

COURSE

INTRODUCTION TO APP DEVELOPMENT



SESSION 8

USER TESTING

MODULE 4

PRODUCT DEVELOPMENT

Objectives

CORE

- Understand the importance of testing in the app development lifecycle

CHALLENGE

- Be able to act on the feedback received to improve the functionality and usability of your technical prototype

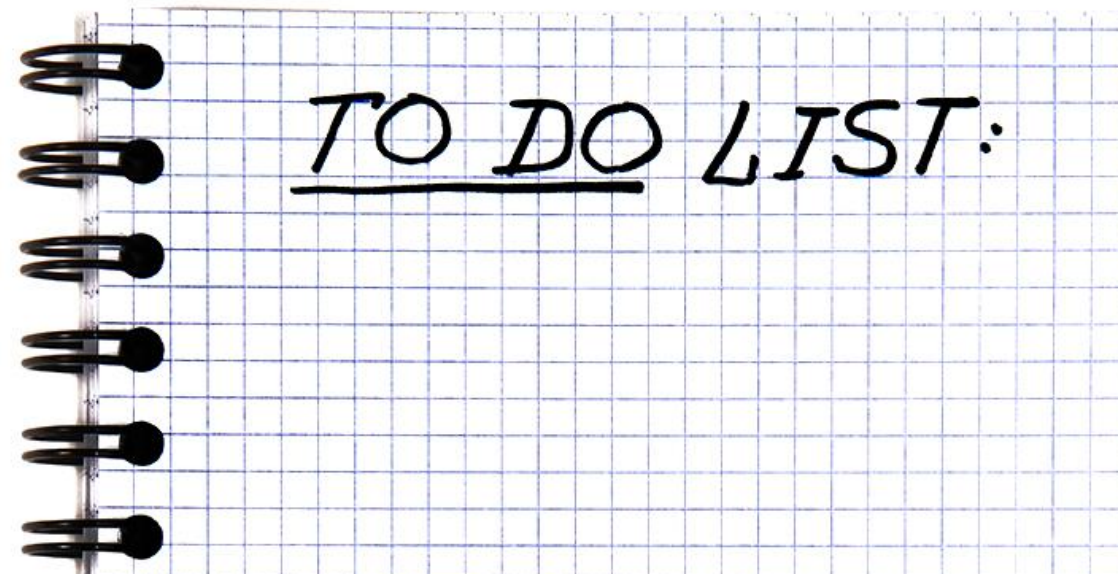
Session activities

4.5 – Plan a user test

4.6 – Conduct a user test

4.6 – Conduct a user test – *Homework*

Refine prototype based on feedback – *Off workbook*



4.5 – Plan a user test

Activity

Consider what you want to learn about your idea and prototype, and how to test these things.

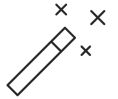
- Do you want to test the overall proposition?
- Do you want to test some functionality, such as the sign up flow, or how well a user finds a particular feature?

ACTIVITY 4.5

PLAN A USER TEST

MODULE 4

PRODUCT DEVELOPMENT



What do you want feedback on?	What do you want feedback on?	What do you want feedback on?
What will you ask the tester to do?	What will you ask the tester to do?	What will you ask the tester to do?
What do you want feedback on?	What do you want feedback on?	What do you want feedback on?
What will you ask the tester to do?	What will you ask the tester to do?	What will you ask the tester to do?

Consider what you want to learn about your idea and prototype. Do you want to test the overall proposition? Do you want to test some functionality, such as the sign up flow, or how well a user finds a particular feature?

NAME

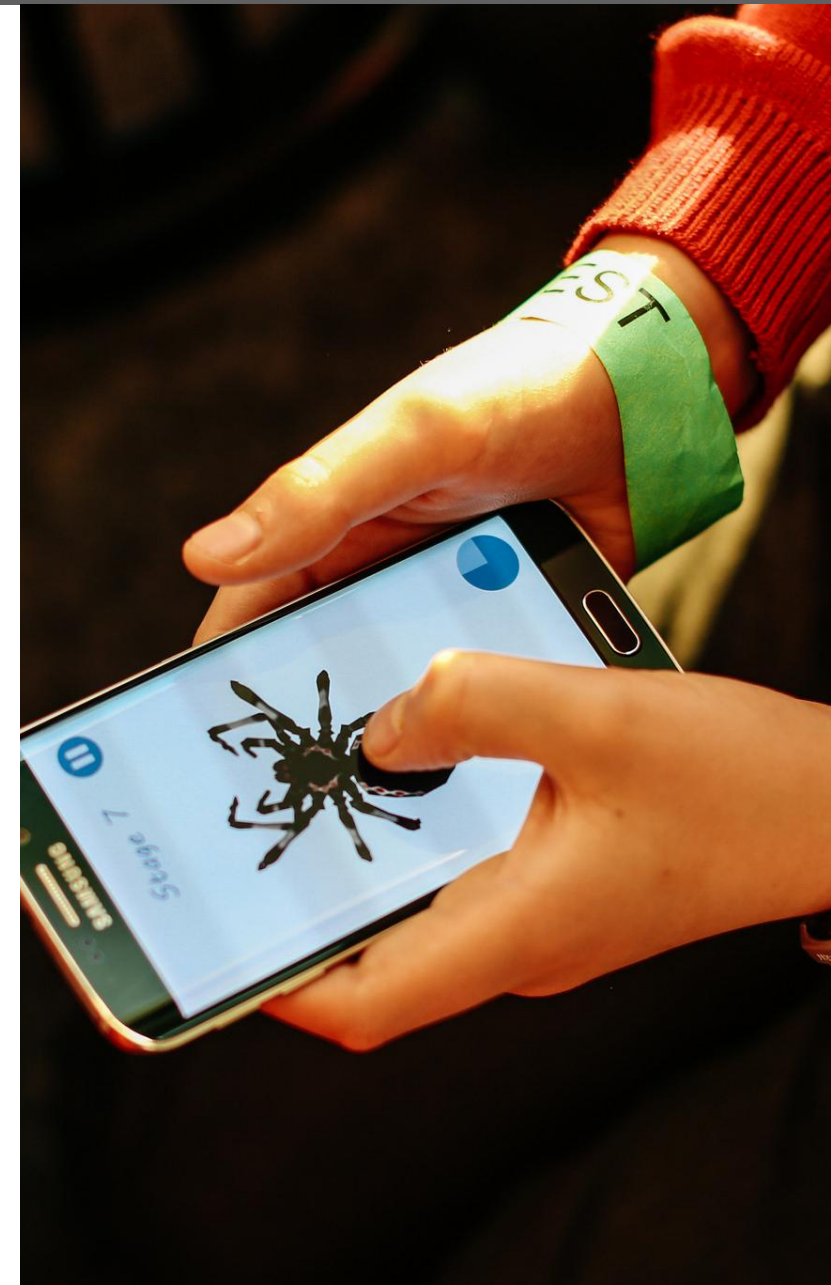
4.6 – Conduct a user test

Activity

Ask your classmates to test your prototype for you.

Don't tell your classmates how to use the app. Use your plan to ask them to do things with the app.

Remember, watch and listen carefully to see what they do and say. Record your findings and update your prototype based on their feedback.

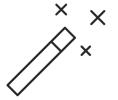


ACTIVITY 4.6

CONDUCT A USER TEST

MODULE 4

PRODUCT DEVELOPMENT



Person we're testing with	<input type="checkbox"/> Real test <input type="checkbox"/> Role play	
Positives	Suggested improvements	
Next steps		

Find time to conduct the test. Inform the test subject of how long it will take, and thank them for their time. Make notes of the feedback.

NAME

4.6 – Conduct a user test (homework)

Homework activity

Share your prototype with as many users as possible. Again, don't give instructions about how the app works. Use your plan and see how users interact with the app.

Remember to take notes.

Refine prototype based on feedback

Activity

Make sure you continually update and amend your app based on the feedback that you receive from users.

Your team is working towards creating an MVP that is easy to use and demonstrates how it solves the problem you have identified.



NEXT SESSION...



SESSION 9

**WHO WILL
PAY?**

MODULE 4

**PRODUCT
DEVELOPMENT**