

Usability Testing

In the Design Thinking process, usability testing is the process of looking at whether your audience can effectively use your product or service. And if not, figuring out why.

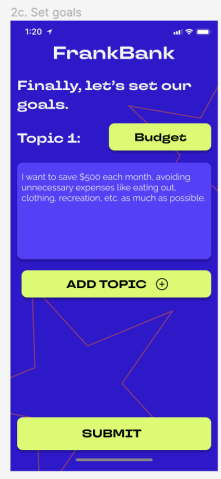
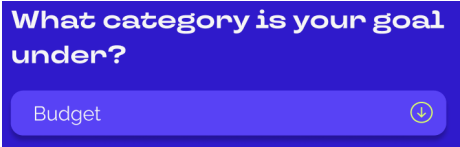
Part 1. Work in pairs to complete user testing. One student will be the **Moderator** and the **Participant**. The moderator will conduct the test on the participant (5-10 minutes):

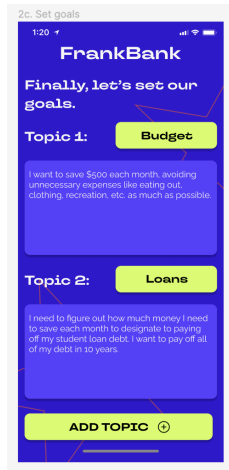
1. The moderator will ask the participant to complete a “task” using their screens.
2. Moderator will start by clearly stating the “goal” and “task” the participant needs to accomplish and provide any necessary context for the activity. *For example: “Your goal is to make dinner quickly, so your task is to use this smartphone application to cook 5 chicken nuggets in the air fryer.”*
3. The participant should proceed to use the moderators' screens to complete the activity. At each screen, the participant will be asked to “think aloud.” They should vocalize:
 - a. What they see on the screen.
 - b. What they think they are trying to accomplish with each screen.
 - c. And whatever copy they read
 - d. State “I’m done” when they are finished.
 - e. Do not interrupt the participant. If the participant is stuck, the moderator should wait until they have tried to complete the task at least three times before helping.
4. The moderator should take notes on the following:
 - a. Pain points: When does the participant pause, seem confused, look to the testee for guidance, veer off task, or struggle? When does what they read first, not align with the goal of the screen? Clearly note the screen and pertinent UI/content.
 - b. Bright points: What is easy for the participant to accomplish? What do they seem to enjoy?

Part 2. Synthesize takeaways (5 minutes).

1. Moderator and participant review notes:
 - a. Working in pairs, identify three pain points and bright points. Screen shot each screen with a problem or success.
 - b. Caption each screen shot with a description of the problem/success, include a reference to a usability heuristic (if applicable), and a possible solution to the problem.

User Testing Results

Pain point. Screenshot or sketch of problem; indicate error severity (minor, serious, or critical)	Description of problem. What did the moderator observe the participant do or say?	Heuristic <i>if applicable</i>	Solution <i>Add sketches.</i>
 Severity: minor	Participant did not like that they had to manually type in their goals as a new user; was confused as to whether this was for their own personal reference or would be used by the app to generate a plan for them; difficult to come up with “good” goals	10 Help and Documentation	Start with sample sentence that users can fill in using dropdowns to simplify goal-setting process Example: 
 Severity: minor	Participant did not like color scheme of “Dashboard” page; thought colors were too bright and stark, and created a sense of anxiety within the participant	8 Aesthetic and Minimalist Design	Change color scheme to be a bit more neutral or aligned with the brand colors 

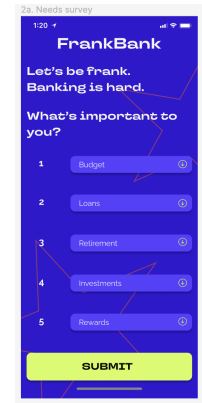


Severity: critical

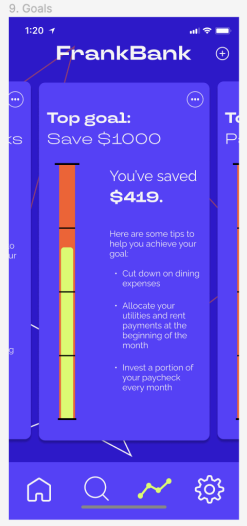
Participant thought onboarding process for new users was too long and too intensive; thought new users may be deterred from continuing on into the app due to length of set-up

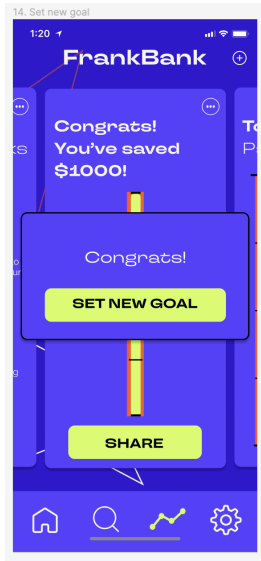
7 Flexibility and Efficiency of Use

Shorten initial onboarding survey, such as needs survey with rankings (shown below)



User Testing Results

Bright point. Screenshot or sketch of problem.	Description of success. What did the moderator observe the participant do or say?	Heuristic met. <i>if applicable</i>
	Participant liked the type of information displayed on the “Dashboard” page; was very easy to understand as an average user and spoke to metrics users were actually interested in	2 Match Between System and the Real World
	Participant liked long card structure of “Goals” page; allowed user to read in-depth about a specific goal while being able to navigate back and forth between different goals very easily	3 User Control and Freedom



Participant liked how the app encouraged them to set a new goal after they achieved one of their original goals; keeps user motivated to keep working towards financial literacy and to search for additional opportunities to practice better financial habits

7 Flexibility and Efficiency of Use

Usability Heuristics

1 Visibility of System Status

Does the user know what they are supposed to do on each screen? Does each screen have the appropriate title explaining contents?

Does the design clearly indicate which elements can and can't be clicked?

Is the current status of an interactive element clearly indicated?

2 Match Between System and the Real World

Are icons and shapes easy to understand based on cultural or personal expectations? Are they labeled?

Is the copy written in simple language that the user can understand?

3 User Control and Freedom

Can users easily recover from errors? Can users cancel out of operations? Can users “undo”? Can users edit data before submitting?

4 Consistency and Standards

Do the screens follow familiar conventions?

Is your design visually consistent across all screens? When similar elements repeat, do they appear in the same position on all screens?

5 Error Prevention

Does the system warn users if they are about to make a potentially serious error?

Does your application help prevent slips (by constraints/disabling interactivity when necessary)?

6 Recognition Rather Than Recall

Do users have the appropriate information so they don't need to remember details or look anything up?

7 Flexibility and Efficiency of Use

Does the system account for first-time and expert users? Is it learnable for first-time users? efficient for everyday users?

8 Aesthetic and Minimalist Design

Does the visual design support the primary goals?

Are icons, labels, and buttons legible and accessible?

9 Help Users Recognize, Diagnose, and Recover from Errors

Are error messages clearly defined and informational?

10 Help and Documentation

If help or documentation is needed, is it easy to find and/or presented at the moment the user needs it.

5 Quality Components of Usability

Learnability: How easy is it for first-time users to accomplish tasks?

Efficiency of use: Once learned, how quickly can users perform tasks?

Memorability: How easily can users re-establish proficiency after being away for a period of time?

Error frequency and severity: How many errors do users make, how severe are errors, and how easily can users recover?

Critical Severity: Users can't complete task.

Serious Severity: Users will be frustrated and may give up.

Minor Severity: Users are annoyed but still able to complete their task.

Satisfaction: How pleasant is it to use the design?