

For people in development teams who want to gain confidence in usability testing, “Usability testing: Take control of testing your product with users” is a 2-day workshop that shows delegates how to discover usability issues in prototypes and finished products. Unlike theory-based courses, delegates plan and moderate a usability test of their own system, analyse the data and generate design insights to share with the development team.

Duration

This is a two-day workshop.

Overview

Usability testing is the method of choice for organisations that want to understand how customers use their product, software or web site. In contrast to market research methods, usability testing delivers strong predictive value, demonstrating how real people will use the product in the real world.

But there are several different types of usability test, making it difficult for novices to choose a technique. Usability testing is also very different from interviews or focus groups and requires a well-trained test moderator. This workshop provides a practical path through the various methods, helping you pick the right kind of test for your product, showing you how to plan, carry out and analyse a usability test, and describing techniques for engaging developers and managers with the results. On this course, **you will spend at least 2 hours actually taking part in usability tests.** This will ensure you obtain the practical moderation skills that you can't get from reading books or blog posts.

After attending this course, you will be able to confidently carry out a usability test of your company's product, web site or app. You'll run a usability test of your own web site and leave with design insights that you can share with your development team. In addition to the course notes, we provide forms and templates you can adapt for your own usability tests.

Who is the course for?

This course is for you if you are actively involved in product, software or web design — perhaps as a user researcher, designer, developer or manager of an in-house or agency team — and you want to experience hands-on techniques for testing your designs with end users. The course will be valuable for developers on digital teams who want to validate their assumptions about users, project managers who want to manage the usability testing process, and business analysts who want to use performance-based testing to communicate the cost-benefits of the user experience.

How will I benefit?

After attending this course, you will be able to:

Recognise different methods of usability testing, such as lab-based, pop-up, remote moderated and remote unmoderated.

Learn how to write a test plan to engage the design team in user research.

Develop test tasks that are relevant to your service.

Turn key tasks into usability testing scenarios.

Use your test data to create insights and design ideas that can move your project forward.

Experience what's involved in moderating usability tests, making observations and analysing the data.

What will I learn?

Introduction – A taxonomy of usability tests

Formative versus summative usability testing

Pop-up testing versus lab-based testing

Moderated versus unmoderated testing

The one-page usability test plan

Describing the product under test

Forming test objectives

Recruiting participants

Creating usability test tasks

Writing usability test scenarios

The difference between a test task and a usability test scenario

Self-generated scenarios, scavenger hunt scenarios, reverse scavenger hunt scenarios and comparative scavenger hunt scenarios

The five-step checklist for usability test scenarios

Syndicate activity: Improve these test scenarios

How to moderate a “thinking aloud” usability test

The three roles you play as a test moderator

How to welcome participants

Gaining informed consent

Video critique: watch videos of moderators welcoming test participants

Syndicate activity: Solutions to challenging test situations

The thinking aloud technique

What is meant by ‘thinking aloud’?

Techniques for getting participants to think aloud

The 5 mistakes that test moderators make when using the thinking aloud protocol

The Usability Test Moderator’s Flowchart

Checklist for evaluating your moderating skills

Collecting usability test data

The three components of usability and how to measure them

Creating a satisfaction survey

Making observations and collecting behavioural data

Syndicate activity: Run a “thinking aloud” usability test of your own web site or app

Run a pilot test

Collect data from 3 participants

Finding and fixing usability problems

Introduction to the affinity diagram

How to engage the design team with usability data

Creating insights from usability test data

Generating design ideas for the next iteration

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 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?

“I will be showing the results to my IT director as it highlights a few potential issues with our site. The course has provided some ROI already.” – Ed Hill, moonpig.com.

“Hands down the most useful (and usable) training I've had.” – Duncan Barrett, Mobile Interactive Group.

“A very good course, reassuring with valuable new insights.” – Ben Stokes, KCI Medical.

“I now realise that what we've been calling “usability testing” only scratches the surface of true usability testing. I'm looking forward to trying out some new techniques!” – Peter Dearden, Vertex.

“I really enjoyed the hands-on testing in small groups and finding out how to formally carry out structured tests.” – Kellie Chandler, Interoute.

“David's excellent delivery made a technical subject that much more understandable.” – Timothy Cox, Alcatel.

“Very worthwhile. I learnt several new techniques that I can apply immediately in my job.” – Tom Taylor, Eurooffice.

“It was great to expand my knowledge and pick up new ‘tips and tricks’.” – Rebecca Trounson, hotonline.com.

“Very good materials. Excellent delivery.” – Jon Wyatt, Espresso Education.

“This course is excellent in providing you with a toolkit for usability testing. I've learnt things that I will really use.” – Helen Towers, Kudos Information Systems.

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Web userfocus.co.uk/consultancy/requesttraining.html