

REUTERS/Tobias Schwarz

## Don't Make Them Think

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### User observation testing to create easy-to-use sites

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Are YOU responsible for this?

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# Session Overview

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

# What's Your First Impression

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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?

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"[Usability refers to] the extent to which a product can 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

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

## Q: Why User Observation?

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A: Reliable Data

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“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?

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A: Dispels Assumptions

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**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?

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# User Observation Testing Process

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- 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

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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

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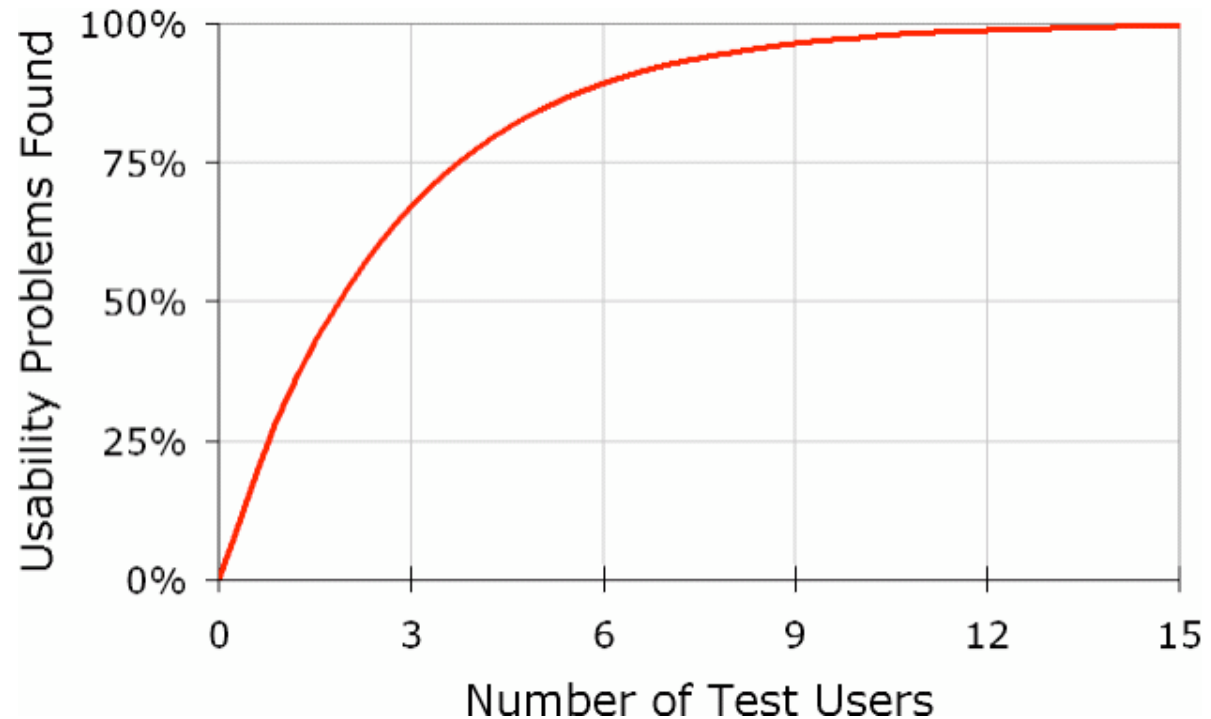
Stakeholders
<b>Goals</b>
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- What do you want to prove, disprove or investigate?
- What site or part of a site is the focus?
- Base the “problem” on real user data
- Be open to the unexpected

# Decide which Users to Involve

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# Types of Testing

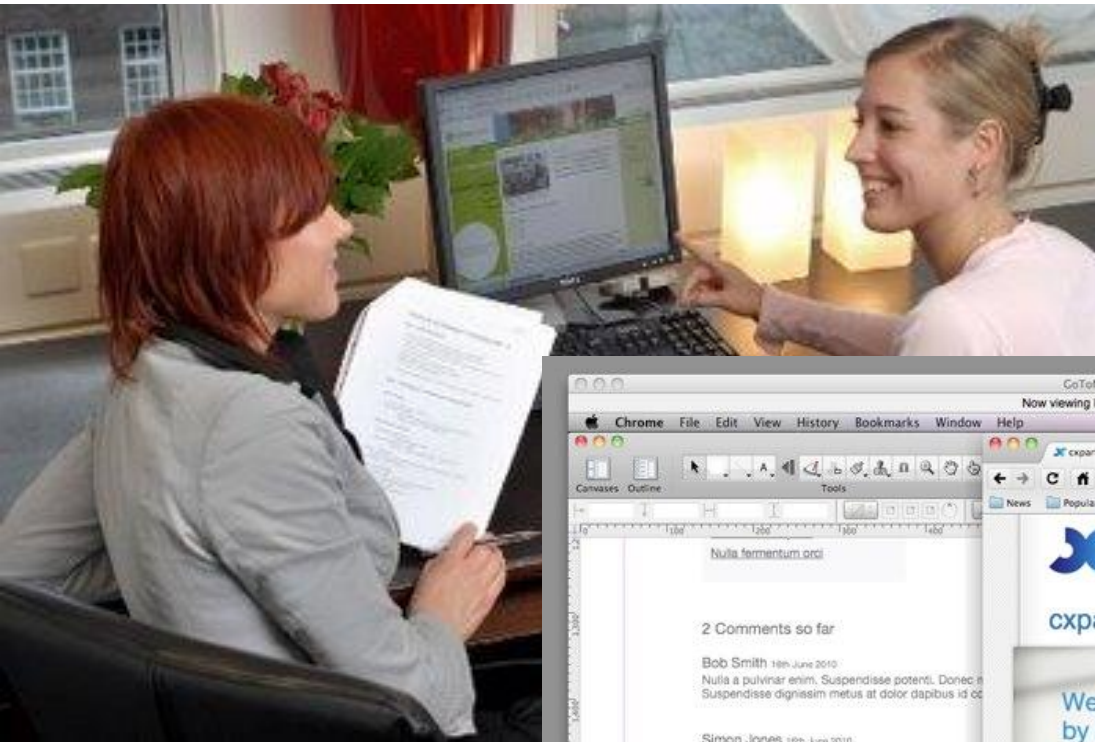
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- **Measure** or benchmark the usability of a product
- **Compare** the usability of two or more products
- **Diagnose** to uncover design issues
- Live versus Remote?



# Live or Remote



GoToMeeting Viewer  
Now viewing Neil Schwarz's screen

Chrome File Edit View History Bookmarks Window Help

cxpartners - home  
http://www.cxpartners.co.uk/

Home Services Clients About us

cxpartners is a user centred design consultant

We've increased client revenues by £327 million over the last two years.

See how we make your work measurably better

GoToMeeting Control Panel

Screen Sharing

Now viewing Neil Schwarz's screen

Show My Screen Stop Showing Screen Give Keyboard & Mouse Change Presenter

Attendee List (2 | Max 16)

Names - Alphabetically

- Joe Leech - Organizer, Me
- Neil Schwarz - Organizer, Presenter

Mute All Unmute All Invite Others

Audio

Audio Mode:  Use Telephone  Use Mic & Speakers

Dial: +44 (0) 203 318 4724  
Access Code: 276-549-250  
Audio PIN: 102  
If you're already on the call, press #102#

Talking:

Chat

To All: Hi there

To All: am ready and waiting

Neil Schwarz (to All): Sharing away

To: All - Entire Audience Send

Meeting ID# 276-549-250

GoToMeeting

citrix online

# Remote testing technologies

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



# Define Tasks

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

# Recruit Users to Observe

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# Moderate sessions

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- Put users at ease
- Let participant speak
- Lead with grace
- Ask unbiased questions
- Assist only as a last resort
- Take detailed notes

## Exercise: Practice User Observation

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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

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Stakeholders
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Change

- **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

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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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Excerpted from Remote Usability Testing by Kyle Soucy, Intranet Benchmarking Forum, 2010

## Questions?

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