

DIY USABILITY RESEARCH

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Workshop Overview

1 Definition

2 Planning

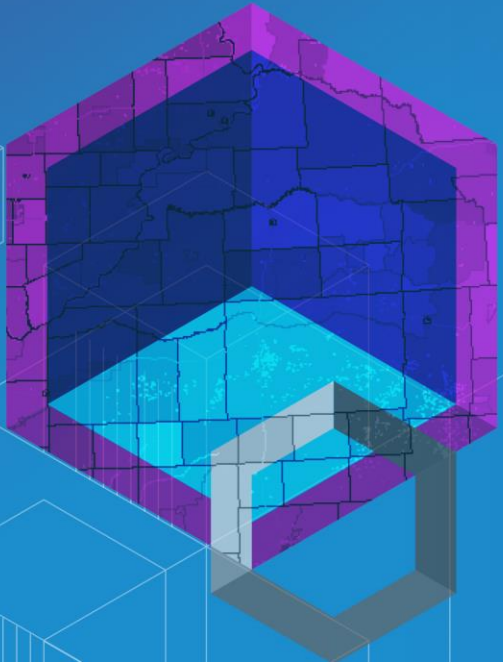
3 Scenarios

4 Facilitating

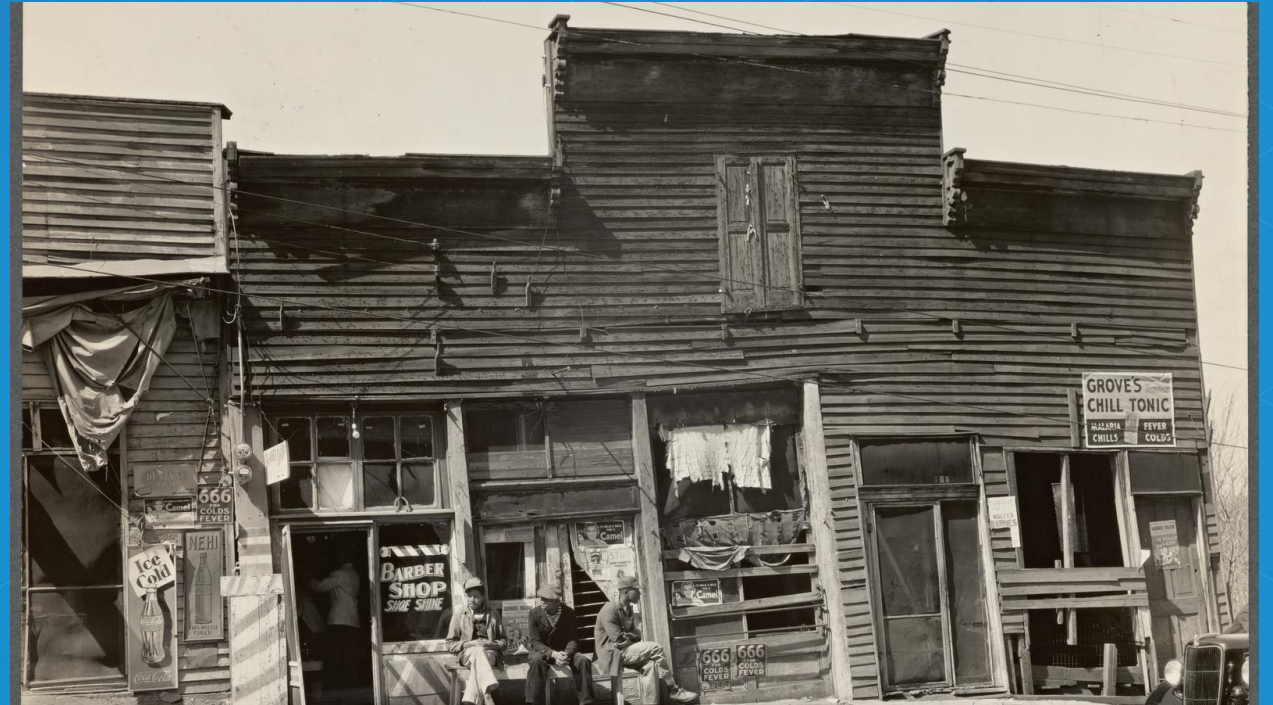
5 Analyzing Results

6 Activity

What is Usability Research?

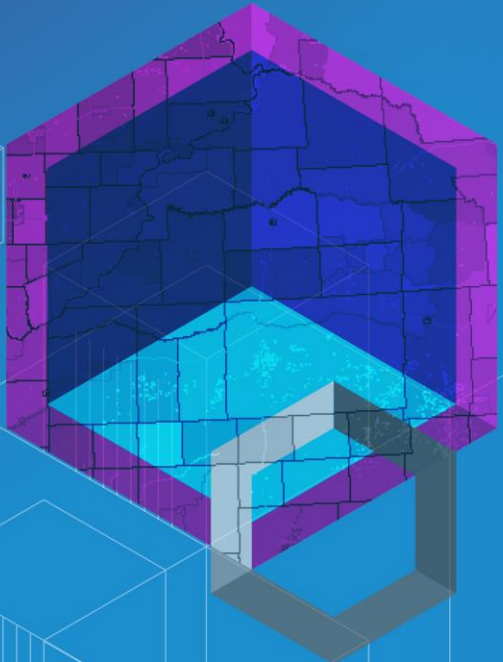


It's a way to find out
what's working and
what's not working



Why is

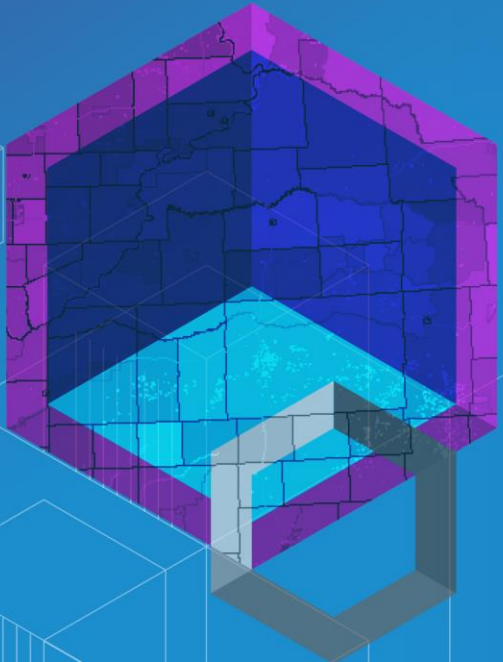
Usability Research Useful?



Benefits to the Team

- Promote user's perspective
- Highlight objectivity
- Uncover unknown issues
- Fix problems early
- Validate assumptions
- Eliminate unnecessary features
- Secure stakeholder buy in

Planning a Usability Test



Process in a Nutshell

- Define objectives: which designs to validate?
 - Identify participants
 - Invite observers
- Write testing plan
- Conduct testing sessions (5 min – 1 hour)
- Analysis and sharing

Develop a Testing Plan

Introduction

Background

Scenarios and tasks

Wrap-up



Scenarios and Tasks

- Scenarios set the stage for tasks
- Scenarios are based on user goals
- Tasks are ways to achieve goals



Tasks

First impression

Exploratory Tasks

*Directed Tasks

Things to keep in mind while writing tasks:

- Make the task realistic
- Make the task actionable
- Avoid clues and describing steps

Example Tasks

Poor Task:

Look at the sites for American Airlines and JetBlue to see who has a better deal on airfare.

Good Task:

You're planning a vacation to New York City, August 3 – 14. You need to buy airfare. Go to the American Airlines site and JetBlue Airlines site and see who has the best deals.



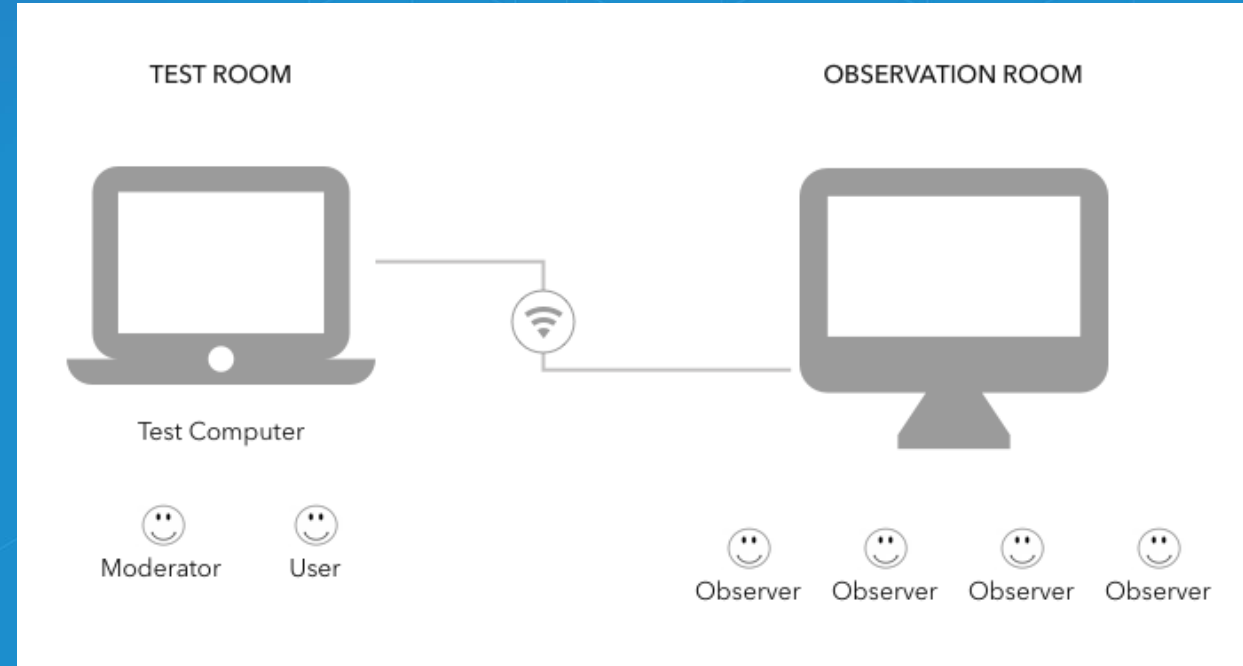
Recruiting Participants

- Participants match target users
- Recruit actual customers from sales/marketing
- Identify people that can work as potential users (e.g., support staff)
- Provide incentives

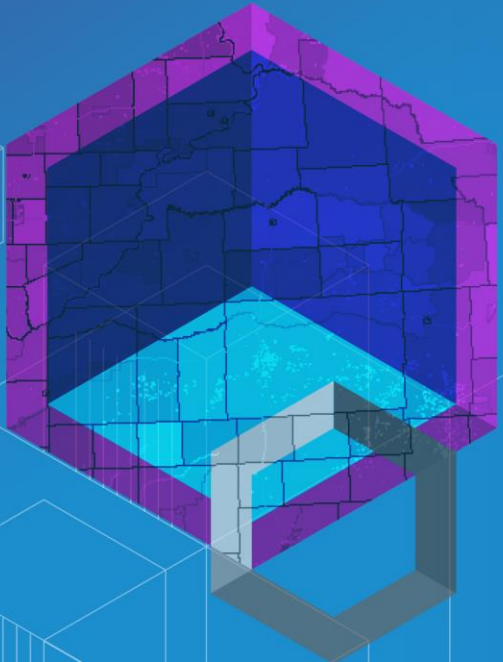


Conduct the Test

- Usability lab not necessary
- Prototypes
- Video / audio capture (optional)
- Scenarios and tasks
- Personnel
 - Moderator
 - Observer

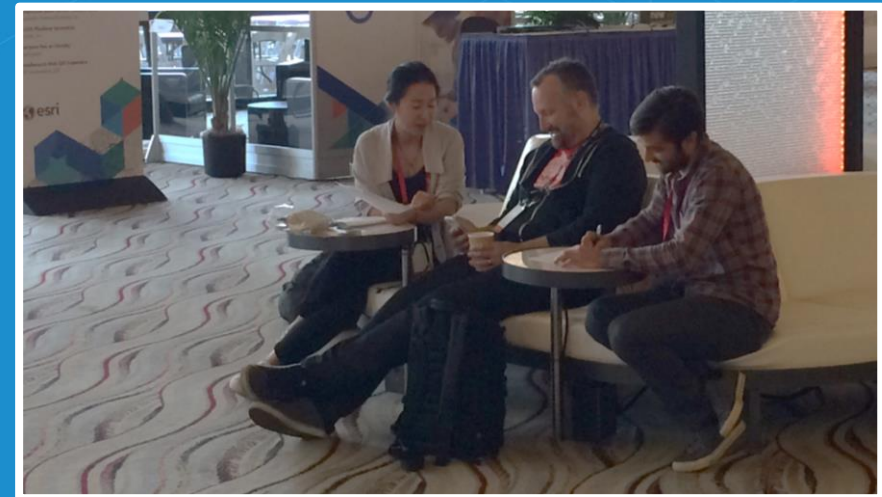


Facilitating a Usability Test



Moderator Responsibilities

- Tell participants what you want them to do
- Encourage participants to “think aloud”
- Listen carefully to what they have to say
- Ask about expectations
- Protect privacy



Observers

Be on the look out for:

- Do they get it?
- Can they find their way around?
- Head slappers
- Shocks
- Inspiration
- Passion



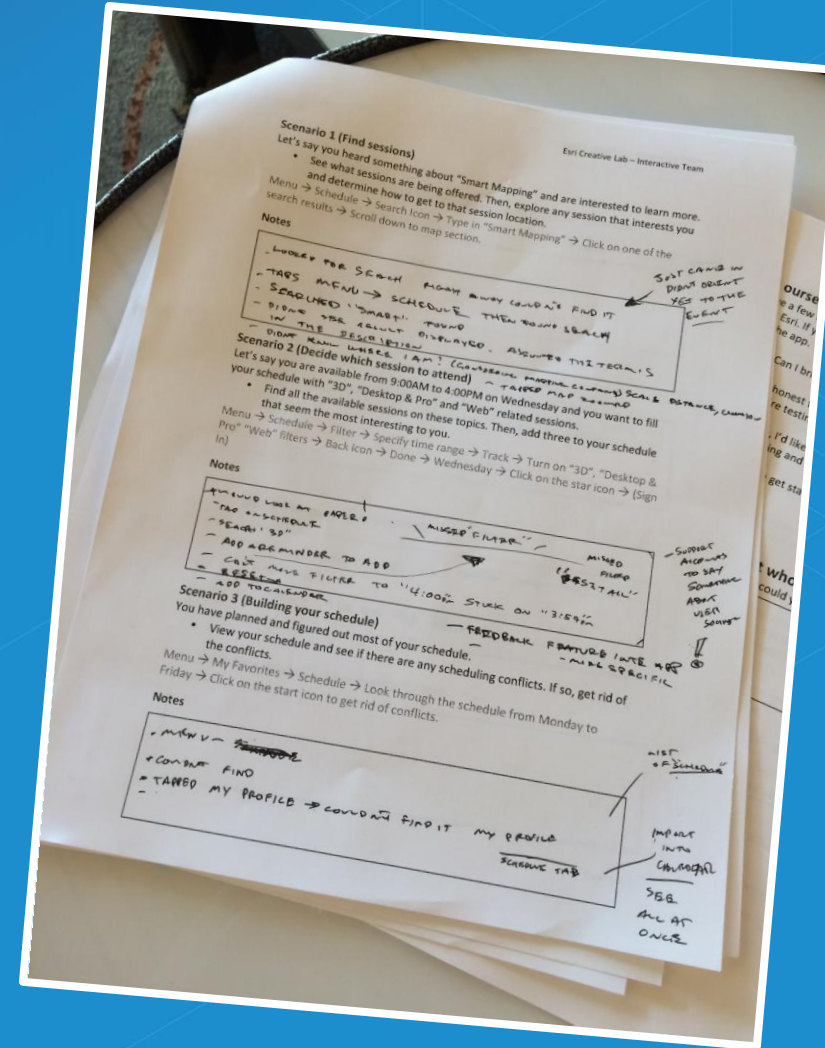
Analyzing Results

Discussion right after test

Read through notes

Look for patterns:

- Task success
- Errors
- Showstoppers / breakdowns
- Participant comments



Sharing Findings

- Consider your audience
- Audience expectations
- Use supporting evidence (e.g., highlight videos)
- Emphasize users' perspective



TIME:
20
minutes

Activity

Quick Usability Test

Outcome: Observer notes

Time: 20 minutes





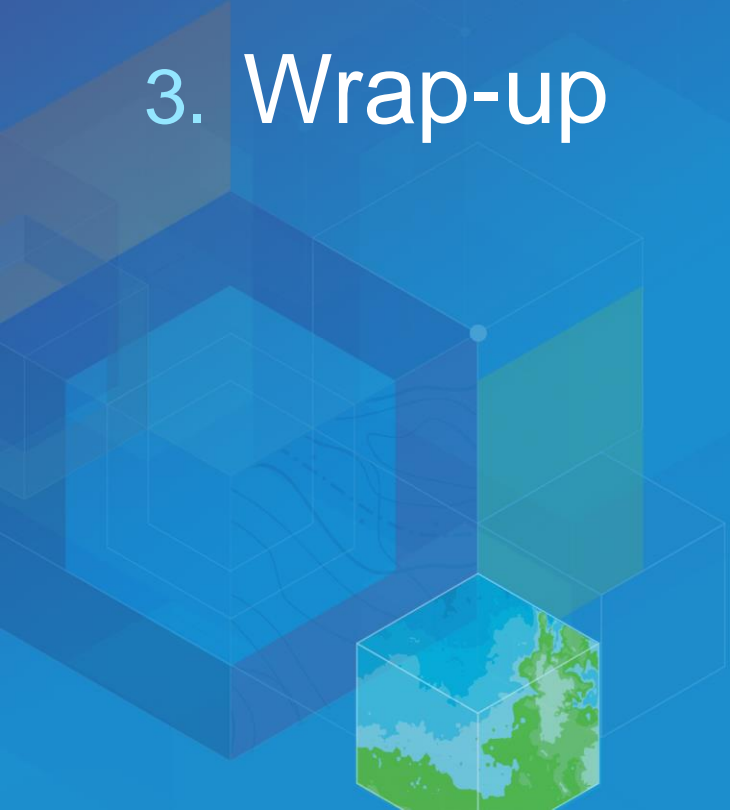
Exercise:

- Usability test for the ArcGIS Web Scene Viewer
- Moderators work with participants
- Observers take notes and consolidate feedback



Exercise Procedure

1. Introduction
2. Tasks 1-3
3. Wrap-up

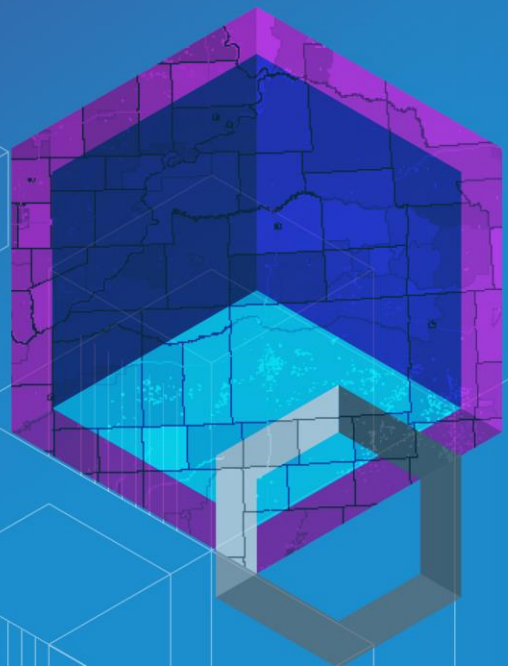


Roles

Tasks	Moderators (4)	Participants	Observers
Task 1	1	1	Rest of group
Task 2	2	2	
Task 3	3	3	
Wrap-up	4	1, 2, 3	



What did we observe?

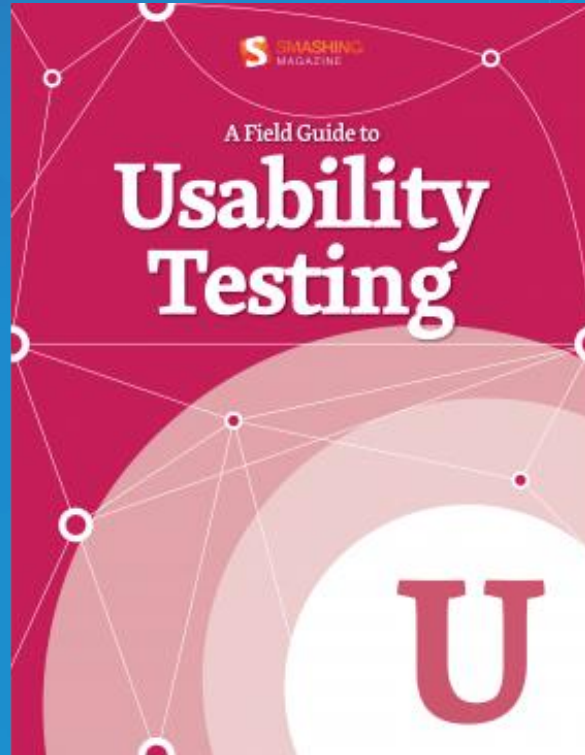


Rinse, repeat.

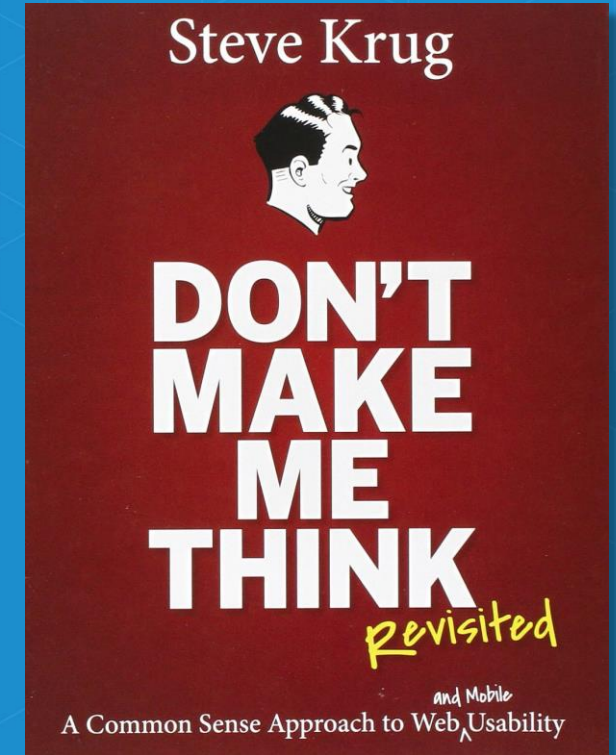


Resources

- [TechSmith Morae](#)
- Google Hangouts
- Camtasia
- QuickTime



A Field Guide to Usability Testing



Don't Make Me Think





esri

THE
SCIENCE
OF
WHERE