

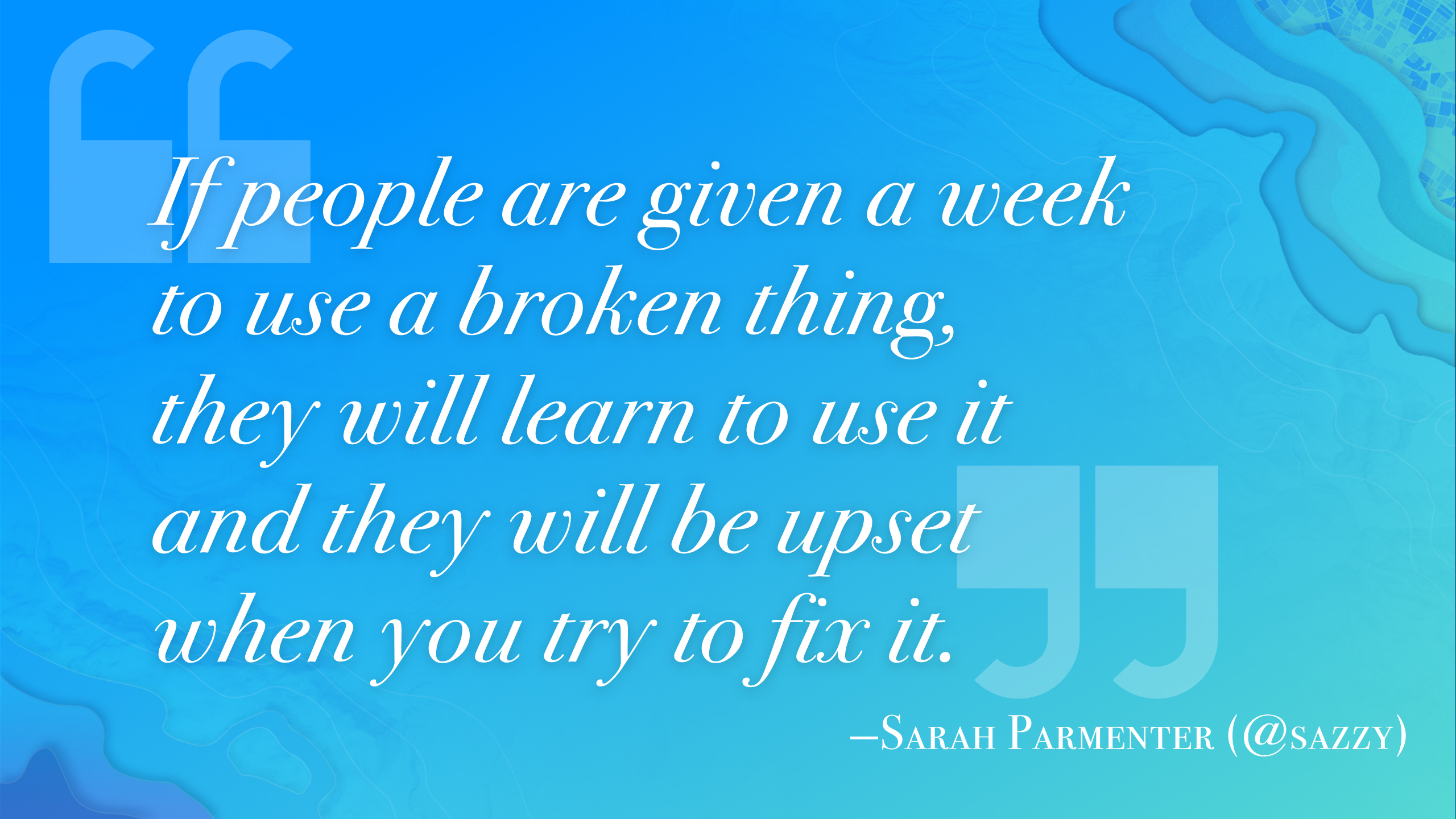




# Getting Started: Usability Research

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2020 **UXCamp**RVA | Richmond, VA



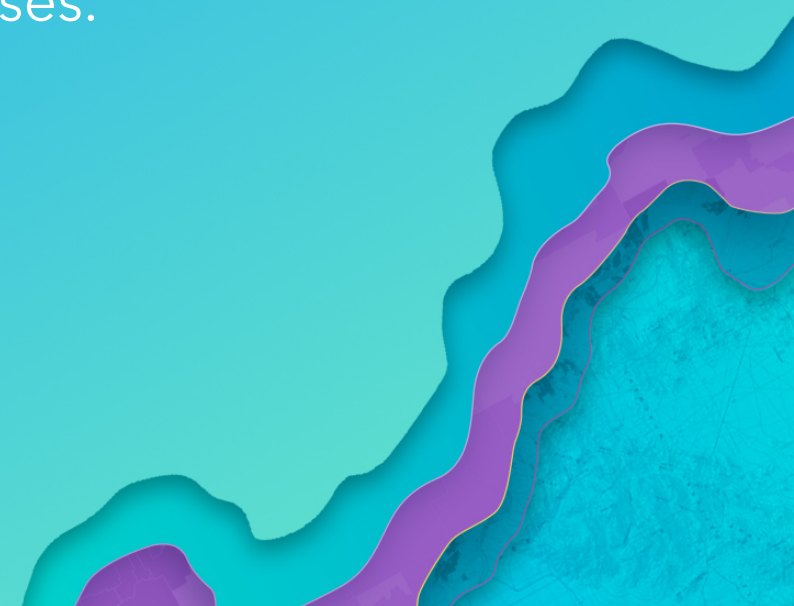
*If people are given a week  
to use a broken thing,  
they will learn to use it  
and they will be upset  
when you try to fix it.*

—SARAH PARMENTER (@SAZZY)



# What is Usability Research?

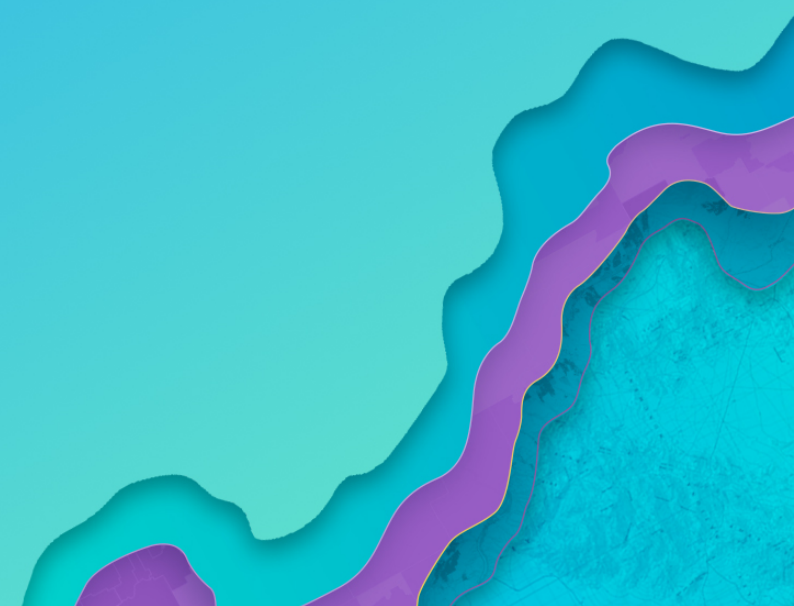
Usability research is about evaluating a product or service by testing it with representative users through realistic use cases.



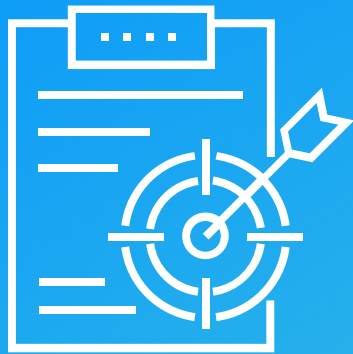


# Why do Usability Research?

- Users are unpredictable
- Users come from diverse backgrounds and experiences
- Validate ideas and designs
- Build a better product!



# Getting Started: Usability Research | Overview



Defining the Objective



Scenarios & Tasks



Facilitating & Observing

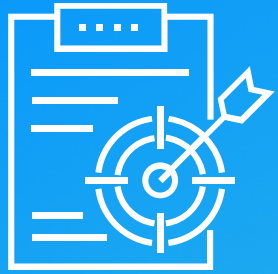


Summarizing the Results









PART ONE:

# Defining the Objective

# Objectives

Form the basis for your test plan

- Identify open questions
- Concerns from your stakeholders
- Areas of interest

Potomac River Running, Inc.

Footwear ✕

Showing 1–12 of 565 results

Default sorting













Products Filter

Filter By Price

\$49 \$190

Product categories

- Gift Certificates
- =PR= Originals
- MCM Gear
- Apparel ▾
- Electronics ▾
- Footwear ▾
- Gear ▾
- Socks ▾
- Anvil
- NIKE
- Adidas
- Asics
- Brooks
- Diadora

 <p>ADIDAS Energy Boost – G64392 \$149.95</p>	 <p>BROOKS Launch 5 RNR – 110278 1D 964 \$99.95</p>	 <p>BROOKS Launch 5 RNR – 120266 1B 964 \$99.95</p>	 <p>Diadora, Inc. Mythos Blushield 2 – 101.172859-C4831 \$139.95</p>
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## Questions:

Do shoppers understand how to navigate the categories? How will they prefer to find shoes within a given price range?

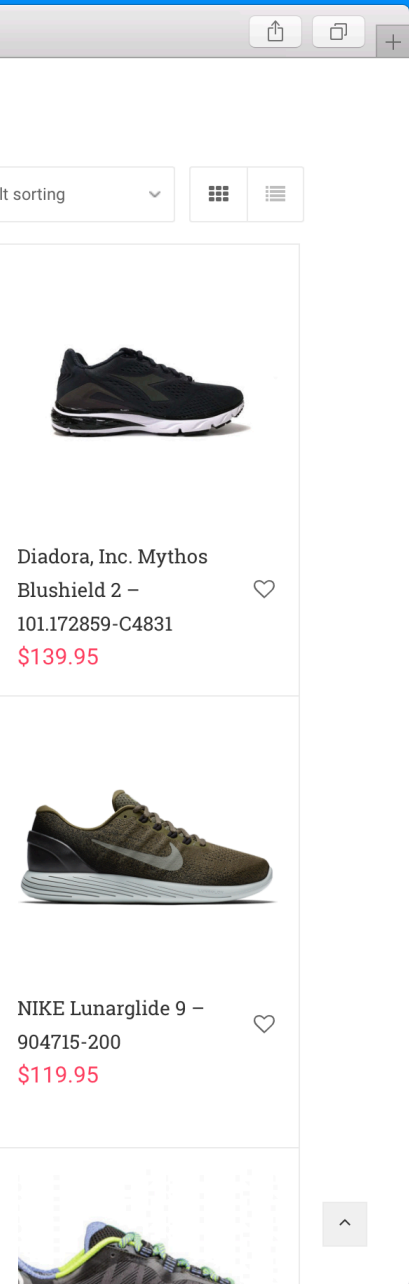
## Concerns:

Once shoes are added to a favorites list, finding your list can be difficult.

## Areas of Interest:

Will shoppers use the range slider in their shopping workflow?





## Questions:

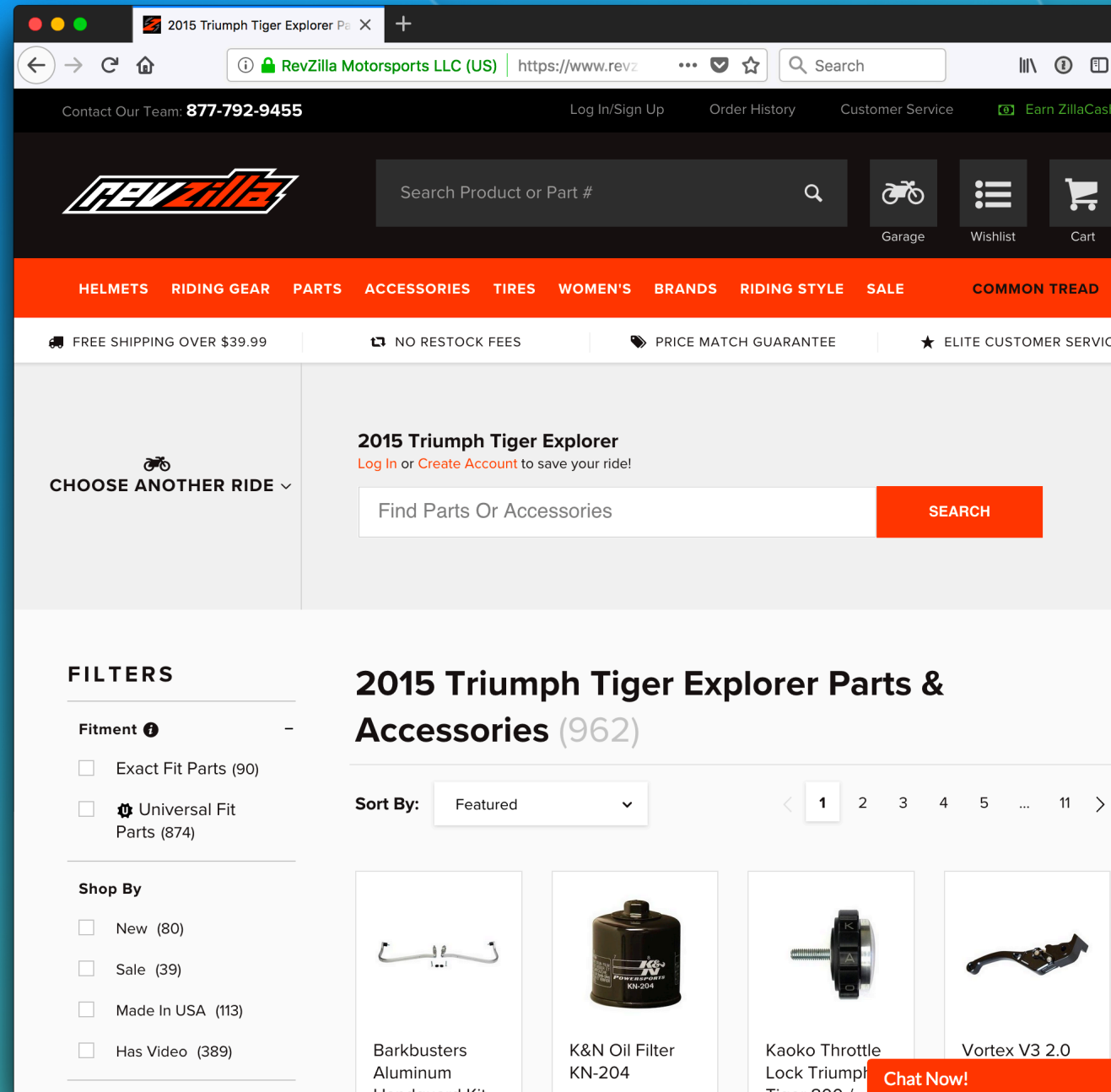
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2015 Triumph Tiger Explorer Pa X

RevZilla Motorsports LLC (US) | https://www.revz

Contact Our Team: 877-792-9455 | Log In/Sign Up | Order History | Customer Service | Earn ZillaCash

RevZilla

Search Product or Part #

Garage | Wishlist | Cart

HELMETS | RIDING GEAR | PARTS | ACCESSORIES | TIRES | WOMEN'S | BRANDS | RIDING STYLE | SALE | COMMON TREAD

FREE SHIPPING OVER \$39.99 | NO RESTOCK FEES | PRICE MATCH GUARANTEE | ELITE CUSTOMER SERVICE

CHOOSE ANOTHER RIDE

2015 Triumph Tiger Explorer  
Log In or Create Account to save your ride!

Find Parts Or Accessories [SEARCH]

**FILTERS**

**Fitment**

- Exact Fit Parts (90)
- Universal Fit Parts (874)

**Shop By**

- New (80)
- Sale (39)
- Made In USA (113)
- Has Video (389)

**2015 Triumph Tiger Explorer Parts & Accessories (962)**

Sort By: Featured

1 2 3 4 5 ... 11

Barkbusters Aluminum Handguard Kit

K&N Oil Filter KN-204

Kaoko Throttle Lock Triumph Tiger 800 /

Vortex V3 2.0

Chat Now!

## Questions:

Do shoppers understand how to add/remove their motorcycles to the garage? Do the parts we recommend fit their motorcycle?

## Concerns:

Finding parts that are not for their motorcycle.

## Areas of Interest:

Will shoppers add their motorcycle and become members to save their garage?



PART TWO:

# Scenarios & Tasks



# Scenarios

- Scenarios are the stories and context
- Specify goals and questions to be answered
- Who the user is, what they are trying to do, and why
- Don't give away the answers!

Scenario Example:

You're a runner and looking to buy a new pair of shoes. You need a pair that are light and within your budget.

## Scenario Example:

You're a **runner** and looking to **buy a new pair of shoes**. You need a pair that are **light** and within your **budget**.



# Tasks

- State only what the user wants to do
- Do not include any information on how to complete the scenario
- Lets them show you how the app or site allows them to accomplish the goal

Potomac River Running, Inc.

Footwear ✕

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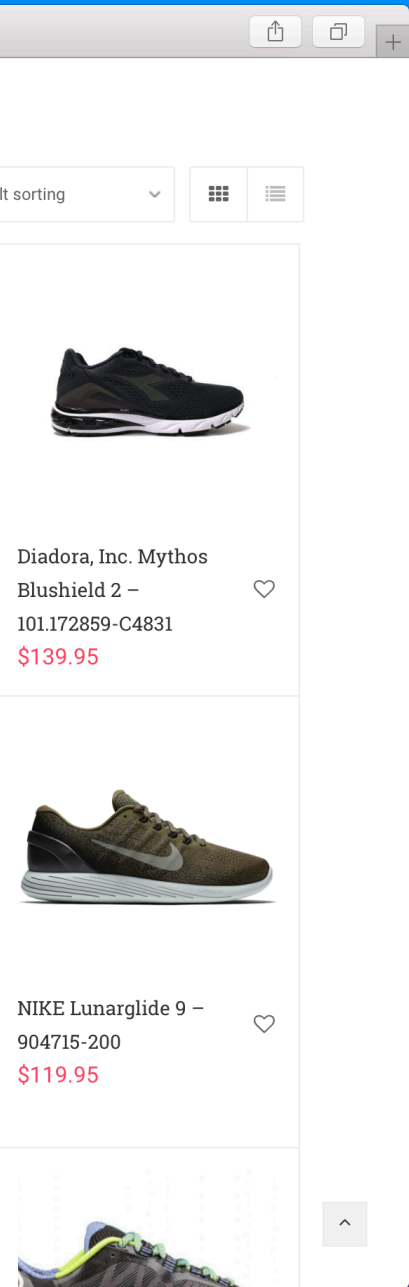
You're a runner looking to buy a new pair of shoes. You need a pair that are light and within your budget.

## Task 1:

Find light shoes that fit you for under \$100.

## Task 2:

Save two pairs that you would consider buying to your favorites.



## Scenario:

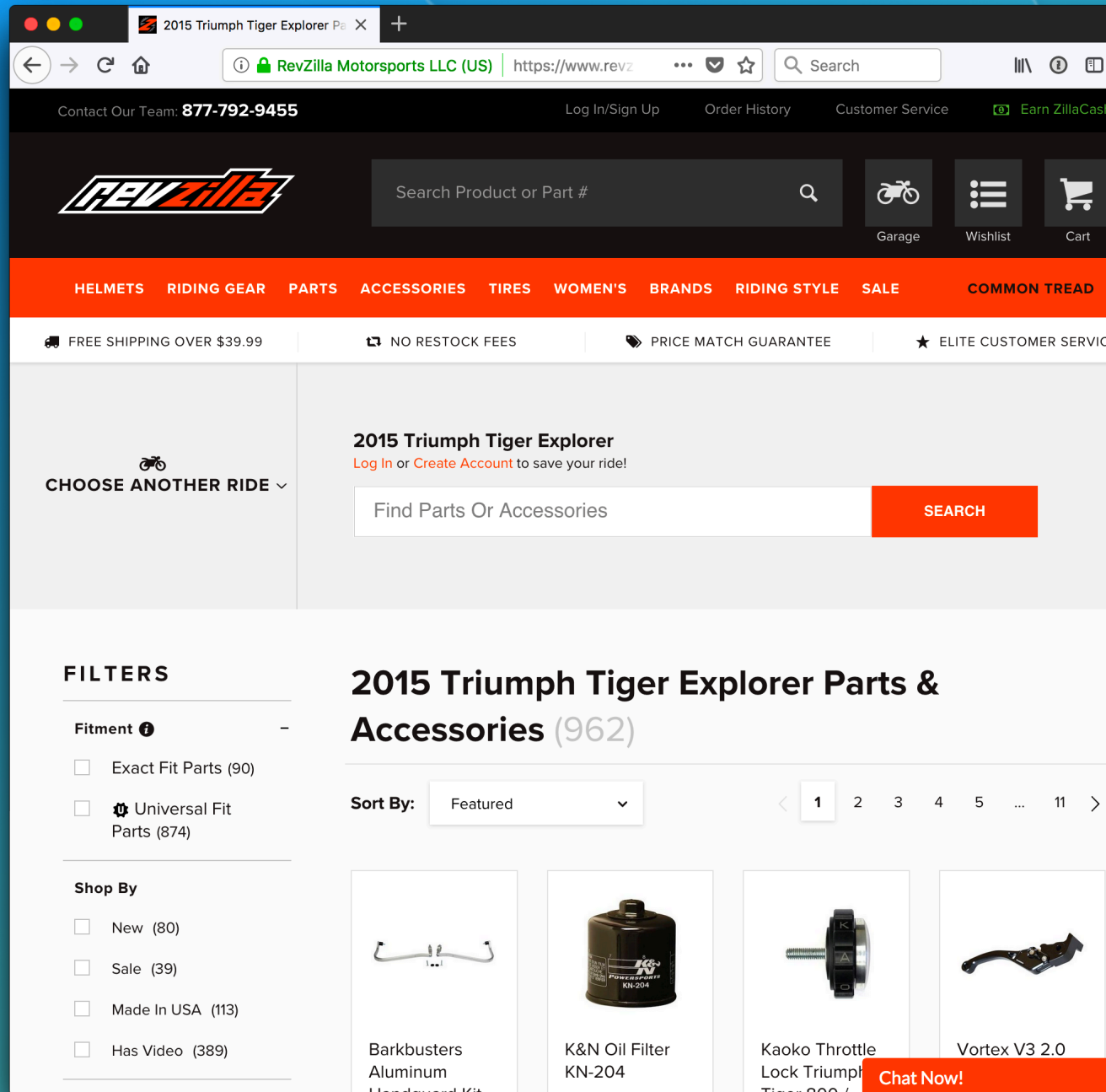
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Kaoko Throttle Lock Triumph Tiger 800 /

Vortex V3 2.0

Chat Now!

## Scenario:


You've recently purchased your second motorcycle, a used 2015 Triumph Explorer. You are preparing it for a road trip and there's a few things you need to order.

## Task 1:

Add your new motorcycle to your garage.

## Task 2:

Find a new set of tires that have good on and off-road qualities that fit your motorcycle

A focus group session is taking place in a modern office. Six people are seated around a long, dark conference table. Each person has a microphone and a water bottle in front of them. A large screen at the front of the room displays a welcome message. The room has teal walls, a whiteboard, and potted plants.

Welcome, Hooli  
Hooliphone Focus Group Session



PART THREE:

# Facilitating & Observing



# Conducting a Test Session

- Participant arrives
- Thinking aloud
- Participant begins working on scenario and tasks
- Observers will take notes
- All scenarios and tasks are complete
- End-of session subjective questions
- Thank the participant
- Rinse and repeat

# Facilitator's Role

- Be relaxed and don't be rushed
- Reassure them that its not possible to make mistakes
- Be respectful
- Don't let them feel dumb
- Keep track of time
- Remind them to think aloud
- Listen and watch
- Ask key probing questions

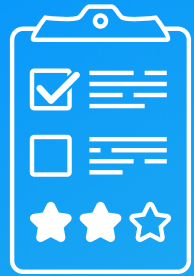
# Observer's Role

- Listen, watch closely, keep an open mind, and take notes



# Observer's Role

- Listen, watch closely, keep an open mind, and take notes
- Watch for facial and body cues
- Listen to the language they use
- Keep an eye out for head slappers
- Be on the lookout for shockers
- Passion
- Inspiration



PART FOUR:

# Summarizing the Results

# Analyzing Results

- Team discussion after each test
- Compare observer notes
- Look for patterns across participants (task errors, success, showstoppers, participant comments)
- Analysis of the scenarios or the facilitation



# Sharing Findings

- Consider your audiences and their needs
- Use supporting evidence (participant quotes, video clips)
- Emphasize users' perspective

BONUS:

# Links & Resources



[goo.gl/Zzvu5t](https://goo.gl/Zzvu5t)





esri

THE  
SCIENCE  
OF  
WHERE