User Testing | Part 3

Human-Computer Interaction

by Prof. Enrico G. Dacanay

Debrief (After tasks)

- Review problems, get more information

- Ask about usefulness, value

- Ask about perceived usability, aesthetics, credibility

- Compare to known alternatives

Making Sense of the Test

- Capture "critical incidents"
  - ➤ *Errors*
  - ➤ *Expressions of frustration*
  - ➤ *Breakdowns*
  - ➤ *Pleasant surprises*

- Assess success/failures
  - ➤ *Usually a spectrum*

- Capture overall reaction and reaction to specific aspects

- Link incidents, success/failures, and subjective reaction

Learning from the Test

- Quick! Write it down!

- Critical Incidents, and why they happened
  - ➢ *Mental model mismatches*
  - ➢ *Misinterpretation*
  - ➢ *Invalid assumptions made by the system*
  - ➢ *Missing user needs*
  - ➢ *Too little flexibility*
  - ➢ *Too little guidance*

Learning from the Test

- Problems -> Severity: impact on
  - ➢ *Success/failure*
  - ➢ *Subjective experience*
  - ➢ *Product goals*

- Other UX factors
  - ➢ *Usefulness*
  - ➢ *Desirability*
  - ➢ *Credibility…*

One Other Very Important Thing

- Participation is voluntary

- Participants can stop any time

- You are testing the system, not the participant

- You need to let the participants know this

What's 'Micro' About This?

- Relaxed recruiting
  - ➤ *People close enough to target audience to be able to imagine*
  - ➤ *Aka "Hallway" usability test*

- Fewer tasks
  - ➤ *<30 minutes, rather than 60-90 minutes*

- Little or no data collection
  - ➤ *No recording*
  - ➤ *No questionnaires*
  - ➤ *No logging*

- Off-the cuff analysis

Next up

- Watch example Micro-usability test

- Do your own!!!