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PLANNING & DESIGNING YOUR WEBSITE

# CLASS SIX

## USABILITY TESTING PT 1

# WHAT IS USABILITY TESTING?

Watching people try to use what you are creating/ designing/building...with the intention of (a) making it easier to use or (b) proving that it is easy to use.

- Steve Krug





# DEMO TESTS

## #1. Web/Mobile Testing





# DEMO TESTS

## #2. Paper Prototyping

<https://www.youtube.com/watch?v=GrV2SZuRPv0>





Demo usability test with  
Steve Krug, author of  
"Don't Make Me Think"

<https://youtu.be/QckIzHC99Xc>

Script is here:

[https://sensible.com/downloads/  
test-script.pdf](https://sensible.com/downloads/test-script.pdf)



# HOW DO YOU RUN A TEST?

1. Who are you making this for? (personas) ✓
2. What are they trying to do? (goals) ✓
3. How will they use your product to achieve their goals? (tasks/scenarios)





# TASKS

## HOW DO THEY DO IT?

- Break down to the tasks needed to achieve goals.
- Tasks are actions. Phrase them as actions.
- Keep tasks high-level: don't prescribe a workflow in your tasks.



# ASSIGNMENT: COMPETITORS & TASKS

Choose a competitor's site to test.

Using the information you just learned, create a list of tasks that your top persona might do on your competitor's site, to help them meet their goals.



Use tasks to create scenarios.

Everyone connects better to a story.



# SCENARIO CHECKLIST

- Keep the details relevant. No puppies and hummers, unless you are selling puppies or hummers.
- Scenarios should tell enough to allow testers to engage but not be too long.
- End scenarios with the task.
- Choose your words carefully - uncommon words can “lead” the test participant.





Website: [www.zillow.com](http://www.zillow.com)

Scenario:

You've just been accepted to Harvard Extension School and are gearing up to move to Cambridge. You've browsed Zillow in the past but never to actively find an apartment. You need an apartment for less than \$2000/month, and you need to move in no later than October 1st. You don't know much about navigating in a city, so you'd like a place close to your classes. Use Zillow to find at least 3 apartment options that meet all your needs.

# SAMPLE TASK & SCENARIO

Site: [zipcar.com](https://www.zipcar.com)

Task: Research pricing & options for membership

Scenario:

You live in the city and have never needed a car. However, you just got a job that requires the occasional use of a car. You are considering signing up for a service like Zipcar but you aren't sure what it involves.

Go to the Zipcar website and determine what options you have for a zipcar membership.

# ASSIGNMENT: SCENARIOS

Prioritize the tasks and create scenarios from them. Make sure you know how those tasks are completed on your competitor's site.



# FACILITATION





# HOW TO FACILITATE

1. Set the user at ease. This is important above all else.
2. Maximize the information being collected.
3. Analyze & interpret the results.
4. Always read the script.
5. Always take the user back to the main page between each task.





# INTERNAL FACILITATION

- Be a mediator
- Complete your own analysis in advance
- Come prepared to fill in gaps and keep people on track
- Reference goals and prioritized personas to end opinion wars





# OBSERVATION





# OBSERVING FOR PROS

1. Watch, listen, learn, and take lots of notes, but never speak
2. Questions are ok, but pass them on to the facilitator
3. When running your own tests, invite others to observe because "seeing is believing"



# OBSERVING IN PRACTICE

Site: [www.extension.harvard.edu](http://www.extension.harvard.edu)

Scenario 1:

You are applying to grad schools for web design and heard about Harvard Extension School as a good option. However, you are worried about the cost of tuition, as you don't want to spend more than \$25,000. See what programs fit your field and what the expected tuition cost will be for the degree.



# OBSERVING IN PRACTICE

Site: [www.extension.harvard.edu](http://www.extension.harvard.edu)

Scenario 2:

You now know that Harvard Extension School is a good fit for you both in program and cost, but you need to know more about the process of applying. Particularly, you are worried about whether or not you will have to write an essay and the timetable for submitting your application. Find out what the application requirements are and when everything is due.

# HOMEWORK

Finish at least 1 scenario for tomorrow's class. Make sure your wireframes are prepped to support testing as well.