Make it Smart:
Usability Testing Helps IT Deliver What Customers Want Faster

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Introduction on Usability Testing

Lets do Usability Testing

Cookbook: How to Run Usability Testing

How to fit it into your Mendix projects
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Introducing Usability Testing
Usability

The extent to which a product can be used by specified users to achieve specified goals

In short:
How easy it is to use the application
How do you measure usability?

5 Qualities of Usability
by Jakob Nielsen
First Principle: Learnability

HOW LEARNABLE IS IT?
Second Principle:
Efficiency

HOW EFFICIENT IS IT?
Third Principle: Memorability

HOW MEMORABLE IS IT?
Fourth Principle: Errors

ARE ERRORS HANDLED ELEGANTLY?
Fifth Principle: 

Satisfaction

DO USERS LEAVE SATISFIED?
Let’s do Usability Testing
Usability testing is the practice of testing **how easy** a design is to use on a group of real users. It usually involves observing users as they attempt to complete tasks. It is often conducted repeatedly, from early development until a product’s release.
Structured Observation

A method for observing how users perceive something, that is:

- Structured
- Focused
- Repeatable
- Efficient
We focus on Qualitative Testing

“Do-it-yourself” usability tests are definitely qualitative. The purpose isn’t to prove anything; it’s to get insights that enable you to improve what you’re building.

- It’s informal
- Update the protocol at anytime
- No large data sets gathering
- Understanding why / what people are doing
“People ignore Design that ignores people.”

- Frank Chimero
Why do we do usability testing?

To get the user’s perspective
It’s a cheap and easy way to get feedback
It can indicate WHY problems are happening
To gain insights into user’s motivations and satisfaction
Value of usability testing

- **Learn how easy it isn’t.** Identify usability issues
- **Reduce risk.** Optimize user productivity, ROI and reduce rework
- **Get 360° feedback.** Include target audience into the feedback loop
- **Gain insights into the human side.** Optimize user acceptance and satisfaction
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Cookbook: How to Run Usability Testing
Let’s do it
How does it work?

- We have one test room and one observer room
- A testing session lasts for 60 minutes
- Thinking out loud
- Everyone is invited to be an observer and provide input
- We conclude with a debriefing session
What's the goal?

Finding the biggest usability issues the app has so that they can be resolved in the next sprint(s).
How to prepare before the session?

- Plan some specific areas of the app that you want to test
- Write scenarios and tasks
- Prepare a script to introduce the test to the participant
- Make sure the project is working as expected
- Take care of all of the logistics such as booking rooms
Recruiting

Who’s involved?

Find and invite your participants. Setup a list of all the people you need or want as observers.

‣ Facilitator
‣ Participants
‣ Observers
‣ Hall monitor
Finding participants

- Recruit loosely and grade on a curve
- Normally 5
- Why only 3
- Some techniques
- Recruiter, go to target audience, representative people from organization, or just anyone
Now we run it

60 minutes:
- 5 minute intro
- 30 min testing
- 15 min questions

Don’t worry if not all of the scenarios get done...
Testing your scenarios

You want to book a romantic holiday for you and your partner for Valentine’s day. Take a look on the site and book a holiday that takes your fancy.”

(Sample scenario and task)
Debriefing session

Conclusion
Conclusion

Outcome

Talk about the new user stories that will be implemented in the next sprint.
What’s so good about it?

- Everyone can do it
- Spend one morning a month
- Results on the same day
- Very cost friendly to implement
- It’s even possible to include it into each sprint.
How to fit it into your Mendix projects
Exchange the sprint review / demo for a testing morning and make sure that all the stakeholders are present.
'small'
End of sprint 2
(3 is the last)

'normal'
End of sprint 3 and 5
(6 is the last sprint)

'big'
Try a monthly cadence
(once every 2 to 3 sprints)
Make sure to include the new user stories

Tips:
Treat the new user stories as top priority. And use the sprint refinement and planning to determine if they could go down a few stories.
It’s a chance for the project to shine

Invite your sponsors and key influencers of your company