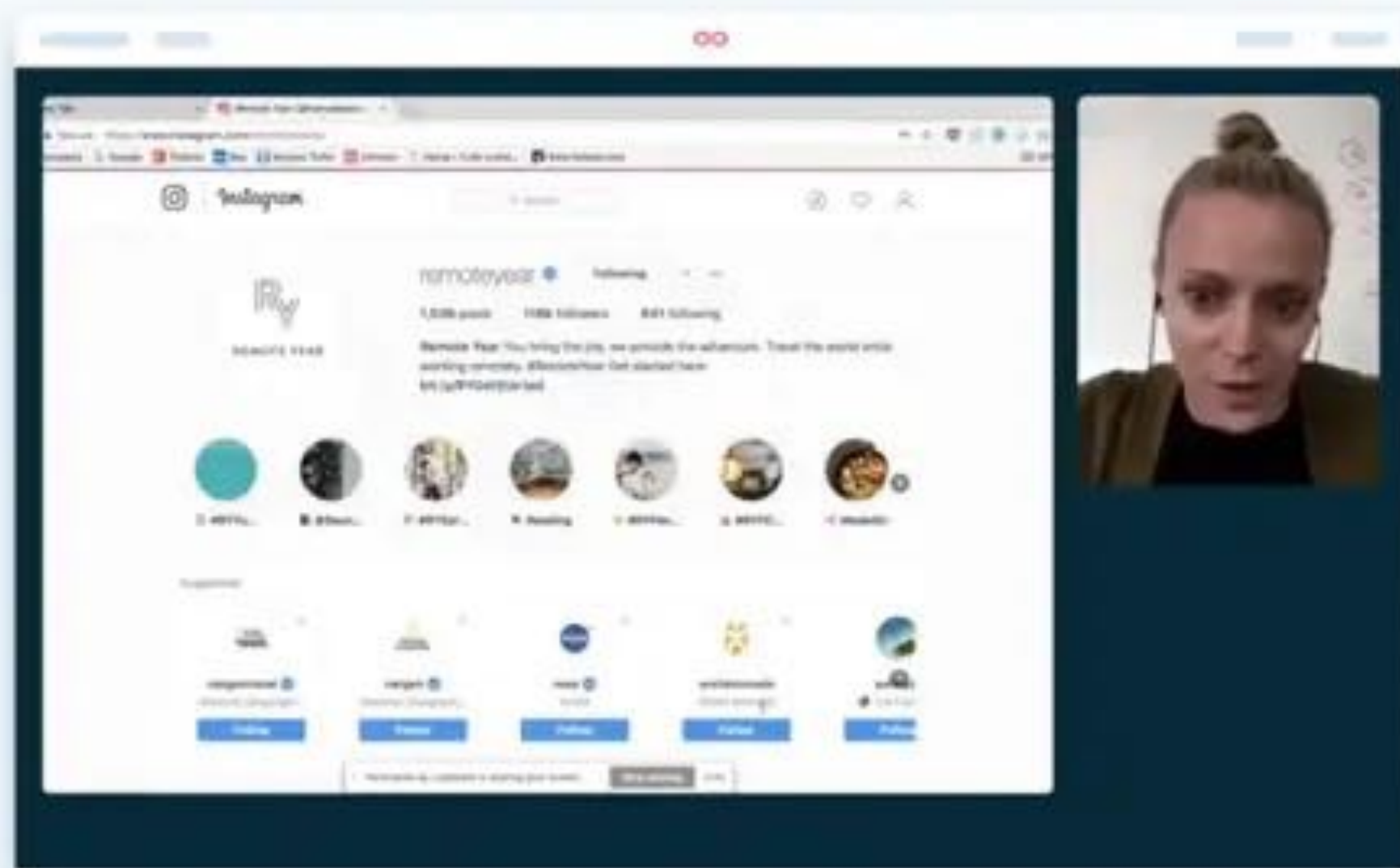
Describe your target group

Choose between 'Remote', 'At your location' or 'At the test

This screenshot shows a selection of target group filters. It includes a 'DOG OWNER' button, a 'SPEAKS ENGLISH' button, and a 'FEMALE' button. A person icon is also visible, likely representing a demographic filter.

Remote Testing

Conduct Remote Tests



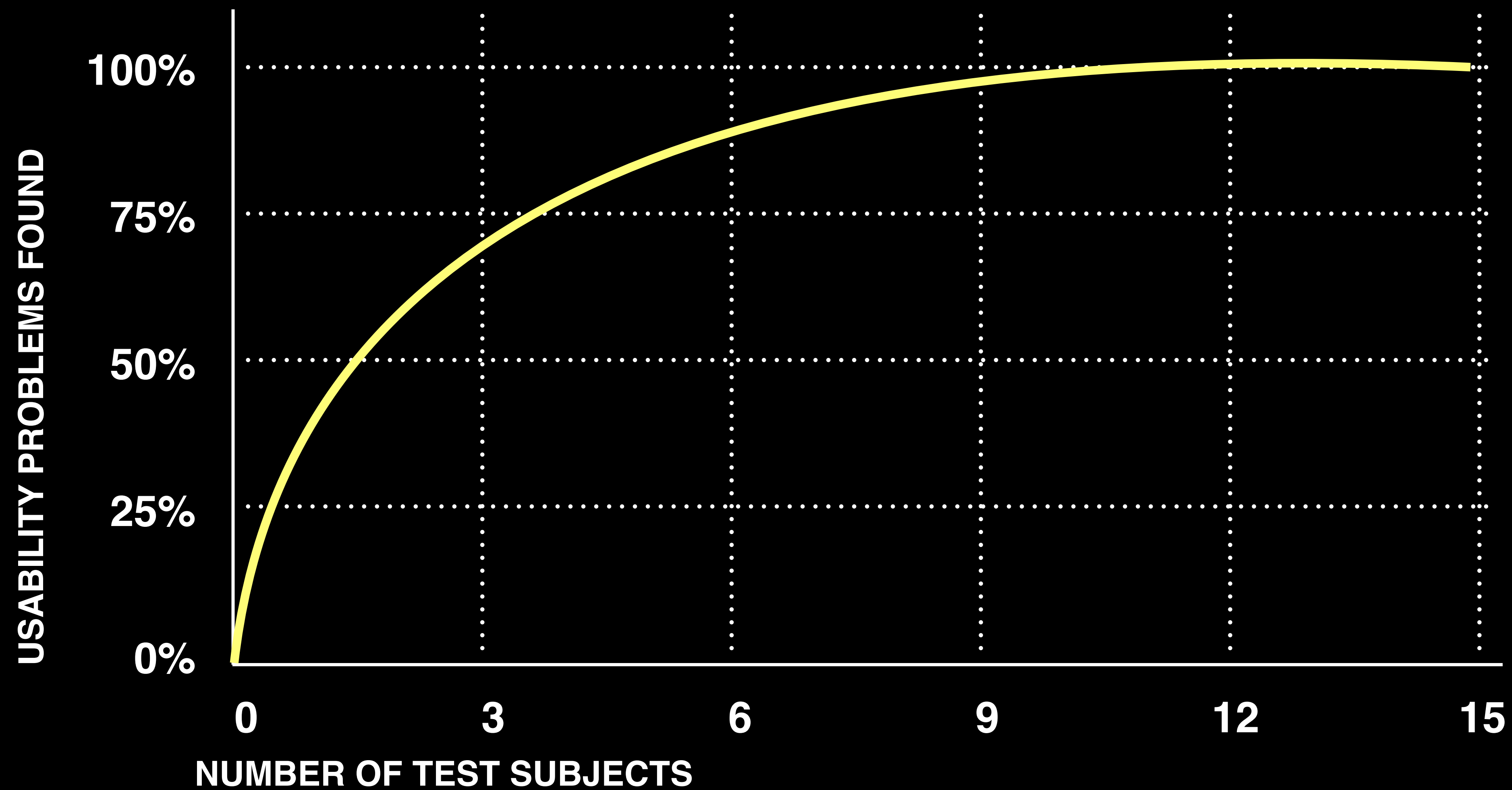
<https://lookback.io/>

Guerilla Testing



Testing

How many participants do you need?



Vgl: [Nielsen Norman Group - Why you only need to test with 5 users](#)


Summary: Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

Nielsen Norman Group

Testing

Testing & Learning Card

Test Card



Test Name	Deadline
Assigned to	Duration



STEP 1: HYPOTHESIS

We believe that

Critical: 

STEP 2: TEST

To verify that, we will

Test Cost:  Data Reliability: 

STEP 3: METRIC

And measure


Time Required: 

STEP 4: CRITERIA

We are right if

Copyright Strategyzer AG The makers of Business Model Generation and Strategyzer

Learning Card




Insight Name	Date of Learning
Person Responsible	

STEP 1: HYPOTHESIS

We believed that


STEP 2: OBSERVATION

We observed

Data Reliability: 

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

Action Required: 

STEP 4: DECISIONS AND ACTIONS

Therefore, we will

Copyright Strategyzer AG The makers of Business Model Generation and Strategyzer

Buchtipp

Giff Constable

TALKING TO HUMANS

Success starts with understanding
your customers

GIFF CONSTABLE

with Frank Rimalovski
illustrations by Tom Fishburne
and foreword by Steve Blank

THE SEQUEL TO THE AWARD-WINNING BOOK *TALKING TO HUMANS*

TESTING WITH HUMANS



How to use experiments to drive faster,
more informed decision making.

GIFF CONSTABLE

with Frank Rimalovski

Thank you!

Florian Wille
florian.wille@zhdk.ch



hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design