

User Testing Approach Presentation

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Things to share:

- Three levels of the functions/features
- Test it with three different age groups of users
- Use the three stages of user test for your project
- Prototype is a prototype
- Do users know it? Can they use it?
- Not just failed, but how they failed?
- Come up with your test note
- What to do with key earnings?
- Work with your PO and team



Three levels of the functions or features

Shopping

Advanced

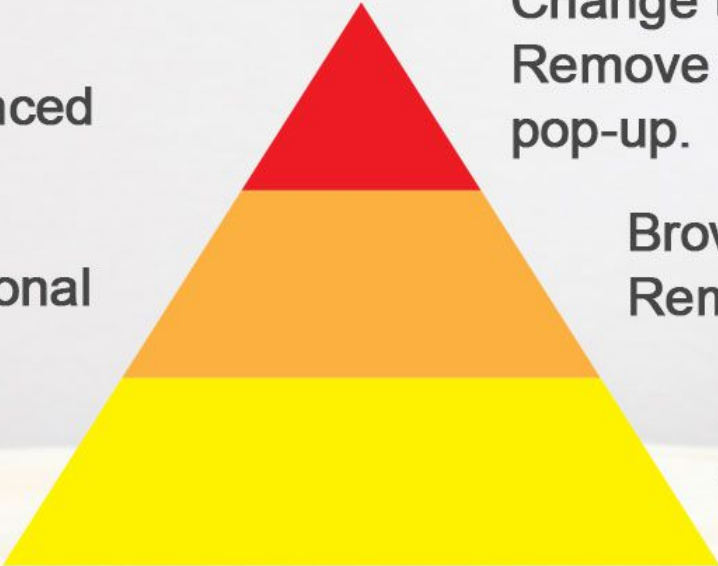
Change the item's Color.
Remove the item from the pop-up.

Additional

Browse category,
Remove items

Initial

Apply an item, buy an item,



If possible...

Test it crosses three age groups of users

Advanced	Probably not, but OK	Should be able	
Additional	Should be able	Must pass	Must pass
Initial	Must pass	Must pass	Must pass
	Pre-K 3-4 yrs	Kindergarten 4-5 yrs	1st Grade 5-6 yrs



Ideally...

Use the three stages of user testing for your project



Test current product

Test competitor's product

Things that need to improve

UX issues that need to be solved

Test & and verify UX solution

Observe the user's behavior

Revise user story & and function

Confirm the improvement

QA on the real built



Prepare your prototype

1. Build prototype only when it is needed
2. Choose the right tool
3. Focus on only the functions you want to test
4. Make sure it is usable
5. Come up with a smooth test script



Do users know it? Can they use it?

Q: How do you find out if users know there is a feature/function?

A: Allow users to explore the app w/o prompt and see if they can discover it on their own

Q: How do I know if users can learn how to use it?

A: Let them play freely first, then set up a small task and see how they try to accomplish it.



Not just failed, but how they failed?

Something more than just the data

Even though we hope the users can use the prototype ideally, sometimes it is also important to observe how they failed or why they failed. By looking into the response, it helps us to revise the design.



Come up with your test note

Compare it with the moderator's version

Don't just wait for the test result from the moderator. Review the test video, take your notes so you won't just receive data from the moderator, but will also have a clear picture of what happened when something went wrong.



What to do with the Key-Learnings?

Besides working and not working

Besides reviewing what was working appropriately, it is more important to see what was not working and what happened when the user failed the task.

We can suggest a revised solution based on how users reacted to the failed task.



Work with your PO and scrum team

Cross all stages

Early stage (exploration)

Test the current product or the competitor's product, determine what needs to be improved (or solved) and what we could adopt (from a competitor's product). Confirm the findings with the User-Research team and share them with the PO so they can start creating user stories for the project.



Work with your PO and scrum team

Cross all stages

Running with Sprint (Iteration)

While PO is creating user stories for the project, we will make sure these stories are theoretically understandable by the target users. When the sprint starts, we will build a prototype that matches the stories and test it with users again to verify the design.

The story will be adjusted if any new discovery is found from the test result.



Work with your PO and scrum team

Cross all stages

When Real Built is Ready (Validation)

When the scrum team has a testable built, we should use it for the validation test. This is to confirm if the UX solution can either solve the previous issue and improve the user's experience or be some QA with real users. We found several technical problems or unexpected user responses to earlier tests.

