

# Iris Web UI Usability Testing

## Why and How!

According to Lela Kodai, Designer @ Bitovi

# What does “Usability Testing” mean?

- Usability testing is simply having people use the application, and utilizing that experience to improve UI decisions.
- The specific tests we use depends on the information we want.

The fastest, simplest, cheapest tests involve having 3-5 people do 2-5 tasks over a google hangout with an Invision prototype or feature we've already built; followed by a short conversation.

**Total test time:** 10-30 minutes per person

**Total cost:** optional, gift card for thanks/incentive

# Why Bother?

- Improve designs in unexpected ways

What users do nearly always reveals unforeseen perspectives.

- Make difficult decisions easier

Does that dropdown menu work? Are the panels hard to close? Let the users show us.

# Why Bother?

- Gain confidence in the product
- Build excitement and good-will in the dedicated community

This project comes from user feedback. Let's keep up that good start.

Being involved and feeling heard will help make your customers happy even before the product launches.

# Acknowledged Downsides

- **Takes a bit more time and resources**

It's typically cheaper to iterate and improve based on user feedback, vs. scrapping a failed feature and re-doing it.

- **Perceived as expensive.**

There is a wide range of tools/techniques based on specific needs and resources. My go-to process is cheap and flexible.

- **It's scary (who wants to be proved wrong?)**

Learning from results will make the product stronger, and the designers/product team more experienced.

# Can't this wait?

- The sooner we start testing, the sooner we benefit.

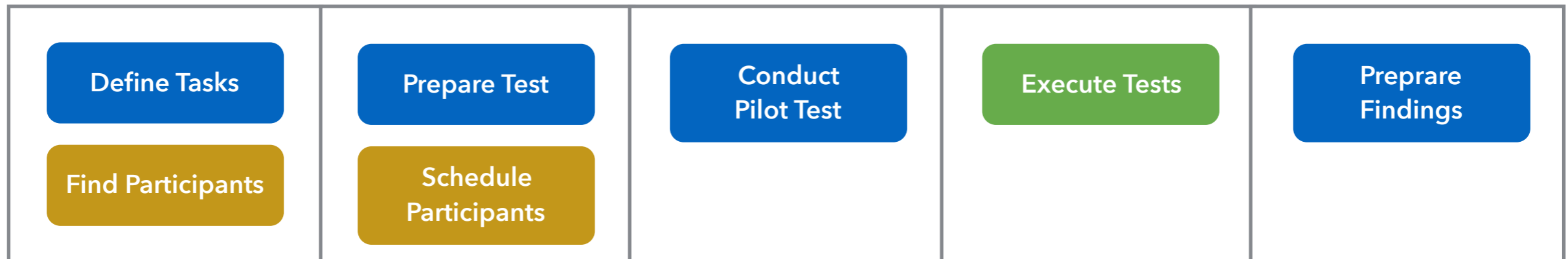
Every feature we design and build sets up patterns and flows that will echo through the rest of the product.

- “Test early, test often” is the motto of most user-testing designers.

# Example Process

## Sample 2-week Test Cycle

Sprint Start



Sprint Demo



\*This whole process can be as formal or informal as you'd like

# Next Steps - Prepare

## 1. Prioritize what to test

People involved: Product and Iris/Bitovi design teams.

## 2. Build the tests & script

Either (a) an interactive Invision prototype, or (b) deploy a subsection of the app to a temporary URL.

People involved: (a) a designer, (b) someone with deploy permissions



# Next Steps - Execute

1. Recruit & schedule 3-5 willing users per round of testing.

Aim to get everyone on one day, with an hour or so between sessions.

People involved: Anyone with willing guinea pigs

2. Conduct the tests.

People involved: A designer, the users, (and product/other designers if they would like to watch)

# Next Steps - Analyze

## 1. Collate Data

Organize the notes and observations to make patterns clear.

People involved: The testing designer.

## 2. Make decisions/backlog stories and iterate the designs!

People involved: Product and design teams.