

REUTERS/Tobias Schwarz

Don't Make Them Think

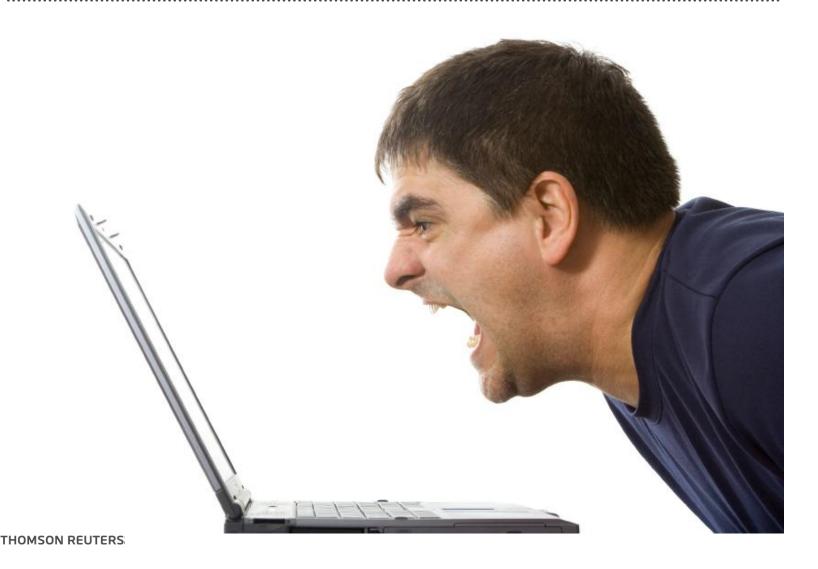
User observation testing to create easy-to-use sites

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Are YOU responsible for this?



Session Overview

- What is User Experience?
- Why User Observation?
- How Can I Execute User Observation Testing?



What's Your First Impression

- 1. Find a partner.
- 2. Quickly take turns bringing up a site.
- 3. Get your partner's first impression of the site.
- 4. Jot down a few notes.



What is Usability?

"[Usability refers to] the extent to which a product an be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of user."

- ISO 9241-11



Usability Methods

Ethnographic User Research	Focus Groups
Heuristic Evaluations	Log File Analysis
Surveys	Eye Tracking
Card Sorting	User Observation



Q: Why User Observation?

A: Reliable Data

"To design an easy-to-use interface, pay attention to what users do, not what they say.

Self-reported claims are unreliable, as are user speculations about future behavior."



Q: Why User Observation?

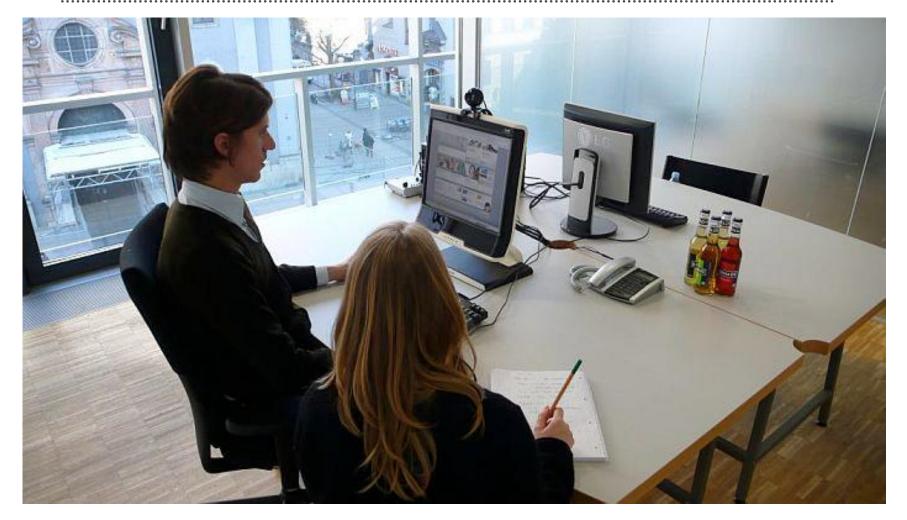
A: Dispels Assumptions

Don't assume that people think the way that you do.

- Grounding is a natural assumption that others have similar information needs, behaviors and preferences as you do
- Grounding is dangerous for librarians. We think differently from our users!



What is User Observation?





User Observation Testing Process

- Consider your stakeholders
- Set your goals
- Decide which users to involve
- Choose a type of testing
- Define your testing tasks
- Recruit users to observe
- Moderate sessions
- Conduct analysis
- Make change!



Consider your Stakeholders

Stakeholders
Goals
Users
Testing types
Tasks
Recruitment
Moderation
Analysis
Change

- Who cares?
- What do they care about?
- Is there any appetite for change?
- What data would be most likely to secure buy-in?



Set Your Goals

Stakeholders
Goals
Users
Testing types
Tasks
Recruitment
Moderation
Analysis
Change

- What do you want to prove, disprove or investigate?
- What site or part of a site is the focus?
- Base the "problem" on real user data
- Be open to the unexpected



Decide which Users to Involve

.....

Stakeholders

Goals

Users

Testing types

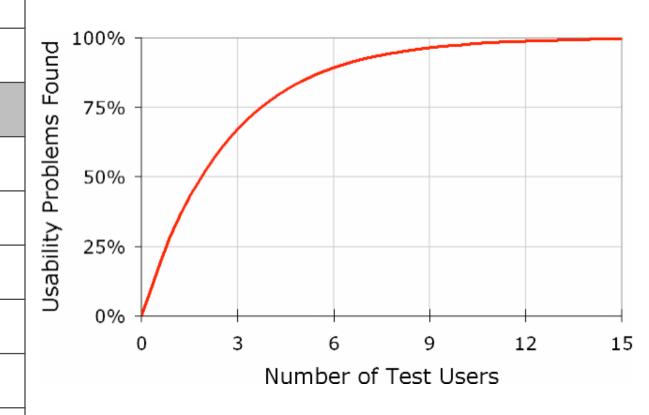
Tasks

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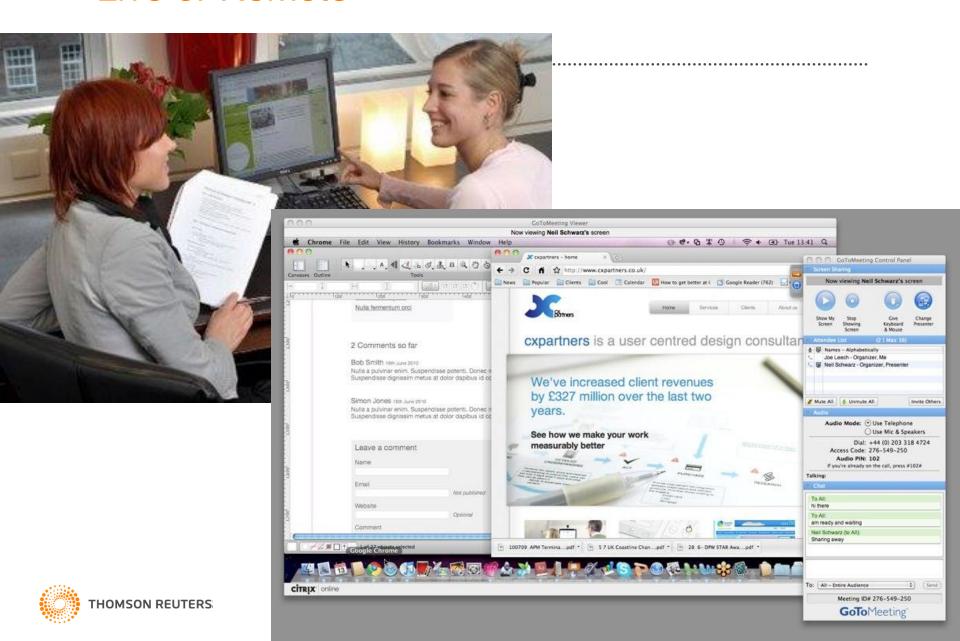
Types of Testing

Stakeholders
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Users
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- Measure or benchmark the usability of a product
- Compare the usability of two or more products
- Diagnose to uncover design issues
- Live versus Remote?



Live or Remote



Remote testing technologies

- WebEx
- GoToMeeting
- UserVue
- LiveLook
- Adobe Connect
- Silverback
- Many more!



Define Tasks

Stakeholders
Goals
Users
Testing types
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Recruitment
Moderation
Analysis
Change

- Tie tasks to goals
- User defined tasks
- Scripted scenarios
- 3-5 tasks for a 30 minute session



Recruit Users to Observe

Stakeholders

Goals

Users

Testing types

Tasks

Recruitment

Moderation

Analysis

Change



Moderate sessions

Stakeholders
Goals
Users
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- Put users at ease
- Let participant speak
- Lead with grace
- Ask <u>unbiased</u> questions
- Assist only as a last resort
- Take detailed notes



Exercise: Practice User Observation

- 1. Find the same partner you worked with earlier.
- 2. You will each have 10 minutes to practice user observation techniques.
 - Practice the whole thing

OR

- Pick the parts where you want the most practice
 - Read from script
 - Tasks
 - Redirection
 - Warm up questions & follow up questions
- 3. Raise your hand if you need help!



Analyze Your Data

Stakeholders
Goals
Users
Testing types
Tasks
Recruitment
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- WAIT! until testing is done
- WAIT! before making your recommendations
- Quantitative
 - Time to task completion
 - Level of difficulty
- Quantitative
 - Trend spotting
 - Classification analysis



Recommendations for Change

Stakeholders
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- Partner with the right people
- Pick the low-hanging fruit
- Even small changes can have large returns
- How to sell it…
- Create a findings presentation (sometimes)



Value of **Any** User Observation Test

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Questions?

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