

Practical Usability Testing

remote testing

live site analysis

advanced prototype testing

early prototyping testing

comparison tests



USABILITY TESTING THROUGHOUT
THE DEVELOPMENT PROCESS



Human Factors
International

www.humanfactors.com

Practical Usability Testing

Testing throughout the development process

Why take this course?

Rich functionality is worth little if the user can't access it. Progressive testing of Web sites and software applications is critical for creating user-centered designs.

This course provides quick and practical testing techniques that you can use to help move the design into compliance with the users' needs, limitations, mental models and cognitive styles. This two-day comprehensive course gives designers and developers tools and techniques to observe how users experience their interfaces. You will learn essential testing techniques ranging from simple paper prototype tests to cutting-edge remote testing using advanced tool sets, so that you can successfully moderate your usability tests.

What you'll learn

- › How to design, analyze, and present results of tests
- › Refine your facilitation technique
- › Remote testing
- › Comparison tests
- › How to use server logs for usability

General Course Information

What You Get

- › 150-page student manual
- › Quick reference guides for all the major chapters
- › Samples of usability questionnaires, screeners, performance rating sheets
- › A ten-point usability test checklist
- › Hands-on exercises and practical knowledge that you can't get from reading a book

Who Should Attend

Web and application developers, interface designers, information architects, project managers, quality control personnel, market researchers, graphic artists

Prerequisites

There are no prerequisites to attend this course

Course Objectives

Participants will learn to:

- › Survey the scope of usability issues
- › Know the four factors that drive your testing
- › Know the appropriate test and when to use it
- › Learn tests that uncover problems with content organization, task flow, and brand strategy
- › Conduct performance-based tests using paper and functioning prototypes
- › Review advanced prototype testing that adds precision to your performance measures
- › Design and conduct a remote test
- › Learn to analyze Web traffic logs
- › Review a 10-point checklist of the critical components of a successful usability test plan

“Usability testing is both difficult and easy. It’s not hard to find a few users and put them in front of your design, but there’s a lot to learn about following standard protocol so that you have confidence in your data. And now there are lots of options: moderated, unmoderated, remote... In this course you’ll learn everything you need to know to conduct the usability test that is right for any project.”



Mary M. Michaels
BFA, MBA, CUA, CXA
Global Director of Training
Evolution, Certification, &
Strategic Advisor

Course Outline

1 Introduction

- › The purpose of usability testing
- › Usability testing is an essential form of feedback
- › Why testing is critical
- › Why even good designers get it wrong the first time
- › Benefits of testing early and often

Exercise: Conduct a mini-usability test on a Web site

2 Designing a Usability Test

- › Types of usability tests
- › Summative vs. formative tests
- › How to formulate a solid test strategy
- › The right number of participants
- › Writing tasks for a usability test
- › Overview of the testing process

- planning
- conducting
- analyzing
- sharing & implementing results

- › Usability labs

Exercise: Develop task wording for a usability test

3 Early Prototype Testing

- › What can you gain from an early prototype test
- › Purpose and advantages of prototypes
- › Reverse card-sort technique
- › Performance-based testing
- › Testing the brand and affordance

Exercise: Hands-on exercise performing an early prototype test

Exercise: Visual affordance test

Exercise: Brand design test

Exercise: Reverse card sort

4 Advanced Prototype Testing

- › What can you gain from an advanced prototype test?
- › Setting usability criteria and performance metrics
- › Using performance rating instruments

Exercise: Hands-on exercise performing an advanced prototype test

5 Analysis and Reporting

- › Capturing session data
- › Compiling and tabulating data
- › Analyzing findings
- › Creating recommendations
- › Presenting data
- › Techniques to convince

Exercise: Prioritize test findings

6 Remote Testing

- › When to do remote testing
- › Major obstacles to overcome
- › Real benefits
- › Available online tools

Exercise: Performing unmoderated and moderated remote tests

7 Comparative Studies

- › Purpose of comparison studies
- › Overview of how to conduct a within-subjects and between-subjects comparison study
- › How to analyze results from a comparison study

8 Live Site Analysis

- › How to make the most out of Web logs and server data
- › Taking advantage of direct user feedback

9 Refining your Technique

- › Enhancing your moderating techniques
- › Responding to difficult testing situations
- › What makes a good moderator

Exercise: Rewriting probing usability testing questions

10 Ten-Point Usability Checklist

- › Practical points for conducting a usability test
- › Allows you to:
 - eliminate the risk of testing and not getting answers to your questions
 - focus on the question and not the implementation of the test
- maximize your effort and leverage your budget

Exercise: UT scoping

Case problem using the 10-point checklist

Our Guarantee of Your Satisfaction

Human Factors International, Inc. intends that all participants will benefit from the seminar. We offer the best possible training in this field. If at any time during the first day of the course a participant notifies the instructor of his or her desire to withdraw, he or she may leave and receive a full refund. There is absolutely no risk to the participants or their companies.

“These courses were key to a competitive edge in the job market. I’m convinced that pursuing a CUA before beginning a new position was a deciding factor in me being selected for a new position as a Webmaster.”

Collette Renteria

“Very helpful—the course solidified the experience I’ve had in UT and taught me a lot more to give me a broader context and additional techniques.”

Leah Gillespie –
Baltimore Gas & Electric

Register now!

www.humanfactors.com/training

Certification

Advantages of HFI Certification

- › Get certified by the world's leading user-centered design firm and become a recognized UX authority
- › Help your company increase user satisfaction in products and services
- › Join CUA Central - exclusive online community for CUAs and CXAs
- › Achieve growth and progress in your career path

HFI offers two kinds of certification, each requiring an examination to demonstrate mastery. Moreover, HFI offers optional courses to help you prepare for each exam.

CUA Certification

Become a Certified Usability Analyst™ (CUA) with HFI's certification program. CUAs must pass an examination demonstrating their mastery in all key areas of interface usability. This certification is supported by the following courses:

- Course 1. User Experience (UX) Foundations
- Course 2. User-Centered Analysis and Conceptual Design
- Course 3. The Science and Art of Effective Web and Application Design
- Course 4. Practical Usability Testing

CXA Certification

The Certified User Experience Analyst™ (CXA) certification indicates advanced skills in persuasion, innovation, strategy, and institutionalization of UX. CUA certification is required to take the CXA exam. This certification is supported by the following courses:

- Course 1. How to Design for Persuasion, Emotion, and Trust (PET design™)
- Course 2. The PET Architect
- Course 3. Omni-Channel UX Strategy and Innovation: An Ecosystem & Future Modeling Approach
- Course 4. How to Support Institutionalization of a Mature UX Practice

“The certification served as a reinforcement for what I’m doing, so I am more confident in presenting a concept or design.”



Jim O'Brien –
Senior Interaction Designer
AutoTrader.com

“The training was great, very effective. Now, having been tested and certified by HFI, I have more confidence in addressing usability challenges.”



Chow Sok Mui Murie –
Senior Creative Consultant
NCS, Singapore

For more information:
www.humanfactors.com/certification

Featured Instructors



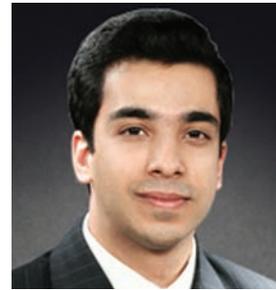
Barbara Burke
Lead Usability Analyst
BA, CUA



Abdul Suleiman
User Experience Strategist
MS, CUA, CXA



David Bell
User Experience Strategist
BSc, MSc, CUA



Amber Krishan
Executive User Experience
Strategist
B.Des, MFA, CUA, CXA

A partial list of companies where we have taught Human Factors courses

- Agilent Technologies
- Airborne Express
- Ameritech
- AT&T Information Systems
- The BBC World Service
- Blue Cross/Blue Shield
- ChevronTexaco
- Cognizant Technology Solutions
- Deloitte Consulting
- dotMobi
- Ericsson Information Systems
- Ernst & Young
- FedEx
- Fidelity Investments
- General Motors
- Hewlett-Packard
- IBM
- Library of Congress
- McKesson HBOC
- MCI
- Metropolitan Life Insurance
- Motorola
- National Semiconductor
- Nextel
- Northern Telecom
- Pay Pal
- Prudential Life
- RBC Royal Bank
- SAP / SAP Norway

Onsite Training

If you have a group of people who would like to attend this course, please contact us to discuss having a private course at your company or hosting a public course.

Contact Information

Americas:

641.209.6825 • hfi@humanfactors.com

Europe:

+44 (0) 207 290 3430 • europe@humanfactors.com

India and Middle East:

+91 22 4017 0400 • india@humanfactors.com

APAC:

+65.9101 4879 • apac@humanfactors.com

Africa:

+27 (0) 72 939 2976 • africa@humanfactors.com



Human Factors
International

410 West Lowe, P.O. Box 2020
Fairfield, IA 52556
Phone: 800.242.4480
Fax: 641.472.5412
hfi@humanfactors.com
www.humanfactors.com