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IxD



UX Testing

SESSION TYPE : LESSON with WORKSHOP
WBD4400

Welcome to UX Testing

Learning Outcomes

Sequence of events during a UX test.

Example of a pretest questionnaire

Overview of test products

Walk through and scenarios.

Post test questionnaire

Other feedback

Recap

Quiz

Practical

Welcome to UX Testing

**You are our Test Candidates.
Thank you for agreeing to take part.**

**Water is Free, Tea and Coffee are available but you
WILL be charged.**

What you will learn today...

Drafting questionnaires for pre and post UX test.

The process of a UX test to the general public.

Establishing the right candidates.

Why we want an unfettered, and uninfluenced opinion.

Types of test such as cognitive and pluralistic.

You will be asked to take part in a short questionnaire, which will tell us more about YOU.

After that we will show you the website/application you have agreed to test today.

You will be given a scenario related to using the application/website, which you should then use as the basis of actions you take regarding your 'walk through' of the application/website.

You will then be given a second post test questionnaire which is all about your experience with the application or website.

How to write a questionnaire.

Pre-test. (multiple choice)

Example...

Gender. (M F T O)

Age. (-16 -21 -25 -35 -45 -65)

Education Level. (School College Uni)

Internet Use, frequency.

(Hourly Daily 2xD Weekly 2xW Monthly Yearly Never)

Are you familiar with our product? (Y N)

How often do you use it? (H D 2xD W 2xW M N)

Here are the websites or applications you have been asked to test today...

1. Yoga Bears

2. Gumtree

3. Audible (APP)

4. Napster

5. Liverpool FC Website.

**Please conduct a cognitive walk-through.
(recognition and intuition testing)
Standard and Consistency will play a big part.**

**This is a pluralistic walk-through because there are
more than one of you.**

**This is typical of UX testing done by members of the
general public.**

THE SCENARIO.....

Any suggestions from the test clients?

THANKS FOR TAKING PART,

**THERE IS NOW A SHORT SURVEY OR
QUESTIONNAIRE ABOUT YOUR
EXPERIENCE.**

**This is more about the application
itself.**

Example of a Post-Test Questionnaire....

**What are two things about the design that you
really liked?
followed by**

**What are two things about the design that you
didn't like?**

**INITIAL FEEDBACK FROM
PARTICIPANTS (verbal)...**

**ANY QUESTIONS FROM THE TEST
CLIENTS?**

**Asked after the questionnaire to
avoid influencing.**

Once again, thanks for taking part.

**UX testing helps us improve the
experience the general public has
with our product.**

**This process should be repeated
for each product to be tested,
starting again from slide number 7.**

Recap

Pre-test questionnaire

Walk-through

Post Test-questionnaire

Feedback

Why its done this way.

POP QUIZ HOT SHOTS...

1. What is a cognitive walk through used to establish?

2. Why is a heuristic walk-through not appropriate?

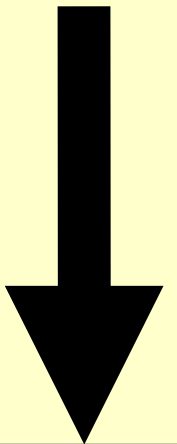
3. What do we mean by scenario?

4. Why do we not give a step by step set of instructions instead of a scenario?

POP QUIZ HOT SHOTS...

5. There's a bus goin 55mph, if it drops below 50 it blows up! There I a cheap knock off iwatch triggering the bomb! The interface shows a webpage?! The disarm button is obscured by cluttered content due to smaller screen resolution. What duya do, what duya do?

THIS IS MULTIPLE CHOICE,
MOVE TO NEXT SLIDE....



POP QUIZ HOT SHOTS...

1.

A. Phone Technical Support.

B. Shoot the hostages.

C. Use a device with a larger screen to disarm the bomb, this is poor UX design.

Answers.

- 1. recognition, intuitive UX.**
- 2. Public are not UX people.**
- 3. a description of an event that triggers an action, such as shopping online.**
- 4. This would influence cognition.**
- 5. The answer is C.**

Workshop / Practical

**If you have not done so already,
make a draft questionnaire for pre
and post testing.**