

For new users of Techsmith's Morae who want to run a usability test, "Morae Essentials" is a 1-day seminar that shows delegates how to set up, observe, log and analyse a usability test with Morae. Unlike training from software vendors, this workshop shows delegates real-life examples of how Morae is used in practice by usability experts.

Duration

This is a one-day workshop.

Overview

Morae has rapidly become the tool of choice for people carrying out usability tests. With the insight Morae provides, you can make critical design changes that will improve sales and conversion rates, boost Web site traffic, and increase customer satisfaction.

But with the release of Morae 3.0, the software has become more complex and it's not always clear how to start using Morae to run a usability test, log data and analyse and report the results. The aim of this seminar is to show you how Morae is used in practice by usability experts.

Who is the course for?

This workshop is for you if you are involved in carrying out usability tests with Morae. This is a hands-on seminar for usability testing practitioners who want to understand the details in using Morae for usability tests.

How will I benefit?

After attending this course, you will be able to:

Confidently use Morae Recorder to set up and record a usability test, capturing clickstreams and picture-in-picture video.

Create video recordings that you can hand to observers the instant the participant has finished.

Customise Morae's marker terminology so that it matches your own.

Use Morae's built-in survey tool to collect end-of-test participant ratings and comments.

Log and observe important moments quickly and accurately (and get hands-on practice by watching real usability tests).

Rapidly carry out sophisticated analysis in Morae Manager by creating and saving search profiles.

Quickly and automatically analyse data, calculate usability metrics, and create graphs.

Assemble graphs and important moments from the recording into a highlights video to share those "ah-ha!" moments.

Export your results to Excel and quickly create a bug list to hand to the development team.

Use keyboard shortcuts to work faster.

What will I learn?

Introduction to Morae

Nobody wants to be a beginner: moving towards “intermediate” status

The 3 components of Morae

When to use Recorder, Observer and Manager

Planning a usability test with Morae

Morae Recorder and your usability test plan

Describing your study and defining tasks in Morae

Replacing Morae’s default success scores

Preparing for data logging and modifying the default markers

Replacing the default post-test survey with the “Computer Usability Satisfaction Questionnaire”

The Pilot test

Checking the video and audio

Making a test recording

Connecting to the test machine with Observer

Capturing clickstreams and picture-in-picture video

The Usability test

Coding participant behaviour

5 reasons why data logging is important

Options for saving the recording file

How to create “instant” videos to hand to clients

Using Morae to identify usability problems

Cleaning up behavioural observations

Using search profiles to find and review the usability problems

What makes a good usability problem description?

Measuring usability

Logging the start and end of each task

How to choose between Morae’s various usability statistics

Presenting the data

Using Morae’s built-in graphing tools

How to export your data to Excel

Beginner’s guide to creating a highlights video

Summary and Wrap-Up

Brief review of the key topics

Final opportunity for questions

What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. Activities and case studies will enable you to apply the concepts to check your understanding. You will be encouraged to ask questions and to contribute to the seminar.

Who is the workshop leader?

David Travis is the Managing Director of Userfocus, an independent consultancy specialising in usability training and consultancy. David holds a BSc (Hons) degree and a PhD in Psychology. His professional affiliations include membership of the British Psychological Society, the Experimental Psychology Society and the Usability Professionals Association. David specialises in the design and evaluation of hardware and software systems aimed at non-technical users and he has logged over four hundred hours in usability labs. He has carried out usability tests with Morae in the UK, France, Germany, Italy and Japan. David is an experienced trainer and has delivered seminars in usability for a range of private and public sector clients, including Nominet, Whirlpool, the Department for Work and Pensions, Opodo and WoltersKluwer UK.

What do delegates say about this seminar?

"Now I know how to use markers properly I'll be able to analyse data in a lot more depth." – Stephen Chambers, Red Gate Software.

"Just to say a huge thanks from the team for a superb training day yesterday. One of the team said it was the best course they'd ever been on." – Kath Moonan, AbilityNet.

"Hands-on skills that I can apply in the workplace tomorrow." – Jo Frudd, Cambridge Assessment.

"I'll now be able to use Morae for more than just screen capture." – Tom Randle, Red Gate Software.

"Full of content that I can use straightaway." – Kim Byers, Tamar.

How do I book?

- Call **020 7917 9535**
- E-mail helpdesk@userfocus.co.uk