User Testing | Part 1
(Micro-Usability Test)

Human-Computer Interaction

by Prof. Enrico G. Dacanay

Jump right in!

- Do some user testing!

What is user testing?

Watch representative users try to accomplish important task using a product.

Aka "usability testing", though you often learn about other UX criteria too.

Why User Testing?

- You learn a lot from watching people use a system
  - ➢ *What works and what doesn't*
  - ➢ *What things work and don't*
  - ➢ *User needs you missed*

- Why not just use your own experience?
  - ➢ *You know too much*
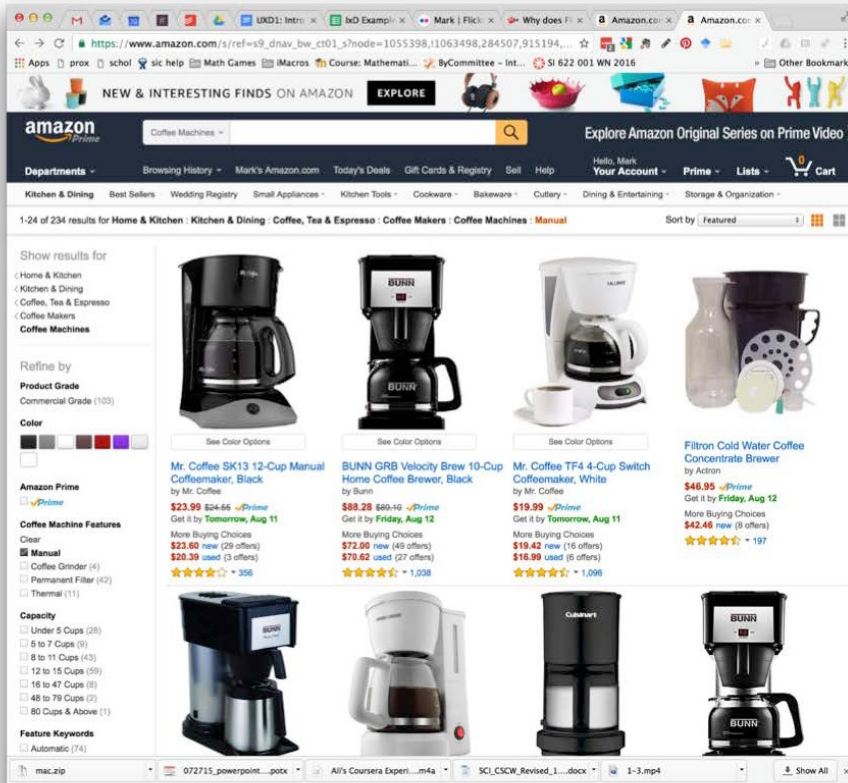 - ➢ *You know too little*

Basic Idea

- Find potential users

- Ask them to do some stuff (tasks)

- Observe

- Ask some questions (debrief)

- Write down what you've learned

Potential Users

- People who fall within the target audience
  - *Attitudes*
  - *Behaviors*
  - *Characteristics*

- Not current users
  - *Ok if current users of system but not for selected tasks*

Tasks (What you ask them to do)

Buy a coffee maker that costs less than $100 and makes at least 32oz of coffee.

Choosing Tasks

- Things that most users need to do

- More difficult things that some users need to do

Choosing Tasks

- Closed-ended Tasks
  - ➤ *Have a clear end point*
  - ➤ *Have a verifiable outcome*
  - ➤ *Follow an expected path*

Choosing Tasks

- Open-ended Tasks
  - ➢ *Allow user to judge when complete*
  - ➢ *May not be verifiable*
  - ➢ *Allow following alternate paths*

Find some books you might like to read on vacation.

Which are better?

Closed-Ended

- **Less Natural**
- **Control for motivation**
- **Control for interpretation**
- **Assess success**

Open-Ended

- **More natural**
- **Varying motivation**
- **Varying interpretation**
- **Success?**

Why not use both?

Task sets

- Progress from easier to harder

- Cover a range of critical task types
  - ➢ *e.g. browse, search, buy*

- Can include open-ended and closed-ended tasks

- Be careful to avoid "ordering effects"