User Testing

Tips on how to run test sessions and interpret results.

Drupal Camp NJ 2018
About Me

Tonya Enos Gibson
Web Project Manager
Web Development Services (WDS)
Princeton University

Twitter: @tenos
LinkedIn: tonyaenosgibson
tgibson@princeton.edu
Agenda

WHAT is user testing?
WHY should we test?
WHO is testing your product?
WHO should facilitating test sessions?
WHEN should you test?
How much does testing COST?

Case Study and Demo
Running Test Sessions
Interpreting the Results
WHAT is user testing?
What’s the difference?

User Testing
Usability Testing
UX Testing
User Experience Testing
Definition

**Usability testing** is a technique used in **user-centered interaction design** to evaluate a product by testing it on users.

Usability testing focuses on measuring a human-made product's capacity to **meet its intended purpose**.
Products that commonly benefit from usability testing are foods, consumer products, websites or web applications, computer interfaces, documents, and devices.

Usability testing measures the usability or ease of use.
WHY should we test?
Cost & Time Savings

It is easier and quicker to make changes to a prototype....
Cost & Time Savings

...than it is to make changes after the building is complete!
Ensure User Needs Are Met

WHO is testing your product?
Thoughts on User Testing

- We interviewed hundreds of users and turned all of their suggestions into features.
- As it turns out, every user we talked to was an idiot, and their dumb suggestions ruined our product.
- In hindsight, we probably should have talked to people who work outside this building.

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YOU ARE NOT YOUR USER!
Target Audience / Test Users

- Identify your target audience (i.e. User Personas)
- Recruit representative users
- Ask them to perform tasks on your design/prototype
- Let the users do the talking!
Number of Test Users

80-90% of issues found with only a handful of people.

WHO should facilitate the test sessions?
“I believe strongly that everyone...can...and should—be doing their own testing”

—Steve Krug, author of “Don’t Make Me Think”
Facilitators

- Professional UX researchers
- Content Strategists
- Designers
- Anyone on the project team

“Anyone can take notes, anyone can listen.”
Tips for the Facilitator

Before facilitating your first test:

● Watch an experienced usability expert run a sample session with a pilot user.

During the test:

● Keep quiet and let users do the talking!!!!!
● Do not “lead” or guide the users.
● Try to avoid answering questions. You can say: “You can do anything you normally would at home/office.”
WHEN should you perform tests?
NOW!
Frequency

- Test Before
- Test During - “Early and Often”
- Test After
Lean UX

Think
- Generation
- Research
- Ideation
- Mental models
- Behavior Models
- Test Results
- Competitive Analysis

Make
- Prototype
- Wireframes
- Value Prop
- Landing Page
- Hypotheses
- Comps
- Deployed Code

Check
- A/B Testing
- Site Analysis
- Usability Testing
- Funnel
- Sign-ups
How much does testing cost?
Testing Costs: Planned
Testing Cost: Reality
Testing Options

1. Usability Lab

2. UserTesting.com

3. Friends & Family
A Case Study In User Testing

Princeton University
Office of the Dean of Faculty Website
Overview

- Overall Project Goals
- Usability Test Approach
- Use of a Prototype
- Findings and Actions Taken
- Results
Before
Problems To Solve

● Users found it difficult to find the information.
● Content was not organized in an intuitive manner.
● Navigation was confusing.
● Information was buried.
Confusing Navigation
Role Based vs. Action Based IA

- Information architecture was designed based on “User Role” as opposed to “User Action/Task”.

- Users did not know what group they belonged to therefore found it confusing to find information that was relevant to them.

Original Main Menu

ABOUT US  POLICIES & PROCEDURES  FACULTY  POSTDOCS  PROFESSIONALS  CHAIRS & MANAGERS
Running Test Sessions
Usability Test Approach

1. Identified target audience groups
2. Found volunteers from sample test group
3. Developed the scope of the first test session
4. Created a working prototype based on the new architecture
5. Identified key user tasks, created test scenarios
6. Observed the user's experience executing the tasks
7. Ask testers to talk through their actions and thought process
8. Gathered and analyzed results
Target Audience

Primary:

● Department Manager
● Department Chair
● Faculty Assistant
● Internal DOF Staff Member
● Faculty Member
● Search Officer
● Librarian
● Postdoctoral Research Associate

Secondary:

● Prospective Job Applicant
● Visiting Faculty Member
● Visiting Lecturer
● Director for Institutional Equity and EEO
● Former Faculty Member
● Former Lecturer
● Peer Institution Dean of the Faculty
● Higher Education Researcher
Finding Test Volunteers

- Look for a sample set of target audience
- Ask people you know
- Recruit via email blast
- Set up a recruitment table in a high traffic area
- Offer incentive
Scope of First Test Session

Original Main Menu

Prototype #1: Main Menu
Test Scenarios

User Audience #1 - Department Manager

Name: Gall
Age: 45
Marital Status: Divorced
Sex: Female
Occupation: Manager
Location: Princeton, NJ
Interests: Running, book club, local theater shows, fish

<table>
<thead>
<tr>
<th>As a department manager...</th>
<th>User Flow and Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find the rules and procedures document for the faculty, researchers, specialists</td>
<td></td>
</tr>
<tr>
<td>Find appointment forms and checklists</td>
<td></td>
</tr>
<tr>
<td>Where would you find the list of whom to contact in the DGF office</td>
<td></td>
</tr>
<tr>
<td>Where would you find the calendar of deadlines</td>
<td></td>
</tr>
<tr>
<td>Find the chair's guidebook</td>
<td></td>
</tr>
<tr>
<td>Where would you look to find the memorial resolution procedures</td>
<td></td>
</tr>
<tr>
<td>Find the chair/faculty meetings schedule</td>
<td></td>
</tr>
<tr>
<td>Where would you look to find information on reporting illegal activity or potential complaints</td>
<td></td>
</tr>
<tr>
<td>Where would you look to find information on recent faculty awards or those in the news</td>
<td></td>
</tr>
<tr>
<td>Where would you look to find information on Princeton housing options for regular and visiting populations</td>
<td></td>
</tr>
<tr>
<td>Where would you look to find Numbered Memos</td>
<td></td>
</tr>
<tr>
<td>Find moving and reimbursement policies (as well as general business expense policies)</td>
<td></td>
</tr>
<tr>
<td>Find learned society and other travel</td>
<td></td>
</tr>
</tbody>
</table>
The Test Lab

- Simple
- Seat for tester and seat for facilitator
- Offer the choice of Windows or Mac computer
- Minimize distractions

Example
Prep The User

- Welcome the user
- Ask user to sign-in and self identify based on list of target audience roles.
- Allow user to choose their OS/web browser preference (if applicable)
- Encourage user to **think out loud!**
- Inform user of the purpose of the test:

  **Example:** The purpose of these tests are to help us determine how our content should be organized, so we can make our website easier to use. This is not a test of you! You are testing the site. There is no right or wrong answer.
Prototype Demo

Wireframes and mockups by WDS Designer

Joanne Tunney
You Tested. Now What.
Gather Data / Interpret Results

- Collect Data
- Organize Data
- Review
- Prioritize
- Generate Solutions
- Revise Prototypes
- Retest
Key Findings

19 testers = way too many

80-90% of issues found with only a handful of people
Prototype #2: Menu Design Revised

We were able to make corrections to our assumptions quickly before getting deep into website development.

Prototype #1: Menu Design

Prototype #2: Menu Design
After dof.princeton.edu
Conclusion

● Test before, during and after
● Test early and often
● Use the Lean UX approach: Think, Make, Check
● 80-90% of issues found with only a handful of people.
YOU ARE NOT YOUR USER!
Questions