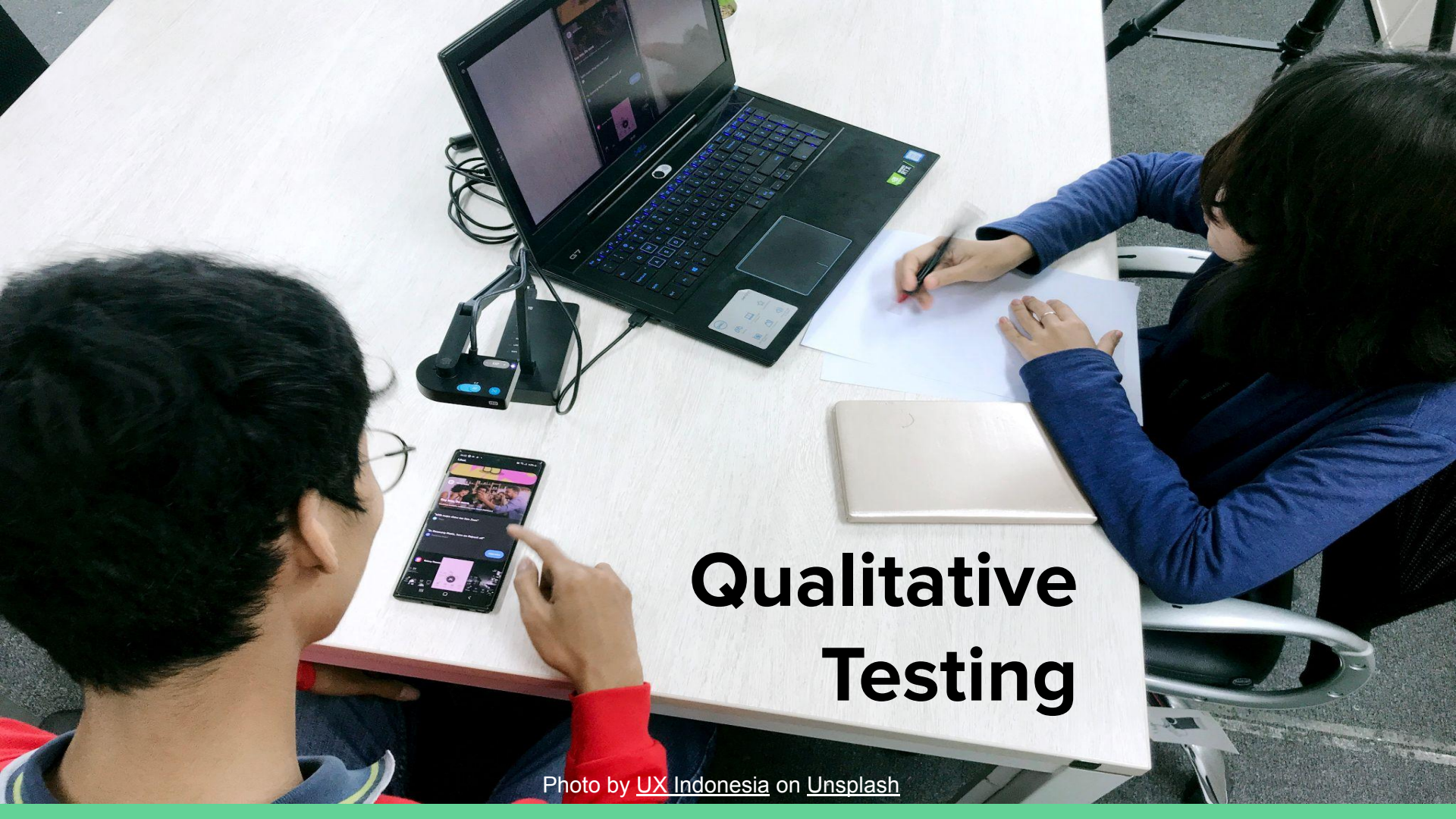


Lightweight Usability Testing

Colin Koteles | College of DuPage Library

Types of Usability Testing

- Qualitative
- Quantitative
- Heuristic Analysis



Qualitative Testing

Photo by [UX Indonesia](#) on [Unsplash](#)

Qualitative Usability Testing

“In a usability-testing session, a **researcher**...asks a **participant** to **perform tasks**, usually using one or more specific user interfaces. While the participant completes each task, the researcher **observes** the participant’s behavior and listens for **feedback**.”

Defining Usability Testing

Feedback > Design improvements

Quantitative Testing



Photo by Carlos Muza on Unsplash

Quantitative Testing

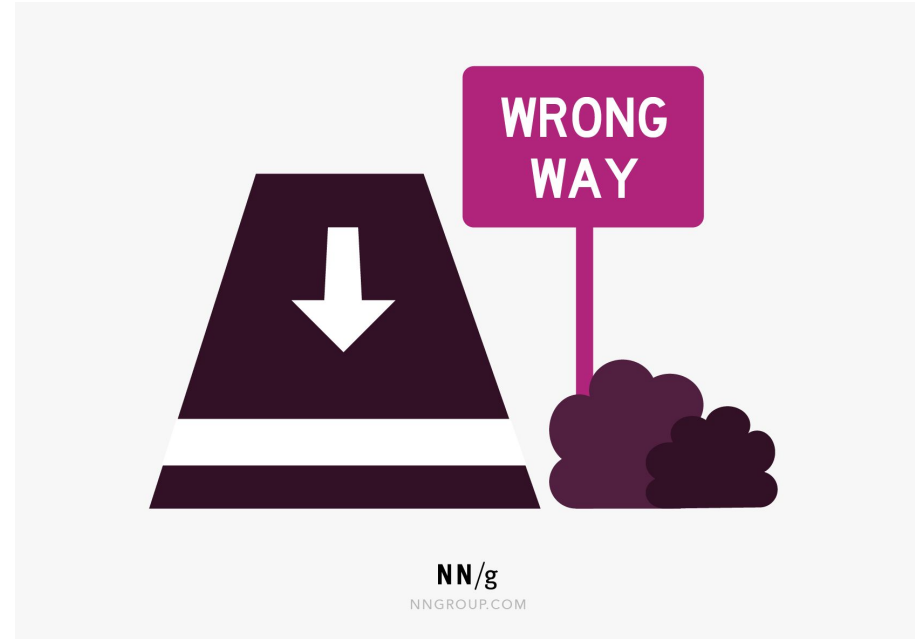
“A quantitative usability test is a method where participants perform **controlled, key tasks** in a system while you **collect specific metrics** that describe the user’s experience and performance in those tasks (like time on task or task success). This results in clear measurements you can use for reporting or **benchmarking** on the performance on your site or product.”

Quantitative Testing

- [Primo VE Analytics](#)
- [Google Analytics](#)

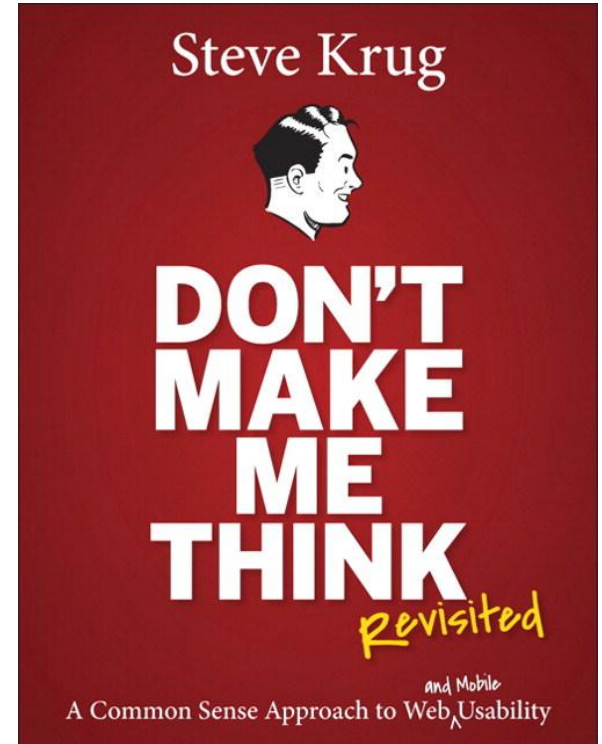
Heuristic Analysis

“In a heuristic evaluation, usability **experts** review your site’s interface and **compare** it against **accepted usability** principles. The analysis results in a list of potential usability issues.”



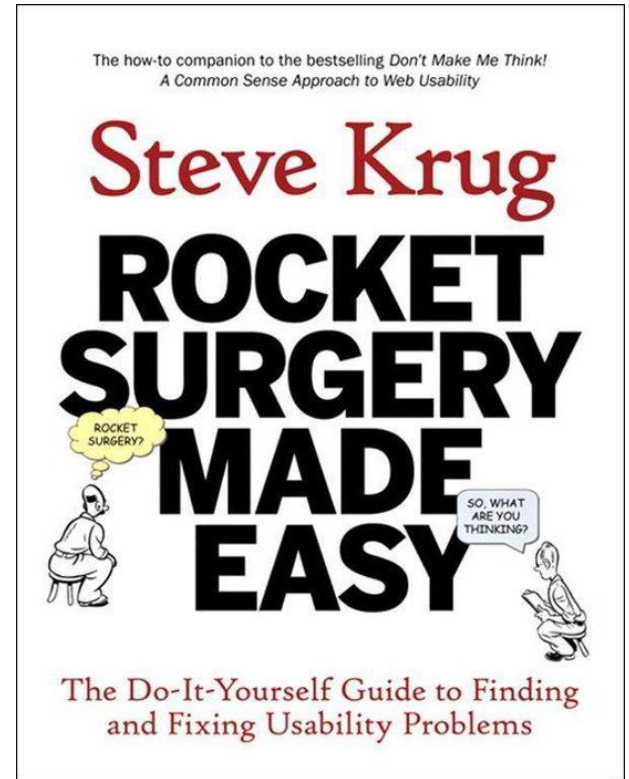
Heuristic Analysis

- “Experts” are you!
- [10 Usability Heuristics](#)
- Competitive intelligence



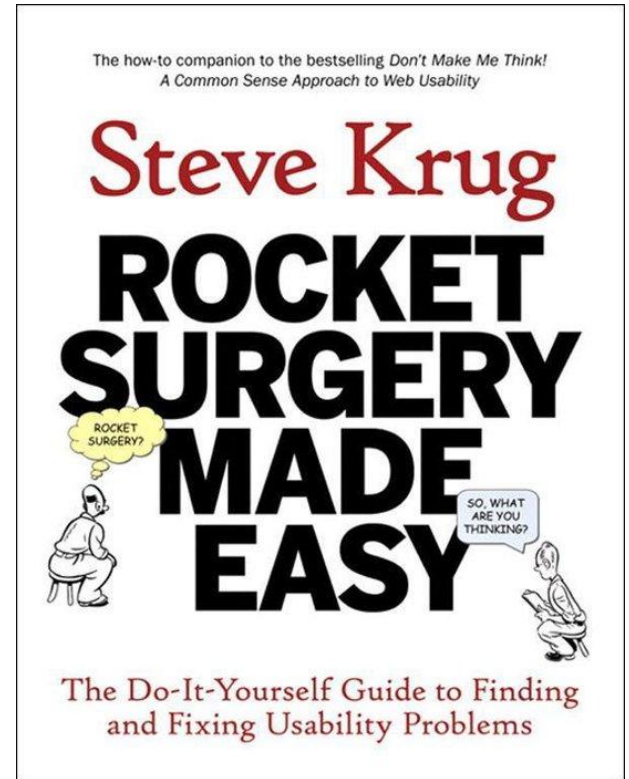
Qualitative Testing

- Not a “big honking test”
- Streamline/agile
- Goal is frequency/regularity



Qualitative Testing

- Assuming existing design
(Primo VE, LibGuides, etc.)



Qualitative Testing

1. Form usability team
2. Create observation environment
3. Create tasks > Turn into scenarios
4. Gather test participants
5. Run test observations
6. Create short report
7. Make most important changes
8. Wash rinse repeat

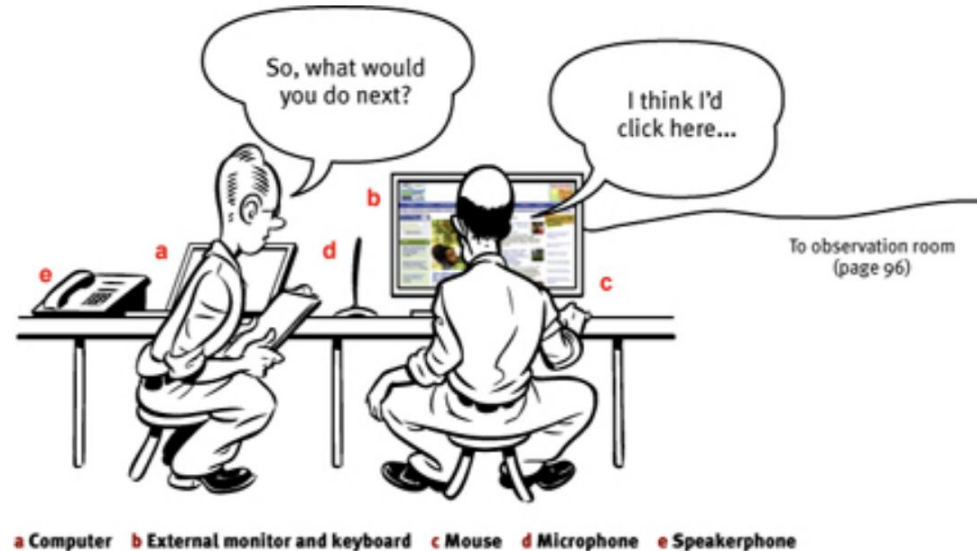
1. Form Usability Team Chapter 8, 9

- Core team & Facilitator(s)
- Observer pool

2. Create Test Environment Chapter 8

Test room

- Quiet; table and two chairs
- Computer or laptop
- “Clean” browser;
Homepage set to your site
- *Standard* mouse
- Microphone



2. Create Test Environment Chapter 8

Observation room

- Conference room; Computer with screen projection
- Encouraged to add observers



2. Create Test Environment Chapter 8



3. Tasks > Scenarios Chapter 6

“Request a book through I-Share”

Becomes:

“You need a specific book for your Sociology research. Your library doesn’t have it. How can you get it?”

3. Tasks > Scenarios Chapter 6

How many?

Target is about 35 minutes on the tasks

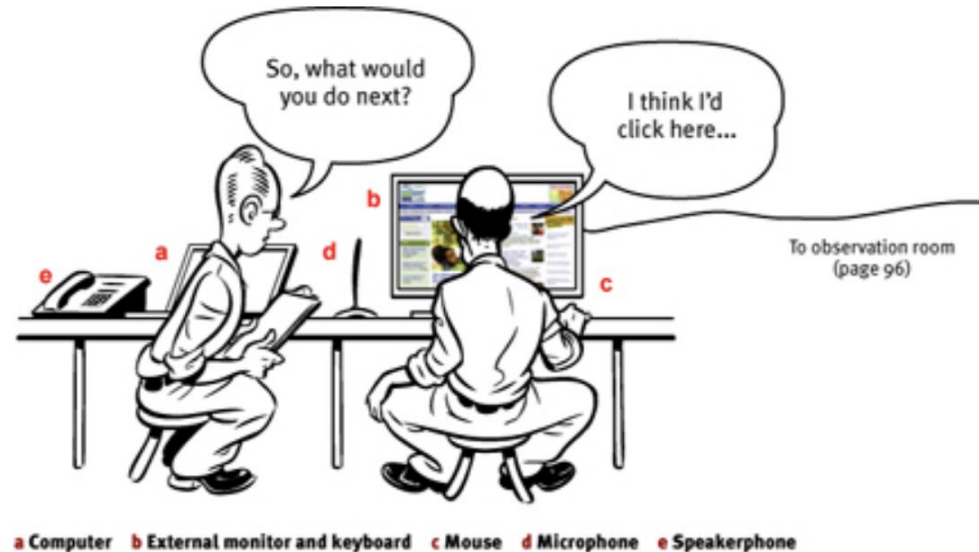
4. Recruit Participants Chapter 5

- Need no more than 5 (or 3)
- “Domain” knowledge
- “Bribes”
- Recruiting

5. Run Tests Chapter 7, 8, 9

The Facilitator

- Acclimate the participant
- Do not lead > Stay neutral
- Encourage speaking aloud
- Be on the lookout for frustration
- Protect privacy



5. Run Tests Chapter 7, 8, 9

Observers

- “The more the merrier”
- Take notes >

Three most important usability issues



5. Run Tests Chapter 7, 8, 9

1. Welcome (4 minutes)
2. Questions (2 minutes)
3. Homepage Tour (3 minutes)
4. Tasks (35 minutes)
5. Probing (5 minutes)
6. Wrapping up (5 minutes)
7. Prepare for the next test (10 minutes)

5. Run Tests Chapter 7, 8, 9

Checklists

6. Debrief & Report Chapter 10

- Debrief while the test is fresh in your mind
- Create a concise report
- Focus on the most serious issues
- [Sample report](#)

7. Make Important Changes

Chapter 11

- Make it better for users right now
- Tweak don't redesign
- Addition by subtraction



8. Wash, rinse, repeat

by [Oli Woodman](#) on [Unsplash](#)

Accessibility/Universal Design

“Many **accessibility requirements improve usability for everyone**, especially in limiting situations. For example, providing sufficient contrast benefits people using the web on a mobile device in bright sunlight or in a dark room. Captions benefit people in noisy and in quiet environments. Some people have age-related functional limitations, and may not identify these as ‘disability’. Accessibility addresses these situations too.”

Resources

<https://www.nngroup.com/>

<https://sensible.com/dont-make-me-think/>

<https://www.usability.gov/index.html>

Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems by Steve Krug. New Riders, 2010.

Don't make me think, revisited: a common sense approach to Web usability by Steve Krug. New Riders, 2014.