

LCTTP-usability-presentation

Lesson Plan

20 minutes total time

1. Introduction

1. Introduction
 - a. Introduce self, meet others.

2. Explain the lesson

2. Explain the lesson

We are going to gloss over some important areas, in the interest of time. Feel free to ask me more about any area after the presentation.

- a. This presentation will introduce you user testing as it exists in web site development and demonstrate some hands-on techniques for doing informal user tests.
- b. At the end, I hope you will have an understanding of how user testing works and may even have some ideas of where you can use it in your own jobs.
- c. First, I will provide an overview of the web development process, and explain where in this process user testing can help.
- d. Second, I will explain the ingredients of a user test: What you need to do them and who the players are.
- e. Third, we will actually do a quick user test and you will all have a role to play.
- f. Last, we will spend some short time discussing the user test and review user testing in general.

3. Where the user test fits in

3. Where user testing fits in.

There are different ways of looking at a web site, and we have to learn to look deeper than the surface, visual level.

One way of looking at a web site:

Interaction, Organization, Presentation, from Luke Wroblewski of the NCSA.

Another way, by Jesse James Garrett.

Draw overlapping phases on a chart with effort on x, time on y.

Look at a web site or a web application. Consider it not just by what you see (the Surface plane), but by a sequence of planes that inform what the web site is and accomplishes on a larger scale.

Strategy [Site objectives and User needs] (flows into)

Scope [Functional Specifications and Content Requirements] (flows into)

Structure [Interaction Design and Information Architecture] (flows into)

Skeleton [Interface Design, Navigation Design, and Information Design] (flows into)

Surface [Visual Design]

User testing is most easily done when inspecting the Skeleton plane or even the Surface plane. It's findings will point to problems on any plane, but we expect more problems to be revealed on the Structure and Skeleton planes.

4. Ingredients

4. So, what is a user test and what do you need to do one?

A user test is an exercise in which you take a test user and have the user try to accomplish a few of the main tasks that web site visitors will likely want to accomplish.

You need:

- A few test users
- A test plan
- Some observers/note takers
- A test moderator
- A location and some equipment (computer w/Internet connection or some paper prototypes)

5. Set up the user test

Have someone volunteer to be a test user.

Get the tester situated at a computer, and have the other people gather around so they can see the screen.

Read the Instructions to the tester.

Instructions

Thanks for agreeing to be our test subject today. I appreciate your willingness to help.

Let me go over a few items before we begin.

1. This user test is intended to help us identify problems with this web site that we need to fix. We expect that at some points during this test, you will have some trouble. Don't worry about this: we expect it and want to see where the web site causes issues for you.
2. In a moment, I'll ask you to complete a task on a specific web site. When you go about completing that task, we are going to quietly watch as you proceed with the task. I will not offer help when you get stuck. I want to see how you go about getting around the problems.
3. If you can, try to speak some of your thoughts out loud while you work on the task. This will help us get an idea of what you are thinking about and how you are reacting to the interface
4. When we finish, we'll have a chance to discuss your experience in more detail.
5. Lastly, if at any point you are uncomfortable proceeding with the user test, you are free to end it at any time, no questions asked. We appreciate your help, but understand that it is your choice to do so.

Do you have any questions before I explain the task?

Go to this URL:

<http://www.whartoncenter.com/>

Task: Find out how much a ticket to tonight's performance by the Detroit Symphony Orchestra will cost.

Task: Find out when the MSU Children's Choir will have their Spring concert.

Discuss any issues.

6. Discuss and review

Ask the observers if they have any thoughts or comments about the user test itself.

Ask the test user about his or her experience.

Try to generalize some ideas from the experience itself to show how the information from the test might be used.

Repeat the concept that a user test is simply a means of identifying stumbling blocks that face users. We are often blind to them as

people on a design team, but we need to identify them and address them before we launch a web site.

Brainstorm from the group of how they might be able to use a user test in their work.

7. Finish

Thank the group for their participation and end the presentation.