User Experience: The Key to Vital and Successful Projects

Diane Butler • Carolyn Ellis • Carlyn Chatfield
Welcome!

• Begin the card sorting activity
• As a table, organize the cards into groups that make sense to you
• Come up with the category name for each group of cards
• Designate a note taker for each table to track categories, and note any disagreements in categorizations
Welcome

❖ Introductions
❖ Housekeeping
  ❖ Participate in activities
  ❖ Be the user in UX
  ❖ Discuss, debrief, take-away
❖ Evaluations at end
Agenda

❖ Introduction
❖ Card Sorting
❖ Focus Groups
❖ First Click Testing
❖ Break
❖ Guerilla Testing
❖ Usability Testing
❖ Wrap up
What is user experience?

User eXperience (UX) is about how a person feels about using a system. User experience highlights the experiential, affective, meaningful and valuable aspects of human-computer interaction (HCI) and product ownership, but it also covers a person’s perceptions of the practical aspects such as utility, ease of use and efficiency of the system. User experience is subjective in nature, because it is about an individual’s performance, feelings and thoughts about the system. (Wikipedia)
The three U’s

❖ **User Interface** - what your user sees and interacts with
❖ **Usability** - how effective, efficient and easy is it to interact with your system/site
❖ **User Experience** - the total experience which includes how your user FEELS about the interaction
Factors that Influence User Experience

Peter Morville
usability.gov
What you’ll get out of this session

❖ Practical ways of gathering user input and feedback
❖ Determine which usability test to use by understanding the advantages and drawbacks of each method
❖ The benefits of UX research
Card Sorting
Debrief – Card Sort Method

❖ How did it go?
❖ Was the group able to reach a consensus?
❖ Take a moment to get up and see how the other tables organized their cards.
What is card sorting?

- A method used to find out how your users structure information
- Can help improve the findability of things on your website
What kind of information can you learn with card sorting?

❖ A great way to learn how to structure the information architecture of a website
❖ Helps set the website navigation
❖ How I’ve used card sorting
What are the drawbacks to using card sorting?

- Time intensive
- Sometimes difficult to interpret and reconcile results
- Needs to be paired with a method that examines users’ tasks
When is the best time to use the card sorting method?

- When building something from scratch
- When you need to develop new navigation systems, menus or taxonomies
In Summary – Card Sorting

- Good for designing from scratch
- Assists in development of information architecture and navigation
- Can be time intensive
- Best if mediated
- Not easily scalable
Focus Groups
What are focus groups?

❖ A method that brings together a small group (<10) of participants through a facilitated discussion to get their feedback/input about something
What kind of information can you learn from focus groups?

❖ You can gather a lot of useful ideas in a short amount of time
❖ You can learn how people feel about a product and what could make it better
When is the best time to use focus groups?

❖ Before you start a project, to inform the project
❖ In the middle of a project, to tweak as necessary
❖ Before the final rollout, for last minute edits
What are the drawbacks to focus groups?

- Groupthink
- Lack of anonymity
- Participants tell you what they think you want to hear
- One person dominating the conversation
Putting it in Practice

❖ Example
❖ Exercise
❖ Design your ideal study space
❖ Sketch what it would look like and list the features you would want
Debrief on Focus Group Activity

❖ How do you think you could use focus groups in your projects?
In Summary – Focus Groups

❖ Can be used at various stages of the process
❖ Able to gather a lot of feedback with minimal effort
❖ Ability to build customer relations
❖ Potential for “group think”
First Click Tests

1. Find new faculty training.

Clicks: 8
Skips: 0
Average time: 3.9 (secs)
What are first click tests?

❖ A usability test designed to find out what the first thing a user clicks on in an interface, when asked to perform a task.
What can first click tests tell you?

❖ What first comes to a user’s mind when trying to accomplish a task on your website.
❖ Whether a user understands your terminology and labels.
❖ If your user can easily find something on a webpage.
What will first click tests NOT tell you?

❖ Why a user clicked on a particular thing
❖ Whether the issue is visibility of an item or whether there is a cognitive mismatch
❖ Whether design is an issue
When is the best time to use a first click test?

❖ When you need data for design decisions
❖ When testing interface prototypes
❖ Can be for new projects or routine iterative testing
Putting it in Practice

❖ New My Account page

❖ Let’s try it out:
❖ [http://tinyurl.com/np2r2ec](http://tinyurl.com/np2r2ec) (take the first click test, then I will share results to room)
First Click Debrief

❖ Results!
❖ How do you think you could use first click tests in your projects?
❖ When might they be useful?
In summary, first click tests are ...

- Easy to develop
- Non-mediated
- Scalable
- Good for testing prototypes, design changes, labels/terminology
- Good to pair with a focus group, where you can better understand the “whys”
Guerilla Testing Activity

- ask 5 people during the break which layout they prefer. Record your answers.
Break

2:55 PM – Be ready for the next activity!
Guerilla Testing
What is guerilla testing?

- An informal quick and easy testing that is targeted at a specific design or feature
- Uses minimal resources
What kind of information can you learn from guerilla testing?

❖ Qualitative feedback can provide immediate insight that allows you to make quick changes
What are the drawbacks to guerilla testing?

❖ Moderator bias
❖ Finding a good location and recruiting subjects (incentives help!!)
When is the best time to use guerilla testing?

- Any phase of the project but best done early when you have a prototype
Putting it in Practice

- Exercise debrief
- Example
In Summary – Guerilla Testing

- Informal, quick and easy
- Low cost but requires a location and subjects
- Any phase of the project but earlier is better
- Qualitative feedback
- Should be done in conjunction with other testing
Usability Testing
What is usability testing?

- An excellent way to determine how your users experience your website or application
- Users are asked to perform tasks as you record if they are able to do it and how they do it
What kind of information can you learn from usability testing?

❖ How your users really experience your website or application and where the frustrations or failure points are
❖ More reliable since it’s one-on-one
What are the drawbacks to usability testing?

- Very time consuming
When is the best time to use usability testing?

- During the design process
- Can/should be done throughout the development cycle
Putting it in Practice

- Example
- Exercise
- Volunteer
- Screen recorder software
- BBFlashback - free
  [http://www.bbsoftware.co.uk/BBFlashBack_FreePlayer.aspx](http://www.bbsoftware.co.uk/BBFlashBack_FreePlayer.aspx)
- Morae - costs
  [https://www.techsmith.com/morae.html](https://www.techsmith.com/morae.html)
Debrief – Usability Testing

❖ How do you think you could use usability testing in your projects?
In Summary – Usability Testing

- More time consuming
- Is more reliable
- Focuses on how someone interacts with your system or website
- Best used during the design phase
Benefits of incorporating UX

• Greater customer satisfaction, improved product adoption
• Reduced development costs
• Reduced training and support costs
• Greater trust between users and your organization
A few caveats

• Set reasonable expectations
• Integrate UX methodologies at strategic points within projects
• In reality, user data must be balanced with business goals and stakeholder feedback
• What can UX methodologies do for your projects?
Where to go from here?

• UX practices should be integrated starting early in project process
• Integrate UX in small strategic ways to start
• Pick projects with maximum positive impact
• Involve stakeholders in observing usability testing
Help Us Improve and Grow

Thank you for participating in today’s session.

We’re very interested in your feedback. Please take a minute to fill out the session evaluation found within the conference mobile app, or the online agenda.
Thank you!

Diane Butler (dianeb@rice.edu)
Carlyn Chatfield (carlyn@rice.edu)
Carolyn Ellis (carolyn.ellis@utsa.edu)