



Usability Testing!

Rajdeep Gupta @ Cisco

June 12, 2010



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Friday, 11 June 2010

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News

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Republican News:

Atwater Politics



Two Santa Clauses or How The Republican Party Has Conned America for Thirty Years.

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News Topics

A-Z

Hartmann/MP3s/TV

Greenwald/+Radio/MP3s

Blogs!; ABlog/TV Blog

Weblog

20090330

OPINION

Torture - Criminal - Dick Cheney - War

Crimes - Military - Government -

DEM 2010 TV

OBAMA TV

WHITE HOUSE TV

'News' Media Politics

Jay Rosen Glenn Greenwald

PBS.org/moyers

Jay Rosen and Glenn

U. S. A.

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Politics

John McCain - Government -

Money - Accounting -

Arizona

"Despite McCain's Comments, Senate GOP Not Offering Detailed Budget." ...

"On Thursday, House Republicans did wind up offering the frame of an alternative budget -- but then they were widely panned for not releasing a more detailed alternative to the Democratic proposals " "That's

TV

WORLD

20090331

Terrorism

Pakistani - Police -

Military - Political -

Religious - History - Soviet

Afghanistan - India

"Insurgent Threat Shifts in Pakistan: Assault on Police Academy Indicates Risk Has Moved Beyond Tribal Areas." ...

"The brazen occupation of a Pakistani police academy Monday by heavily armed gunmen near the eastern mega-city of Lahore

INTELLIGENCE

IRAQ NEWS

War Crimes

Law/Legal

Poll -

Criminal - Torture

"Poll: Most want inquiry into anti-terror tactics." ...

"Even as Americans struggle with two wars and an economy in tatters, a USA TODAY/Gallup Poll finds majorities in favor of



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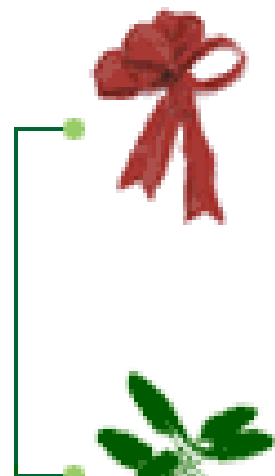
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Detective's

Special Interest

Firearms

Domestic Abuse

FAQ's

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Links

Forms

Usability Testing is

Wikipedia> a technique used to evaluate a product by testing it on users.

a method by which users of a product are asked to perform certain tasks in an effort to measure the product's ease-of-use, task time, and the user's perception of the experience.

the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.

Objectives

- *Performance* -- How much time, and how many steps, are required for people to complete basic tasks? (For example, find something to buy, create a new account, and order the item.)
- *Accuracy* -- How many mistakes did people make? (And were they fatal or recoverable with the right information?)
- *Recall* -- How much does the person remember afterwards or after periods of non-use?
- *Emotional response* -- How does the person feel about the tasks completed? Is the person confident, stressed? Would the user recommend this system to a friend?

Methods

#1.If you like people

#2.If you like machines better than people

#3.If you like people, just not talking to them

If you like People

- Get a screen-sharing software tool. For example: [Adobe Acrobat Connect](#), which supports observation, chat, and webcam sharing.
- Download a screen-recording app. iShowU HD for Mac (\$30), Camtasia Studio for PC (\$299) or Mac (\$149), are my favorites.
- Call your participant and have them share their screen with you, using the screen-sharing tool. Use this [easy-to-read URL](#) handy to read over the phone to your participants, so you don't have to use the long one that every online meeting generates.

If you like machines better than people...

- Card Sorting and other formative tools (You perform a card sort when you want to understand how to categorize or organize a set of elements—an issue usually related to early-stage IA design.)
- Task Elicitation: (One of the most popular direct ways to receive a customer feedback. Examples are [Loop11](#), [Usabilla](#), and [IntuitionHQ](#).)
- Enhanced Analytics: Provides you richer information about what people do when they visit your site. (Click Density, ClickHeat and so on)

If you like people, just not talking to them

- you want to hear actual user voices talking about your interface, but you just don't have the time, desire, or social skills to talk to them directly.
- users provide information on submit webcam videos, images, and/or spoken feedback about your product. Examples: [UserTesting.com](https://www.usertesting.com), [OpenHallway](https://www.openhallway.com), and [UserLytics](https://www.userlytics.com).
- It may not reflect your real users, and who may not care about using your interface at all, both of which can affect feedback.

UX Research Tools

<http://spreadsheets.google.com/ccc?key=0AIkBSfnlj7YZdFpvajJiSjJaa2ILTUgzdHlzdK1mZUE&hl=en#gid=2>

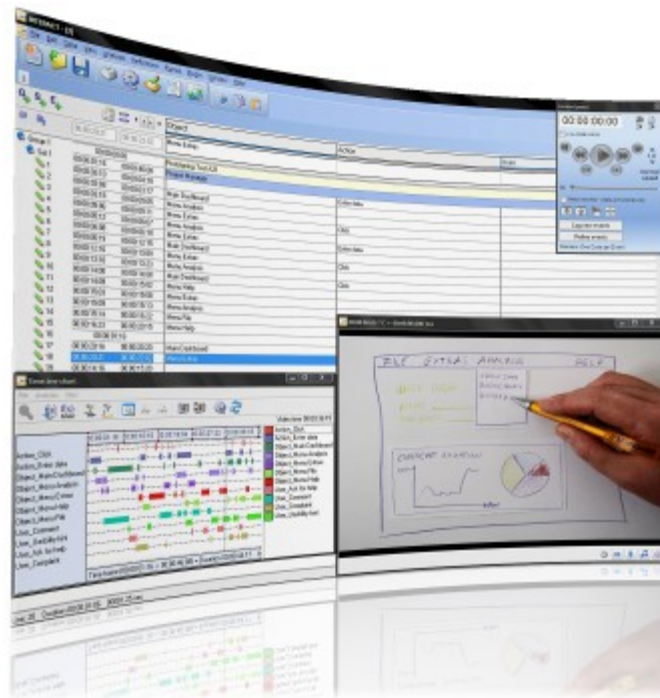


Microsoft Excel
Worksheet

Instructions

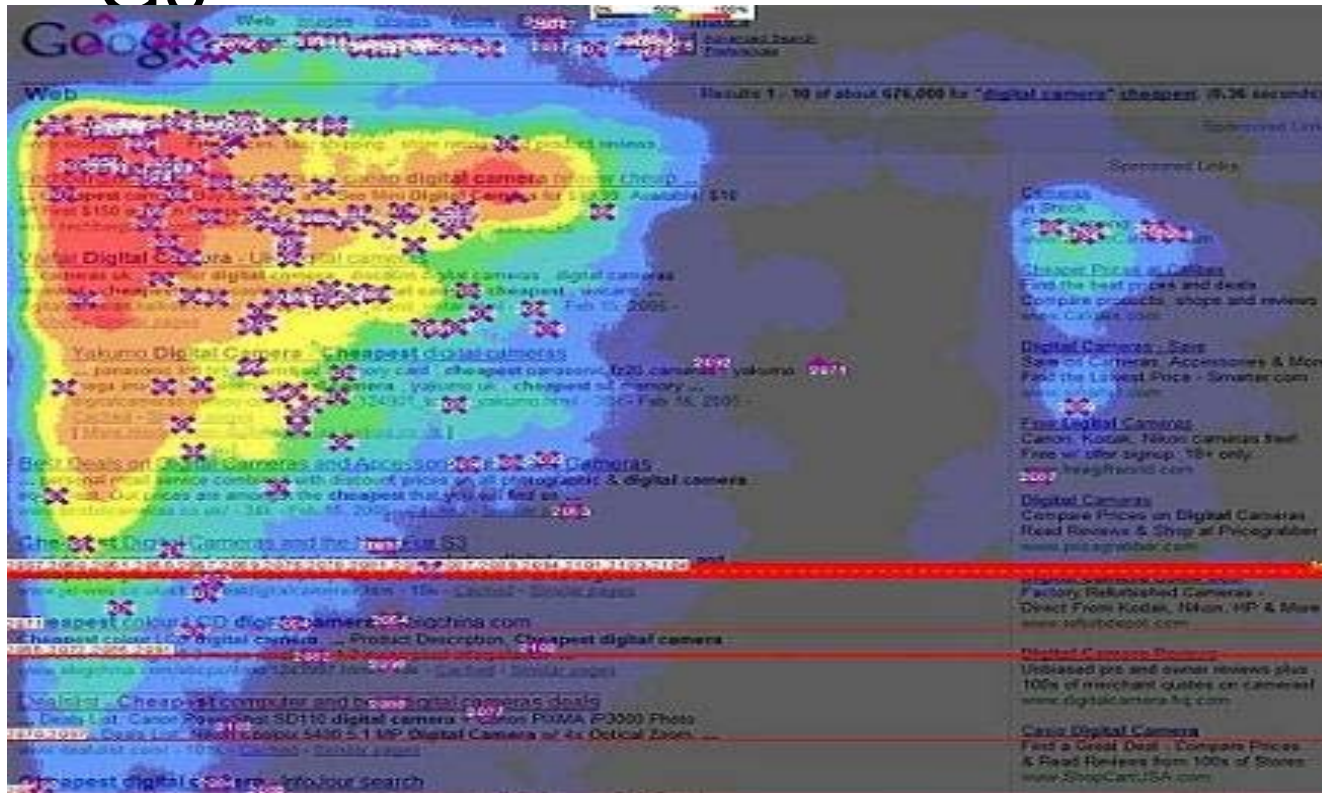
- Watch them as they use your interface.
- Don't interrupt them in the middle of tasks, even if they seem to be running into trouble or “going off-track”—it's important to see where they get stuck.
- Ask open-ended, non-leading questions such as, “What's going through your mind right now?” or “Can you tell me what is missing in the screen?”

<http://www.youtube.com/watch?v=ppnRQD06ggY> (Paper Prototyping)



Eye Tracking

http://www.youtube.com/watch?v=lo_a2cfBU
Gc



Summary

- **Time taken to complete the tasks did not differ significantly across geographies.**
- **The time taken to complete generic tasks like logging into application, creating username were less and require no prior documentation reading.**
- **Errors committed by users of different professions were significantly different.**
- **The maximum number of errors committed were content organization errors. There was a significant difference in the content errors; International users committed more content errors than local users.**
- **Average scoring for users for all 5 tasks**

Severity Types

- Showstoppers – Catastrophic issues that prevent people from accomplishing their goals.
- Major Issues – Issues that cause waste of time, increased learning and error rates.
- Irritants – Minor cosmetic or consistency issues that slow users down slightly / are a minimal violation of usability guidelines.

Visual Design

The screenshot shows the Broadway website interface. At the top right, there is a red box with the text "ADCT Price: 12.16 Change: +0.06". Below this is a search bar with "Phonebook" selected and "Last Name, First Name" entered. A navigation menu contains "Business Units", "Corporate Centers", "Employee Tools", "Manager Tools", and "Forms". The main content area features a profile of Bob Switz, President & CEO, with the heading "Connecting With Our Leaders" and a sub-heading "A communications series aimed at helping us learn more about ADC's leaders." Below this is a horizontal navigation bar with tabs: "ADCperform", "VISION • MISSION • THE ADC WAY", and "ADC Code of Conduct". A blue oval highlights these tabs. A yellow callout box points to the tabs with the following text:

Issue Observation:
Inappropriate representation of tabs, They do not look clickable

Recommendations:
Better representation for the tabs for a more unique and clickable feel.

The page also includes sections for "News & Media", "Top Hits", and "Support".

Conclusion

- Create an HTML form-building tool such as the excellent [Wufoo](#) or the form functionality in [Google Docs](#). You can then link the form from one of your web pages, or embed the form right on the page (which is slightly more effective).
- Keep on testing, testing and testing.

References

- Nielsen, J. (1994). Usability Engineering, Academic Press Inc, p 165
- <http://interactions.acm.org/content/XV/baecker.pdf>
- <http://news.zdnet.co.uk/itmanagement/0,1000000308,2065537,00.htm>
- <http://jerz.setonhill.edu/design/usability/intro.htm>
- <http://www.useit.com/alertbox/20000319.html>
- <http://www.useit.com/alertbox/20000319.html>

Questions

Thank you!

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