

The ABC of User Testing

Organized design reality check, on a budget

Gabriel Radic, March 3rd 2009

8points.com

Benefits

Better products.

[http://en.wikipedia.org/wiki/
File:Palm_Vx_Handheld.jpg](http://en.wikipedia.org/wiki/File:Palm_Vx_Handheld.jpg)



More sales.



Increased productivity.

Get Stuff Done.



Improve TTM and costs.

<http://flickr.com/photos/dnorman/113374512/>

Bad Elevator Button Placement



Simplify maintenance.

Benefits.

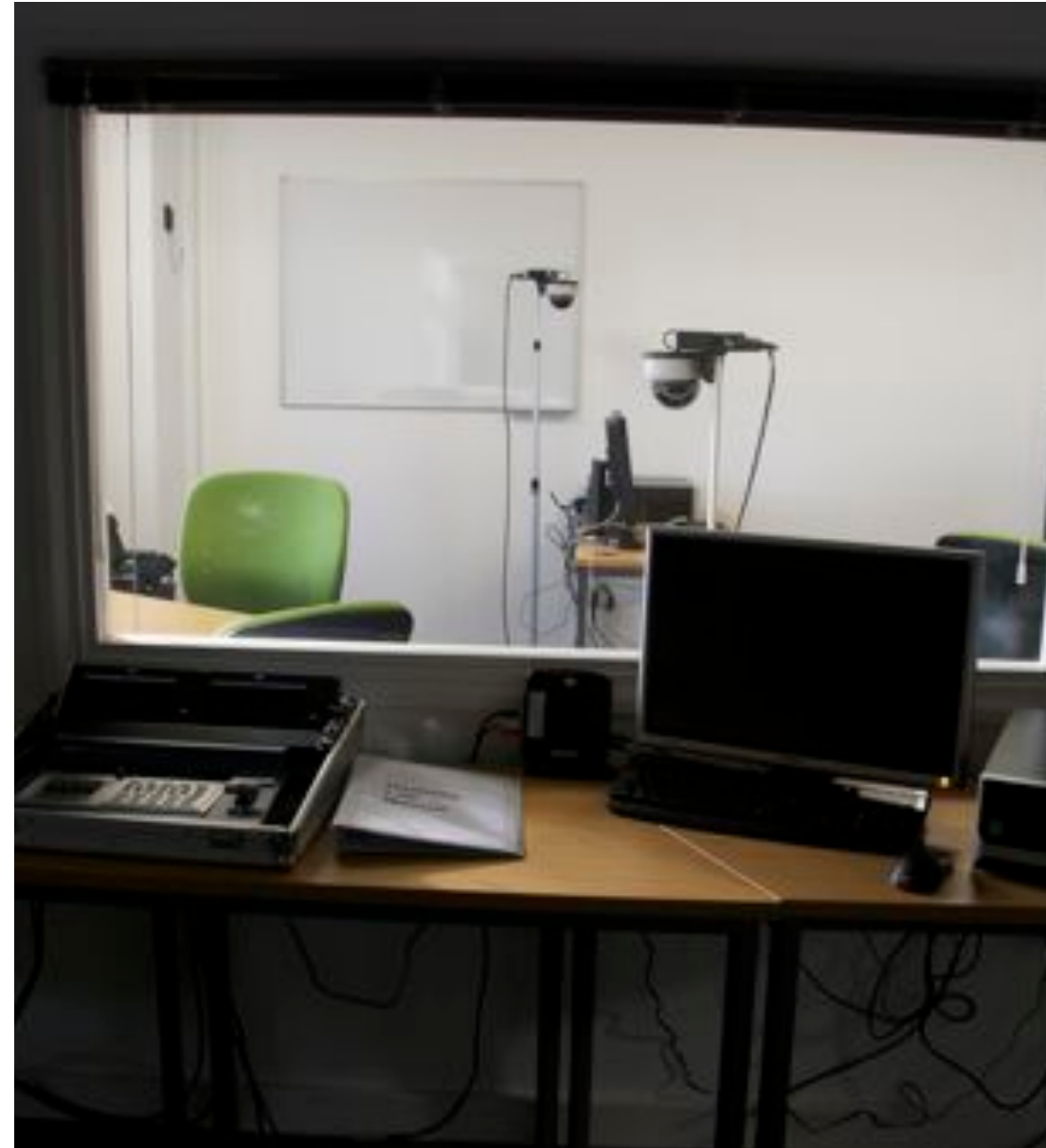


Types of usability tests

Lab tests.

<http://flickr.com/photos/yandle/3231980616/>

Brighton Uni Usability Lab



The Expert.

Jakob Nielsen



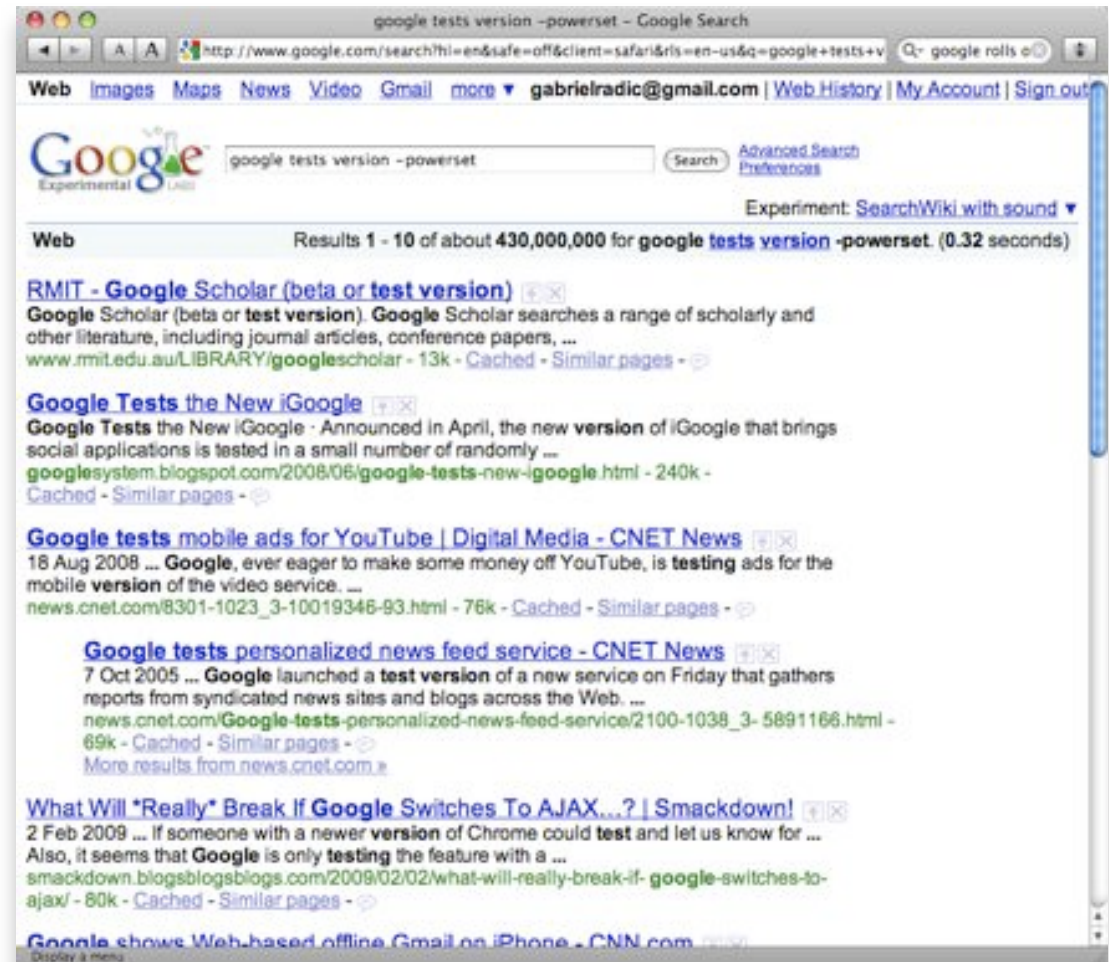
Guerilla usability tests.

<http://flickr.com/photos/studholme/3098285290/>

Practicing user testing



Parallel versions.



Roll your own

Undercover user tests.

<http://flickr.com/photos/sethw/381321976/>

Ninja



Check user expectations.

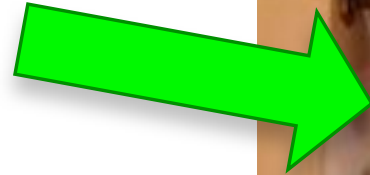
- **BACKUP**
- **WEB STORE**
- **RESTORE**
- **SETTINGS**



Recurring issues.

[http://flickr.com/photos/chatiryworld/
2336481965/](http://flickr.com/photos/chatiryworld/2336481965/)

Food cupboard



Parallel
versions.

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Script.

[http://flickr.com/photos/borkurdotnet/
2392904394/](http://flickr.com/photos/borkurdotnet/2392904394/)

Coffee, sugar and spoon



Resources

- Guerrilla usability, by Mary Deaton, 2001
articles.techrepublic.com/5100-10878_11-1044626.html
- A Business Case for Usability, by John S. Rhodes, 2001
webword.com/moving/businesscase.htm
- Usability Basics
www.usability.gov/basics
- Google Analytics and Webmaster Tools
www.google.com/analytics www.google.com/webmasters/tools
- User-friendly ecommerce sites: Amazon and Panic
www.amazon.com www.panic.com

Q&A