



Usability Testing

Planning and Reporting


Notes from
http://www.usability.gov/methods/test_refine/learnusa/testplan.html

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Plan EVERYTHING

- Use a template such as at
http://www.usability.gov/methods/test_refine/learnusa/testplan.html
- Fill in ALL the bits – even those that are completely obvious



Details

- **Scope**
 - Name of application or website
 - How much or what are you testing
- **Purpose**
 - Broad
 - “Can users complete the order?”
 - Narrow
 - “Can they find the shopping basket?”
- **Schedule & Location**
 - When and where
- **Sessions**
 - How long (less than one hour)
- **Equipment**
 - Exactly what equipment is needed
 - Computer(what), video, Morae
- **Participants**
 - What type of people are you looking for
 - Typical users?
 - Convenience participants (e.g. students, other employees)



Details

- **Scenarios**
 - How many and what type of tasks (see next slide)
- **Metrics**
 - **What will you measure/collect**
 - Errors
 - Time
 - Observations
 - Questionnaire
- **Roles**
 - How many people do you need?
 - Participant guide
 - Observer

Number correct and time to complete
Number correct and pages visited
Number correct and years worked
Time to complete and pages visited
Satisfaction and number correct
Satisfaction and time to complete
Satisfaction and years worked



Task Design

- Be specific
 - “enrol in COMPSCI345 at the University of Auckland”
 - “what lecture room(s) are COMPSCI345 lectures in?”
- Record Completion Paths
 - Step through the task yourself
 - Record different routes to successfully complete
 - Time yourself
 - Note things you think are difficult or confusing
 - You are, in effect doing a Heuristic Evaluation
 - **Remember** these are notoriously inaccurate
 - **Do not** show these to participants



Questionnaire

- The easiest way to gather satisfaction data is a questionnaire
- There are several ‘standard’ questionnaires
 - <http://www.usabilitynet.org/trump/documents/Suschapt.doc>
 - <http://www.w3.org/WAI/EO/Drafts/UCD/questions.html#posttest>

1. What are your overall impressions of the Web site?
2. If you had to give the site a grade, from A to F, where A was exemplary and F was failing, what grade would you give it, and why?
3. Name three words or characteristics that describe this Web site.
4. What are the three things you like best about the Web site?
5. What are the three things you like least about the Web site?
6. If you could make one significant change to this Web site, what change would you make?
7. Would you return to this Web site on your own in the future? Why/why not?
8. What would entice you to return?
9. Are there materials you would like to see added to the Web site? Which ones?
10. Would you recommend this Web site to a colleague? To a friend?
11. Do you have any other questions or comments about the Web site or your experiences with it?



Write a Script

- Script the usability study EXACTLY
 - Greeting
 - Ethics
 - Task instructions
 - Questionnaire



Pilot Test

- Try the whole thing out on one or two people
- After first person fix obvious problems
 - If very few corrections you can go straight to testing
 - But it is much better to do a second pilot than discover major problems half way through



Analyse Results

- Task time and success
- Errors
 - Wrong navigation
 - Problems finding particular features
 -
- Questionnaire analyse
 - If less than 10 people show raw data and mean & standard deviation
 - If more than 10 people box plots or scatter plots might be appropriate.



Think!



- The big picture
- What have you found?
- What is worth fixing?
 - Is there a business case?
- How could the problems be alleviated?



Report

- Document
 - Detailed report of everything you have found
 - Three formats here
 - <http://www.usability.gov/templates/index.html>
 - Remember numbers are very convincing compare
 - Several people had trouble finding the shopping basket
 - 3 out of 7 people abandoned the task because they couldn't find the shopping basket. For the other 4 the average time to find the shopping basket was 3.59seconds (longest 8.0 seconds)
- Video
 - Imagine clipping together the 7 people looking for the shopping basket icon ... with puzzled looks on their faces!



Ethics

- If you are doing a study with living (human or animal) participants in a university you will probably need ethics approval.
- Quite a few companies have similar requirements
- This is why for your assignment you are not testing on others – though you could ask classmates...



Professionalism

- Treat participants with respect
 - Assume they are not idiots, it is the software that is wrong
- Treat developers with respect
 - They may have put their heart and soul into the product and worked overtime to get it finished for you to pull it apart
- Make sure your report is
 - Fair and accurate
 - Tidy
 - Free from grammar and spelling errors



In the real world

- If you can't do a 'real' usability test
 - Get your mates, Mum, Dad, Aunty Flo to try it
- Tune-in to your own usability experiences
 - Note what was really easy
 - that's a sign of good usability
 - Note what is annoying you
 - Note when you are trying to do something you have done before and can't remember how.

