hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

(Usability) Testing

Service Design | 19th of April 2022

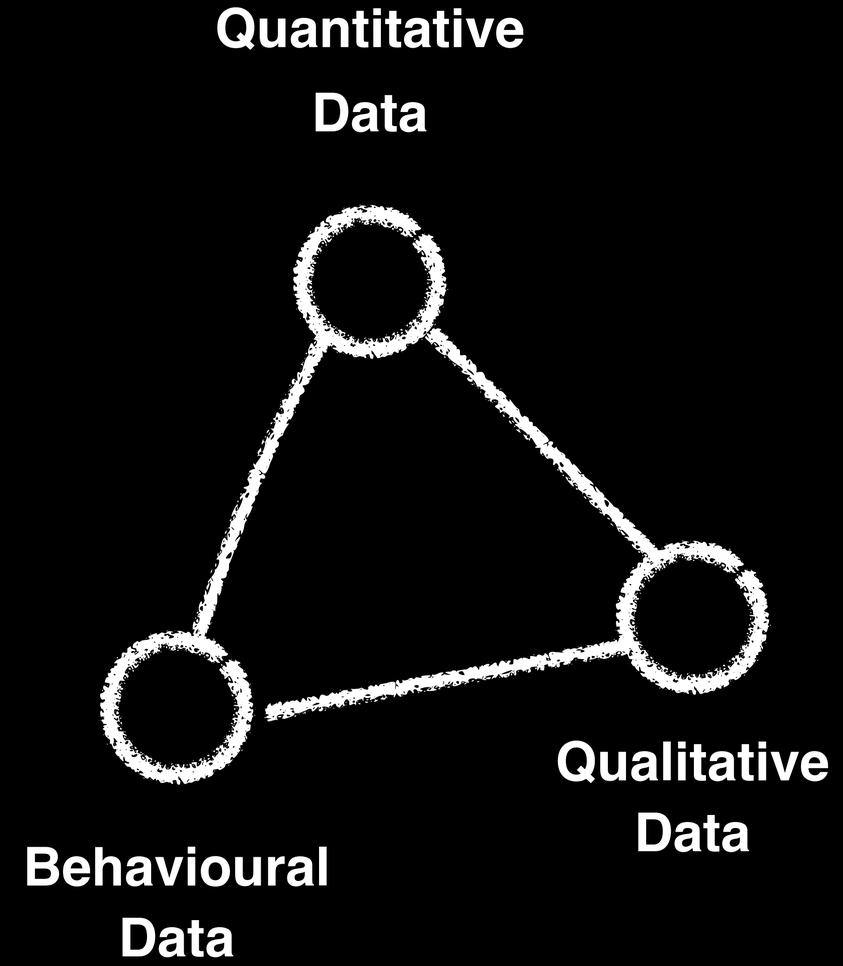
Florian Wille

Let’s start with data

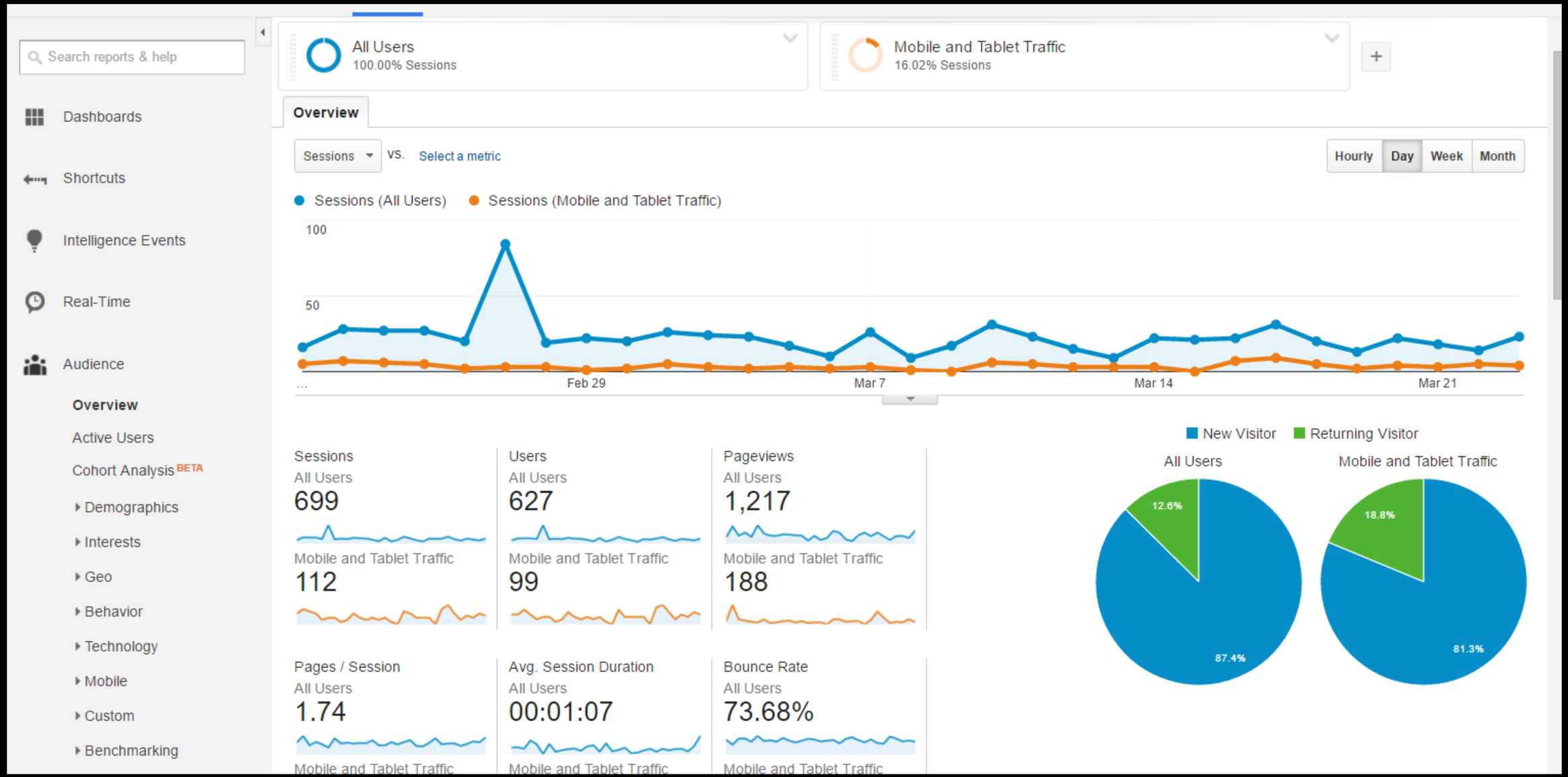
Combining quantitative, qualitative and behavioral data to triangulate unmet user needs.

vgl. Zachary Schendel (Director UX Research at Netflix)

Triangulation

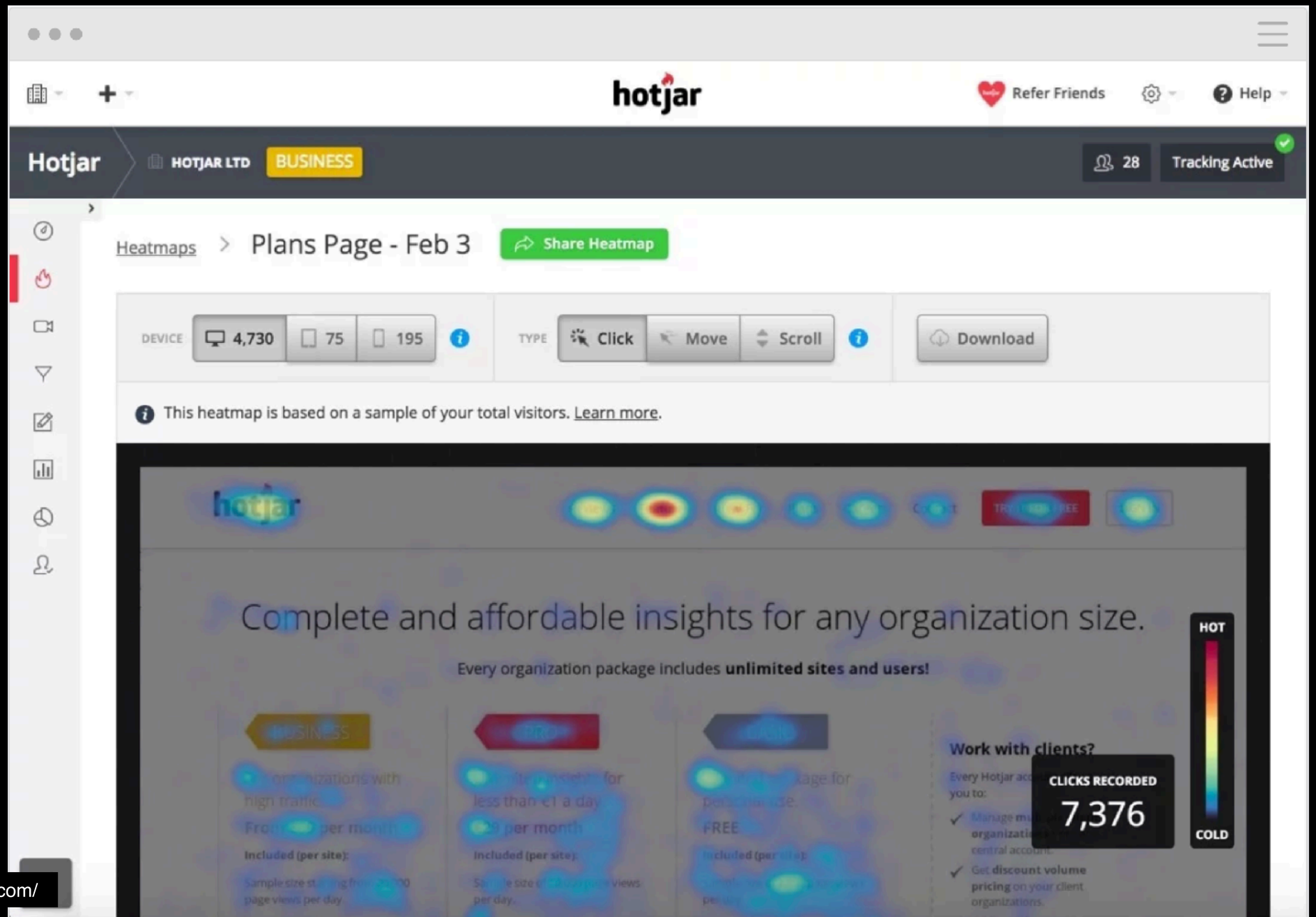


Quantitative Data | Example: Google Analytics



Quantitative Data | Micro-Feedback

Behavioral Data I Tracking Mouse Movement



https://www.hotjar.com/

Behavioral Data I Tracking the Development of Disorder

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

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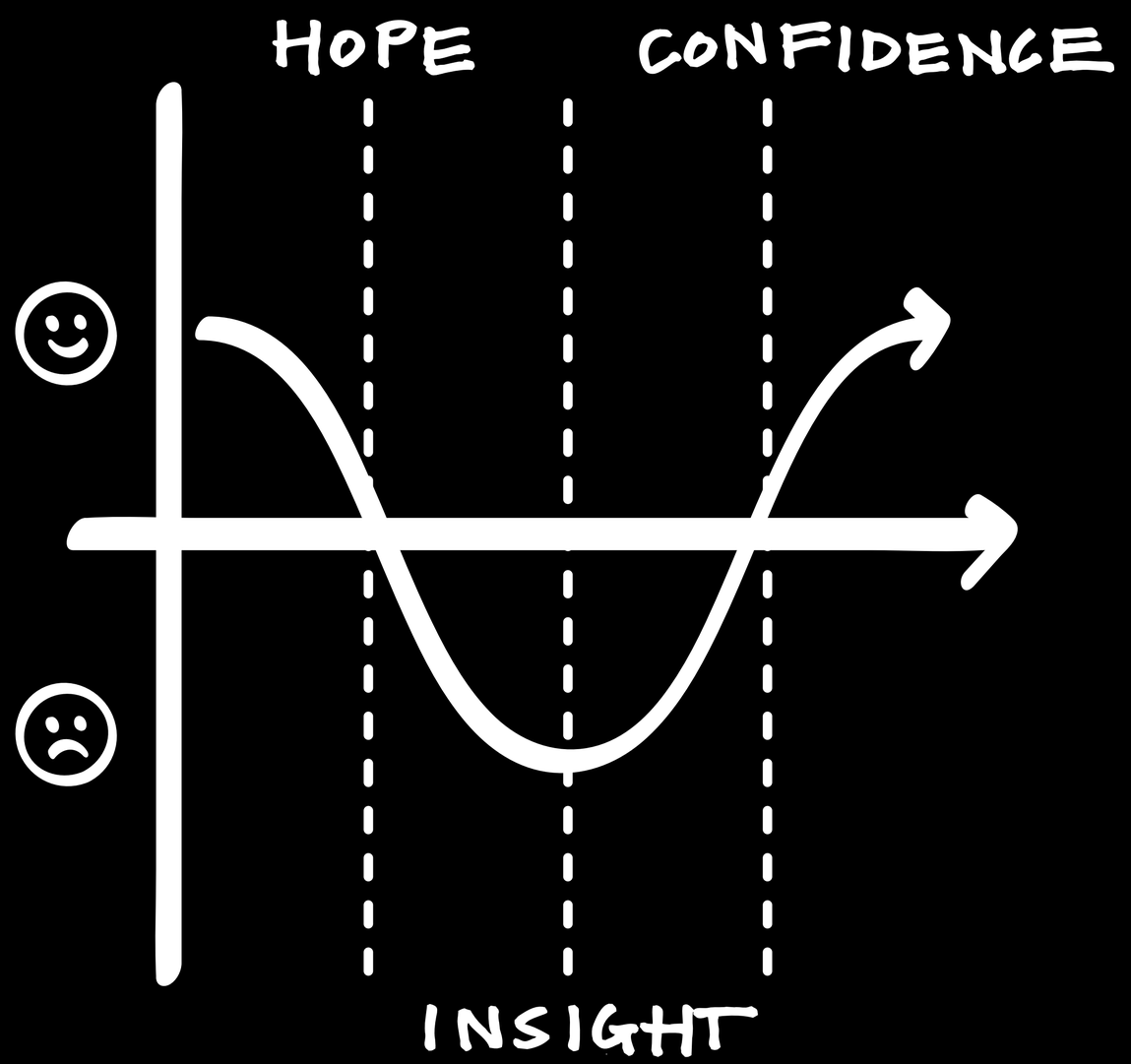
Qualitative Data I Testing Usability

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

https://designthinking.ideo.com/

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.

http://de.wikipedia.org/wiki/Formative_Evaluation

Test Settings

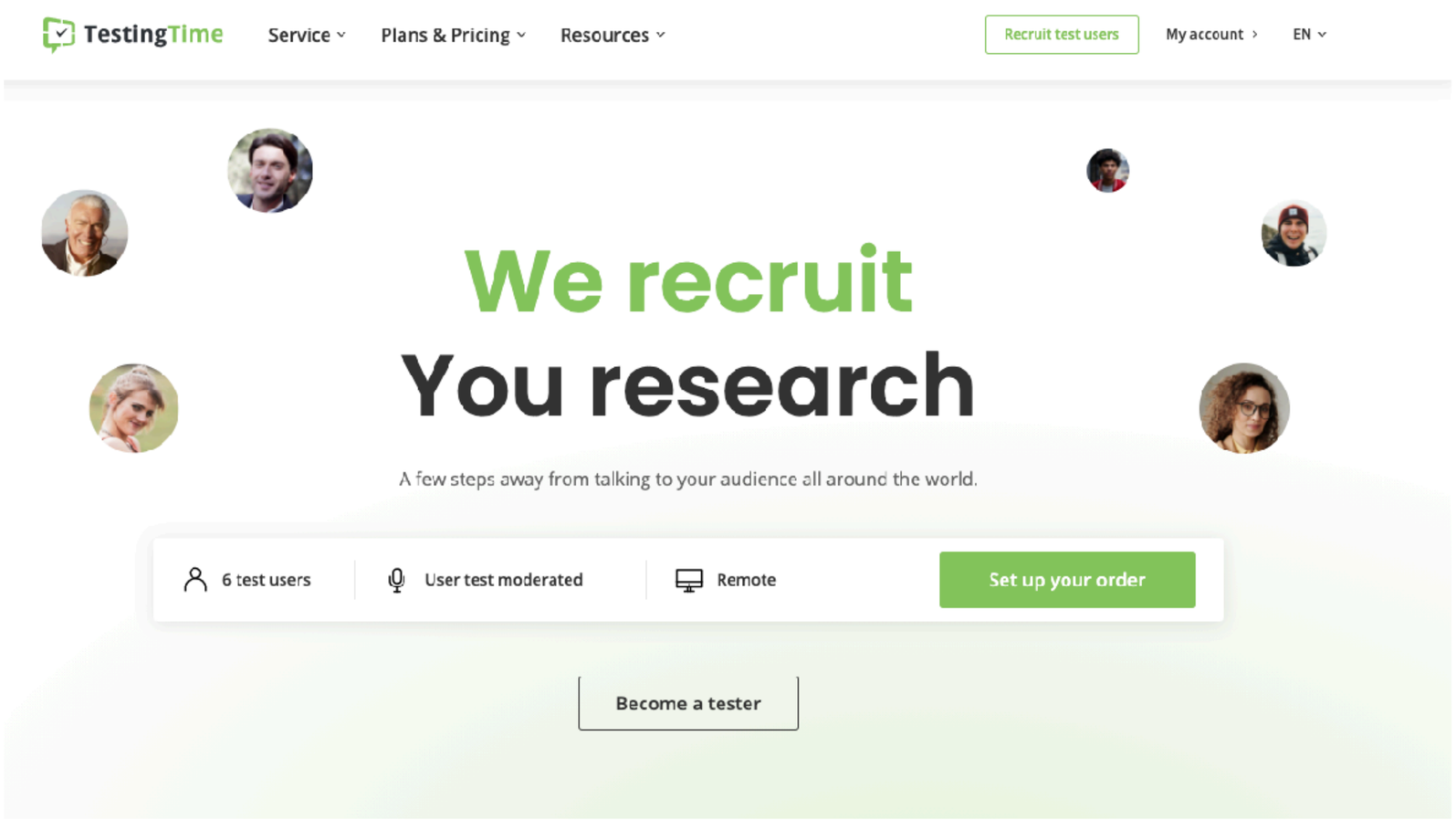
Lab Testing

Remote Testing

(moderiert / unmoderiert)

Remote Testing

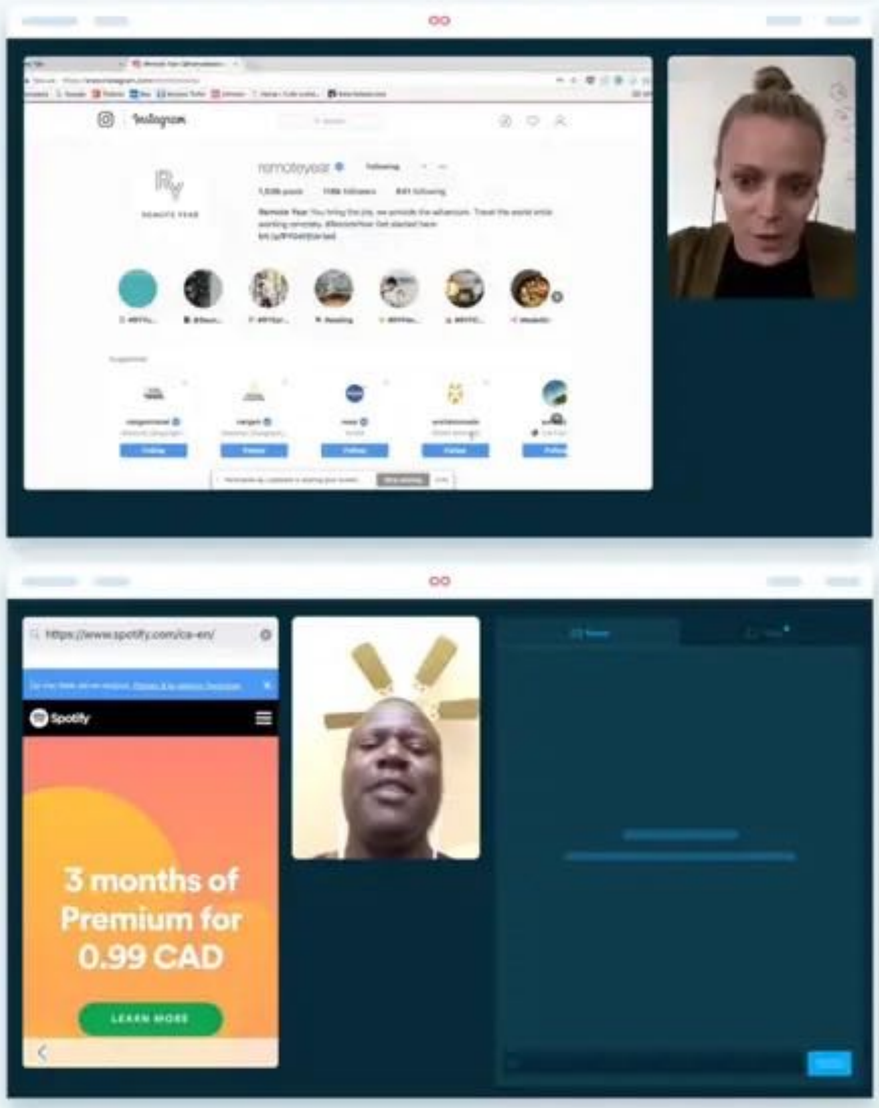
How to find Test Subjects

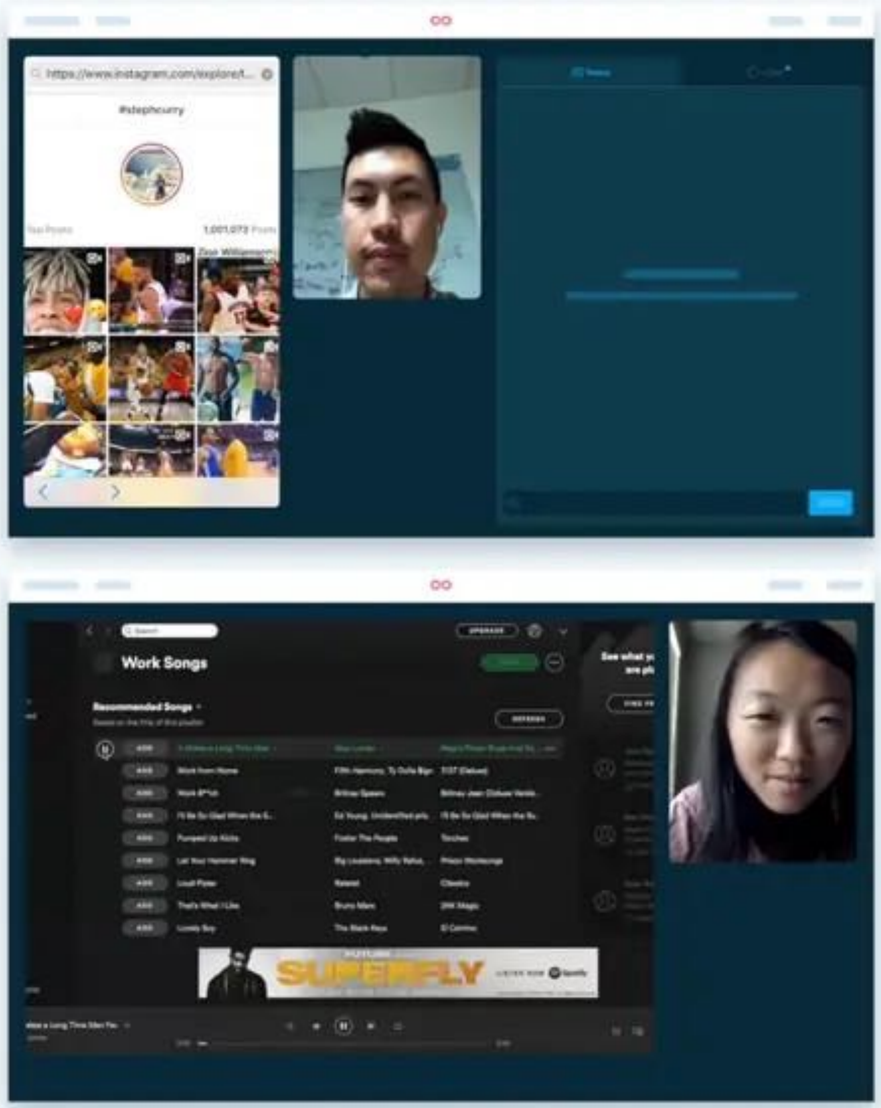


Recruit yourself or use a Service.

Remote Testing

Conduct Remote Tests



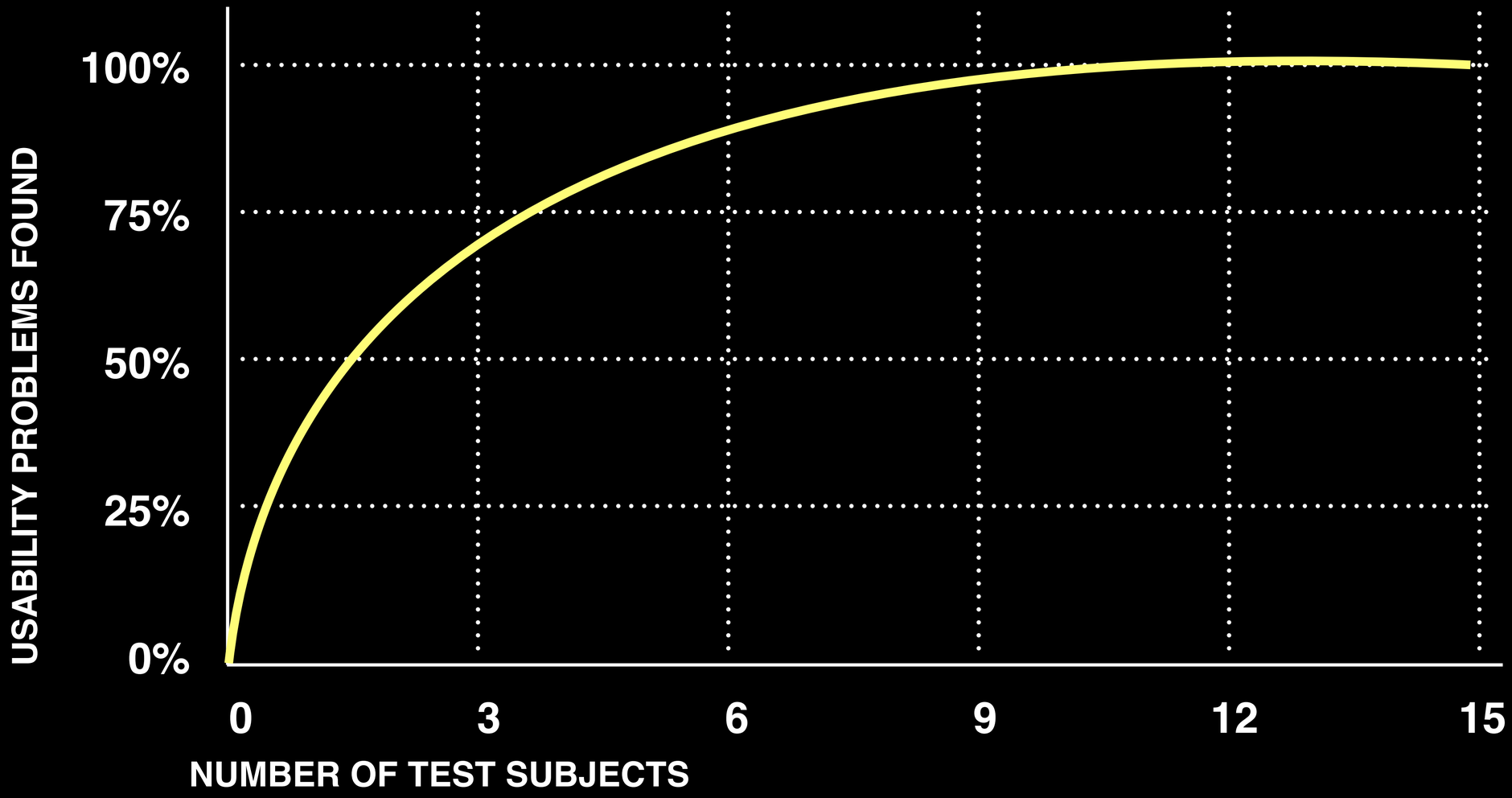


https://lookback.io/

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.

Testing & Learning Card

Test Card

Strategyzer

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

Strategyzer

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

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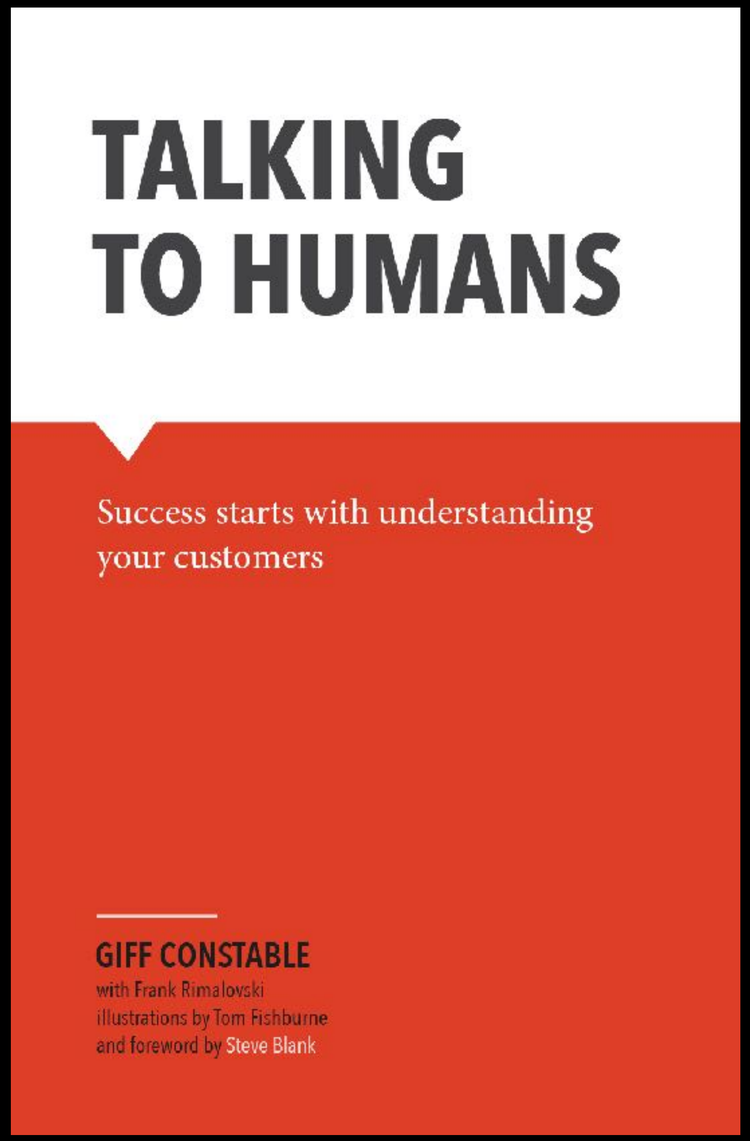
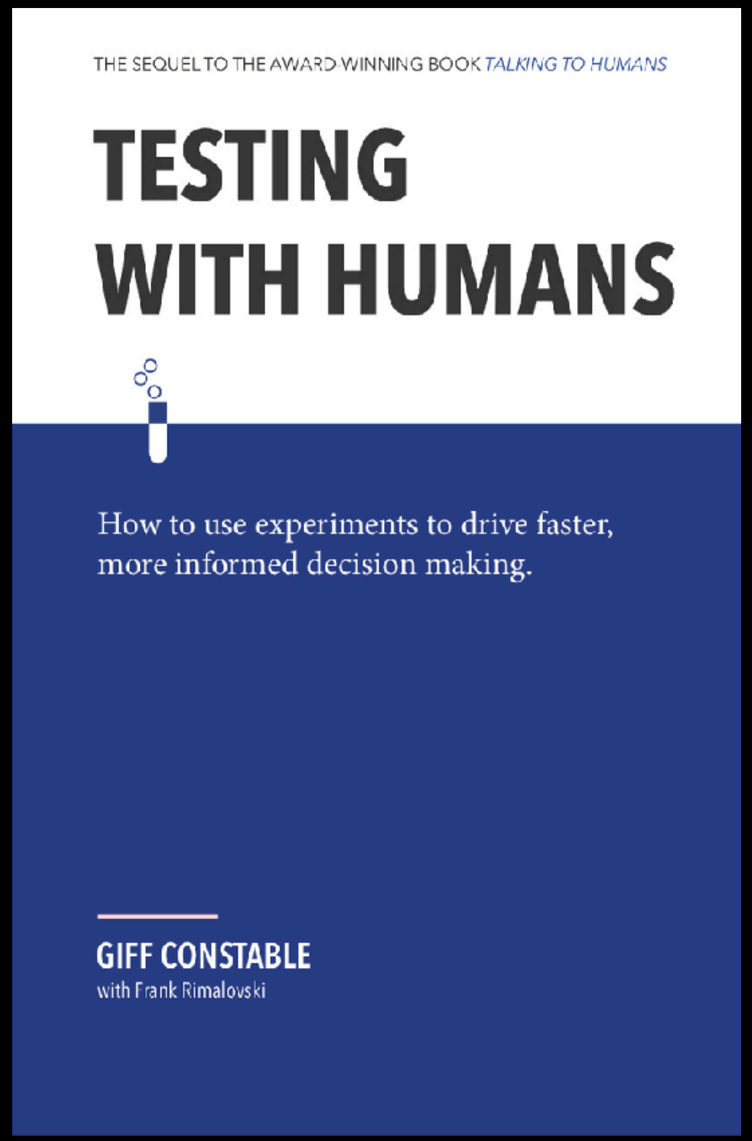
Quelle: Strategyzer - https://strategyzer.com/

Buchtipp

Giff Constable





Thank you!

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