

# Usability testing

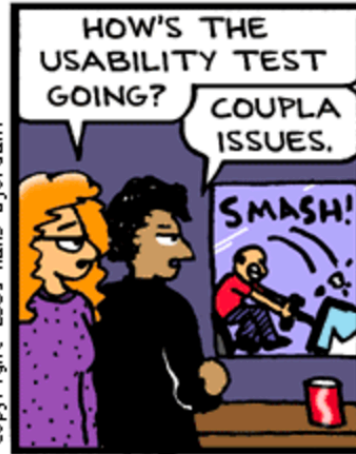
for dummies



Bug Bash by Hans Bjordahl



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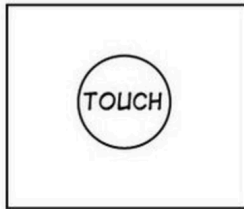
<http://www.bugbash.net/>

Stella Christodoulaki  
RCS-SIS-OA

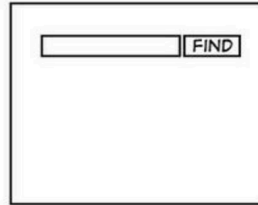
3rd Developers@CERN Forum

# What is usability?

TYPICAL APPLE PRODUCT...

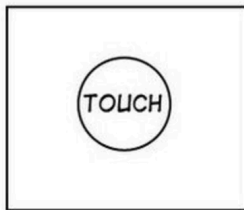


A GOOGLE PRODUCT...

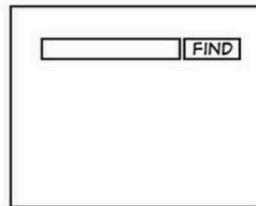


# What is usability?

TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



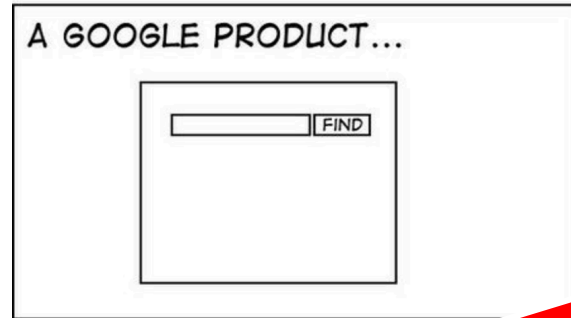
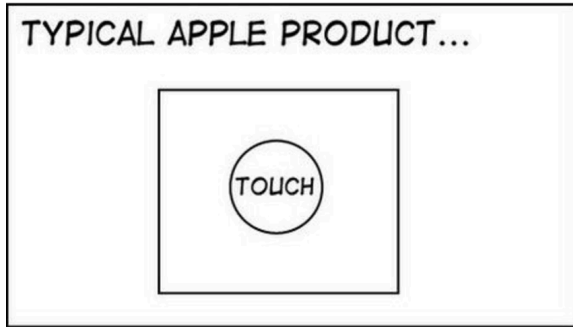
YOUR COMPANY'S APP...

FIRST NAME:	<input type="text"/>	TYPE CD:	<input type="text"/>	<div>4 - K AA2- DK9B KKA? CN3 AA-9</div>
LAST NAME:	<input type="text"/>	TQP STAT:	<input type="checkbox"/>	
SSN:	<input type="text"/>	VER:	<input type="text"/>	
ID:	<input type="text"/>	FT/PT:	<input checked="" type="checkbox"/>	
PHONE 1:	<input type="text"/>	CAT CD:	<input type="text"/>	
PHONE 2:	<input type="text"/>	CITY:	<input type="text"/>	
ADDR 1:	<input type="text"/>	STATE:	<input type="text"/>	<div>NEW DEL</div>
ACCT #:	<input type="text"/>	ZIP:	<input type="text"/>	
ORD #:	<input type="text"/>			

OKAY   APPLY   SAVE   UNDO   HELP   DELETE   EDIT

SELECT   BROWSE   ERRORS

# What is usability?



YOUR COMPANY'S APP...

FIRST NAME:  TYPE

LAST NAME:

SSN:

ID:

CITY:

STATE:

ZIP:

ORD #:

OKAY APPLY SAVE UNDO HELP DELETE EDIT

SELECT BROWSE ERRORS

DK9B  
KKA?  
CN3  
AA-9

NEW  
DEL

**Any resemblance to reality is pure coincidence!**

# Examples



# Examples



# Examples



# Usability Testing

Real users' experience  
We are not OUR users

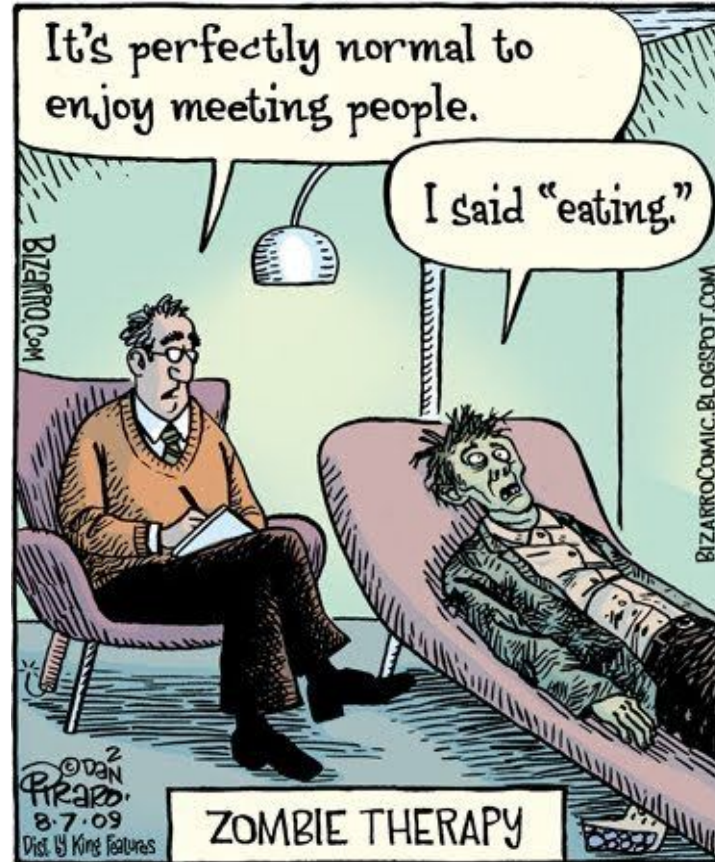




# Requirements

- Do I need special training or expensive equipment?

**NO**



# DEMO

<http://hepdata.net>

# Do's and Don'ts



# Do's and Don'ts

Encourage them to think out loud



# Do's and Don'ts

✓ Encourage them to think out loud



# Do's and Don'ts

Guide them through the task



# Do's and Don'ts



Guide them through the task



# Do's and Don'ts

Promise new features





# Do's and Don'ts

**X** Promise new features



# Do's and Don'ts

Test with fellow colleagues



# Do's and Don'ts

**X** Test with fellow colleagues



# Do's and Don'ts

## Remote testing



# Do's and Don'ts

✓ Remote testing



# Do's and Don'ts

Reward participants



# Do's and Don'ts



Reward participants



# Do's and Don'ts

Think out loud

Remote testing

Reward participants

Guide participants

Promise new features

Test colleagues





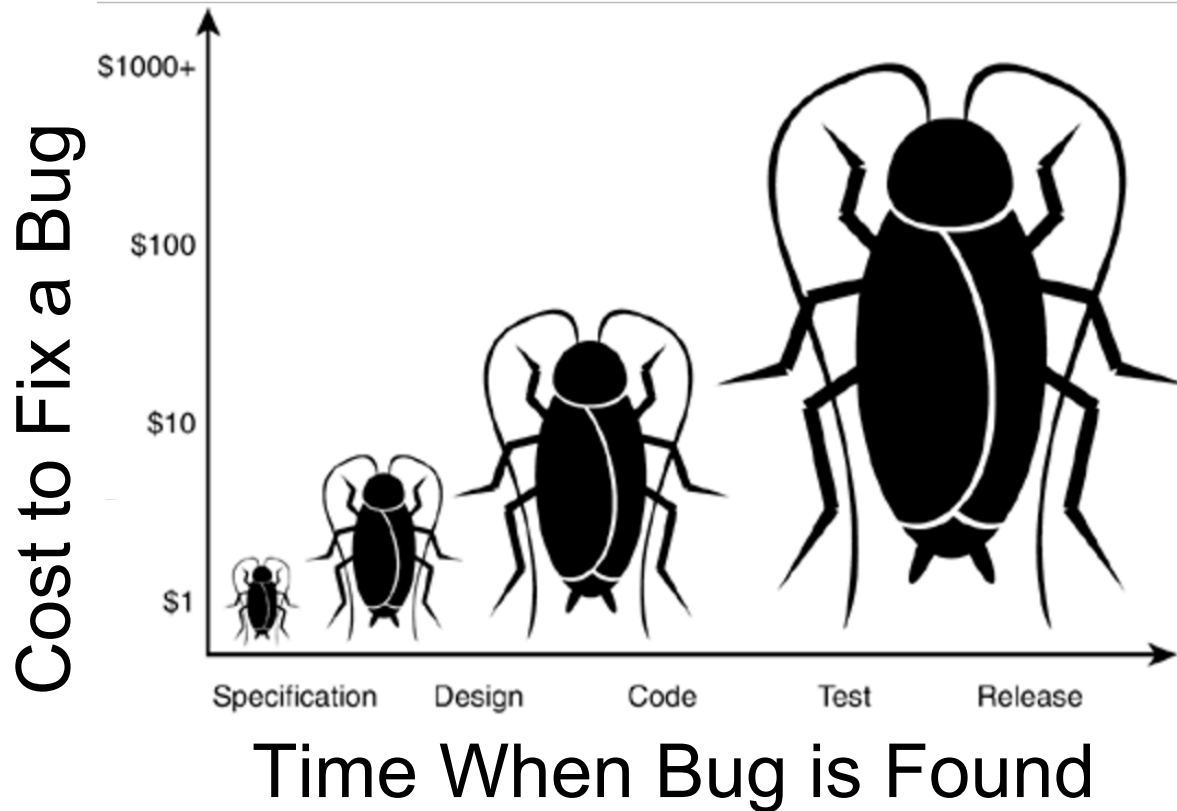
# And then?

3 users are enough  
Prioritize the issues  
Try quick wins



*“You are a lucky bug. I’m seeing that you’ll be shipped within the next five releases”*

# TEST OFTEN!



# TEST REALLY OFTEN!

It's an extra step but...

User trust

Less support

No unusable features



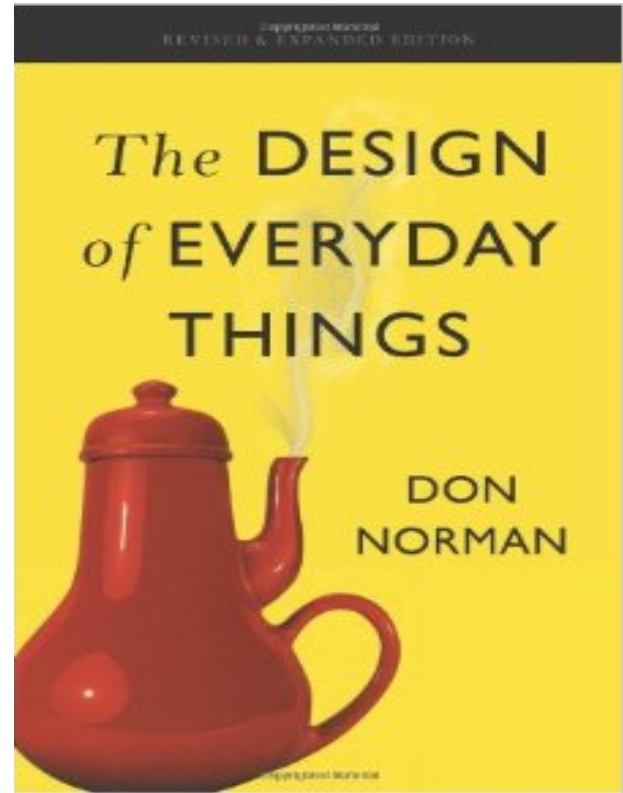
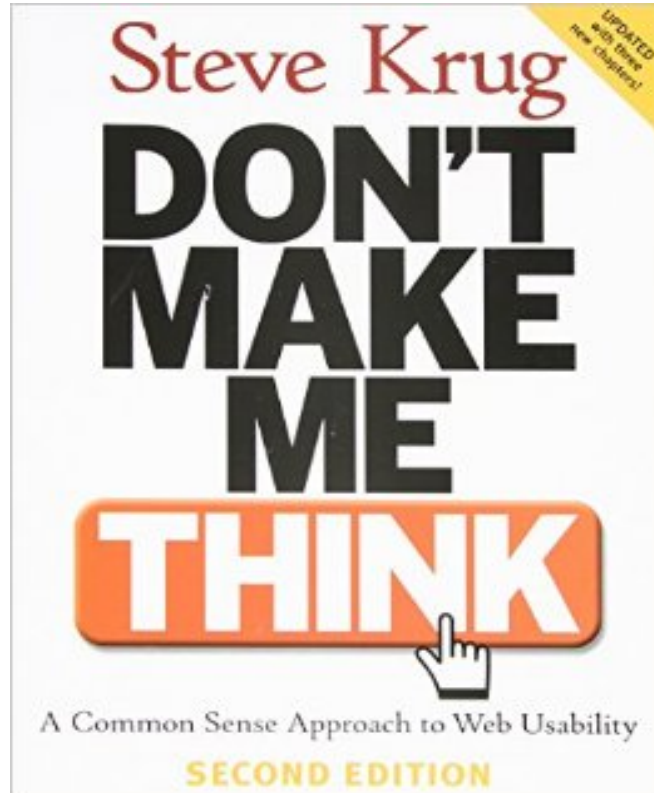
# TEST REALLY OFTEN!

It's an extra step but...

**Return On Investment for Usability :**  
spend **10%** to gain **83%**

**NN/g** Nielsen **Norman** Group

# For more...



# Join our UX community!

**ux-community@cern.ch**

- Brainstorm solutions
- Share UX insights
- Share results from our user tests
- Demo UX tools
- Live tests on a prototype

# Thank you!

