

Principles of Usability Testing

Build usable and effective products (3-day training)

DESCRIPTION

Products do not become successful and user friendly by accident. They are refined and areas for improvement are identified through ongoing evaluation - Usability Testing.

Upon completing three days of hands-on training, your team will be able to apply the best practices for running effective usability studies. They will gain skills in identifying areas of an application to test, developing tasks, recruiting methods, moderating techniques, data collection, data analysis, and reporting. They will also learn usability testing skills by planning and moderating their own usability study.

Students will learn how to systematically collect user feedback on an existing design to identify aspects that work, areas needing refinement or redesign. They will have the skills to collect and act upon vital feedback from concept to finished product.

That's why students will also learn how to involve stakeholders in the process from setting objectives, observing sessions, analyzing and synthesizing the results and deciding on modifications to the product design.

We also cover persona development, user story mapping, heuristic review, and methods for gathering usability feedback on concepts vs. detailed designs. The testing techniques apply to physical vs. digital products.

The curriculum can be customized to suit the client's specific needs, products, and timeline. This workshop can be offered remotely, in-person or through on-the-job training as students complete a real usability study for their organization.

AUDIENCE

Web designers, product managers, customer support, software engineers, and others who are involved in the creation of interactive web sites and applications.

PREREQUISITES

There are no prerequisites for this class except a deep interest in the learning skills needed to systematically gather objective feedback from end-users to improve a product design.



TOPICS COVERED

Overview of usability testing

- Components of a usability study
- Where usability testing fits into product and service design and development
- Defining objectives for your study to decide what you will measure

Planning the usability testing session

- Characteristics of a well-designed discussion guide and task list
- Identifying usability issues through a heuristic review
- Methods for usability testing physical products, icons/visual design, information architecture and terminology

Recruiting participants and managing research operations

- Using personas to identify key audience characteristics
- Creating effective recruiting screeners
- How to ensure the participant arrives knowing what to expect
- DIY recruiting vs. working with a professional recruiter
- Developing a budget for your study and managing study logistics

Moderating in-person and remote Usability Studies

- Rapport-building through dialog and non-verbal communication
- How to keep a session on track
- When to intervene and how to handle failure
- Dealing with difficult participants

Analyzing and reporting user feedback

- Debriefing with stakeholders remotely and in-person
- Collaborative approaches for identifying and prioritizing usability issues and solutions
- Effective techniques for reporting usability results
- Team-oriented methods for prioritizing usability results
- How to “layer” usability results in a report to satisfy the needs of different stakeholders

Leveraging usability to gather broader insights on your end user

- Blending usability into other forms of customer research (e.g., customer interviews, in-home studies, In-depth interviews, focus groups)
- How to do an “out of the box” study to gather feedback on package design, quick start guides and product information
- Selecting the best method for your needs



Prerequisites

There are no prerequisites for this course.

Duration

18 hours delivered across 3 six-hour sessions. The final day is devoted to students having the opportunity to moderate their own usability study and analyze and synthesize the results.

Roadmap for 3-day Principles of Usability Testing – Virtual or In-person

GREEN = LIVE SESSIONS PURPLE = INDEPENDENT STUDY ORANGE = BREAKS BLUE= OPTIONAL

DAY 1 9:00 AM – 5:00 PM	DAY 2 9:00 AM – 5:00 PM	DAY 3 9:00 AM – 5:00 PM
Intros, course plan, share homework 9:00 – 9:30 AM	Optional - Meet with instructor 8:30 – 9:00 AM	Mock Usability Study session 1 – 8:30 to 9:30 AM
Demonstration of a usability study session 9:30 – 10:00 AM	Debrief student Day 1 homework 9:00 – 9:30 AM	Mock Usability Study session 2 – 9:30 to 10:30AM
What is User Experience (UX)? 10:00 – 11:00 AM	Overview of UX models (e.g., Jesse James Garrett's Elements of User Experience, Whalen's 6 minds) 9:30 – 10:00 AM	Mock Usability Study session 3 – 10:30 to 11:30 AM
BREAK 11:00 – 11:15 AM	Best practices for recruiting for a usability study 10:00 – 10:30 AM	
How to design a usability study discussion guide and task list 11:15 – 12:00 PM	Protecting participant data privacy, anonymity, and security in a UX study. UXPA and QRCA ethics 10:30 – 11:00 AM	Lunch and Independent Study (review and analyze mock session results so far using affinity diagramming method) 11:30 – 12:30 PM
Lunch & Independent Study (design your discussion guide and task list) 12:00 – 1:30 PM	BREAK 11:00 – 11:15 AM	Mock Usability Study session 4 – 12:30 – 1:30 PM
Review student discussion guides. Best practices for moderating a usability study 1:30 – 2:30 PM	Venue choices for a usability study, checklists to prepare for in-person, virtual, and mobile studies 11:15 – 11:45 AM	Mock Usability Study session 5 - 1:30 – 2:30 PM
HANDS ON EXERCISE – students pair up in breakout rooms to practice moderating using their task list 2:30 – 3:00 PM	UX tools that help streamline usability studies and user research 11:45 – 12:15 PM	Complete affinity diagramming exercise. Best practices and templates for reporting usability study findings 2:30 – 3:00 PM
BREAK 3:00 – 3:15 PM	Lunch and Independent Study (fine-tune your discussion guide) 12:15 – 1:45 PM	BREAK 3:00 – 3:15 PM
Debrief on moderation practice experience. Introduction to Card Sorting 3:15 – 3:45 PM	HANDS ON EXERCISE – students pair up in breakout rooms to further practice moderating a study 1:45 – 2:45 PM	How to work with stakeholders in a UX research project 3:15 – 3:45 PM
HANDS ON EXERCISE – students perform a card sort 3:45 – 4:15 PM	How to perform a Heuristic Review 2:45 – 3:15 PM	Course wrap up, resources to learn more and class evals 3:45 – 4:15 PM
Debrief on card sort exercise. Other UX data-gathering instruments such as surveys and projective exercises 4:00 – 4:30 PM	BREAK 3:15 – 3:30 PM	Optional – Meet with instructor to address student's final questions 4:15 – 5:00 PM
Homework & Independent Study – customize and refine your discussion guide, task list, card sort and surveys 4:30 – 5:00 PM	HANDS ON EXERCISE - students perform a Heuristic Review on their own 3:30 – 4:00	
	Debrief on student heuristic reviews. Intro to affinity diagramming. Prepare “the room” for tomorrow 4:00 – 4:30	
	Homework & Independent Study – make final adjustments to your discussion guide 4:30 – 5:00	



ABOUT YOUR INSTRUCTOR

Kay Corry Aubrey is a usability consultant and trainer who shows her customers how to make their products more easily understandable for users. She specializes in collaborating with product and marketing teams to carry out user research and user interface design for a range of interactive products. Much of her work focuses on improving the usability of products and services directed towards older people. Since founding her company in 2002, her clients have included the Broad Institute, Sivantos, Oracle, Pillo Health, Massachusetts Medical Society, iRobot, Centers for Medicare and Medicaid, and Raytheon.

Kay has educated and trained hundreds of professionals in UX skills across many industries. She teaches UX research and design through the Healthcare Informatics program at Northeastern University and is a RIVA-certified Master Moderator and trainer. Kay is a feature editor for the QRCA VIEWS magazine, a qualitative research journal.

TESTIMONIALS FROM PAST STUDENTS

- *I learned about something almost completely new in a very engaging and comprehensive way...instructor is obviously an expert and is able to convey her expertise very effectively.*
- *For the time allotted, I believe I gained a large set of baseline tools to use in my future usability test. Ms. Aubrey answered all the questions I had regarding unique circumstances that I will encounter in the future.*
- *Very well thought out/taught and extremely easy to understand and comprehensive. The instructor was very knowledgeable and friendly.*
- *Good content, engaging trainer, hands on practice*
- *The whole class had value for me. From the Q&A portion to the demonstration, I have gained valuable experience to use my career*
- *This was a great course; very glad I could attend and I learned a lot that will be very helpful for my work.*

PREVIOUS ORGANIZATIONS WHO HAVE BENEFITED FROM OUR TRAINING

- Abt Associates
- Columbia University Libraries
- Commonwealth of Massachusetts
- The Concord Consortium
- Georgia Pacific Innovation Institute
- Intuitive Surgical
- RIVA Training Institute
- United States Air Force