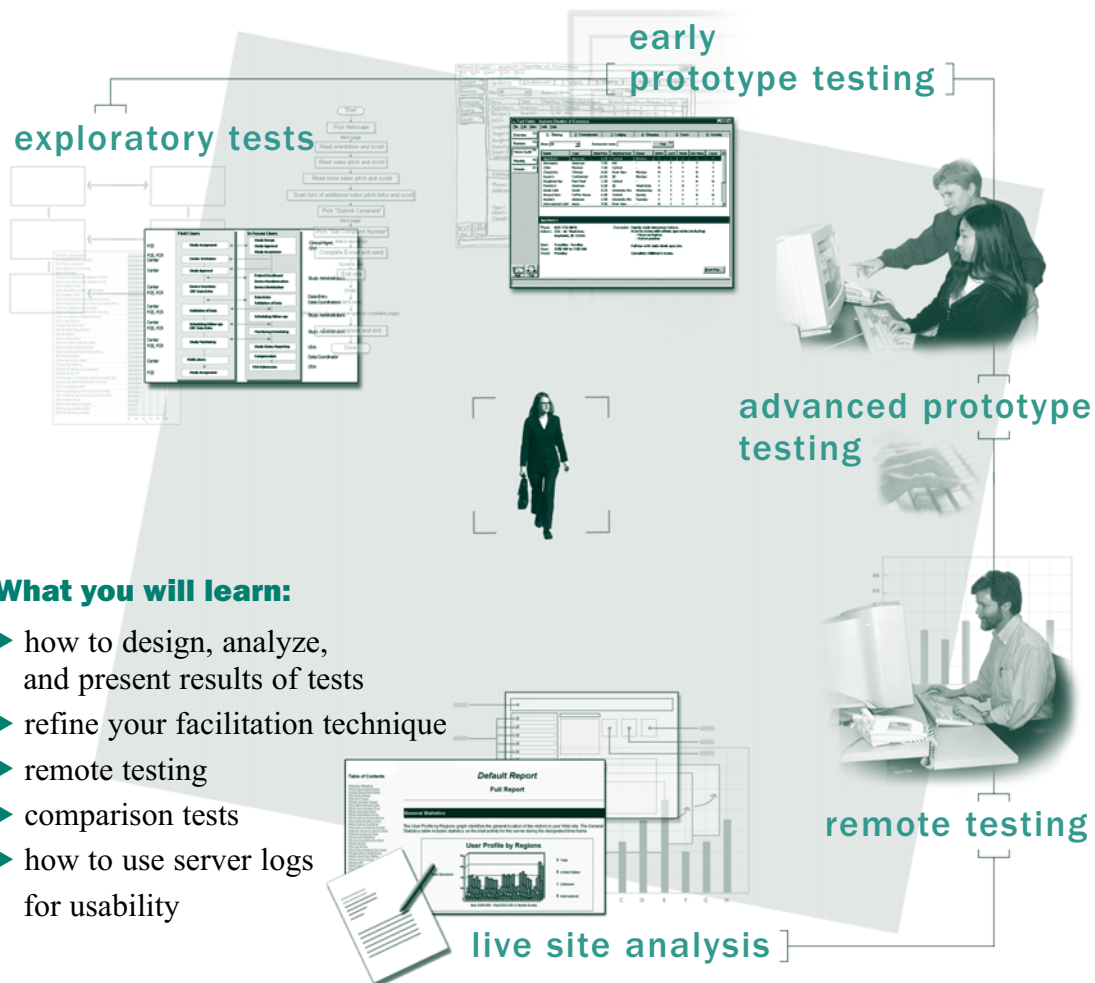


Usability testing  
throughout the  
development process

# PRACTICAL USABILITY TESTING



**Human Factors**  
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**2-Day  
Comprehensive Course**

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## PRACTICAL USABILITY TESTING

**R**ich functionality is worth little if the user can't access it. Progressive testing of Web sites and software applications is critical for creating user-centered designs. This course provides quick and practical testing techniques that you can use to help move the design into compliance with the users' needs, limitations, mental models and cognitive styles. This two-day comprehensive course gives designers and developers tools and techniques to observe how users experience their interfaces. You will learn essential testing techniques ranging from simple paper prototype tests to cutting-edge remote testing using advanced tool sets, so that you can successfully moderate your usability tests.

### Course Objectives

- ▶ Survey the scope of usability issues
- ▶ Know the four factors that drive your testing strategy
- ▶ Know the appropriate test and when to use it
- ▶ Learn tests that uncover problems with content organization, task flow, and brand strategy
- ▶ Conduct performance-based tests using paper and functioning prototypes
- ▶ Review advanced prototype testing that adds precision to your performance measures
- ▶ Design and conduct a remote test
- ▶ Learn to analyze Web traffic logs
- ▶ Review a 10-point checklist of the critical components of a successful usability test plan

### Who Should Attend

Web and application developers, interface designers, information architects, project managers, quality control personnel, market researchers, graphic artists

### COURSE OUTLINE

## DAY 1

### 1 Introduction

- ▶ The purpose of usability testing
- ▶ Usability testing is an essential form of feedback
- ▶ Why testing is critical
- ▶ Why even good designers get it wrong the first time
- ▶ Benefits of testing early and often

*Exercise: Conduct a mini-usability test on a Web site*

### 2 Designing a Usability Test

- ▶ Types of usability tests
- ▶ Summative vs. formative tests
- ▶ How to formulate a solid test strategy
- ▶ The right number of participants
- ▶ Writing tasks for a usability test
- ▶ Overview of the testing process
  - planning
  - conducting
  - analyzing
  - sharing & implementing results
- ▶ Usability labs

*Exercise: Develop task wording for a usability test*

## What you get

150-page student manual • Quick reference guides for all the major chapters • Samples of usability questionnaires, screeners, performance rating sheets • A ten-point usability test checklist • Hands-on exercises and practical knowledge that you can't get from reading a book

### 3 Early Prototype Testing

- ▶ What can you gain from an early prototype test
- ▶ Purpose and advantages of prototypes
- ▶ Reverse card-sort technique
- ▶ Performance-based testing
- ▶ Testing the brand and affordance

*Exercise: Hands-on exercise performing an early prototype test*

*Exercise: Visual affordance test*

*Exercise: Brand design test*

### 4 Advanced Prototype Testing

- ▶ What can you gain from an advanced prototype test?
- ▶ Setting usability criteria and performance metrics
- ▶ Using performance rating instruments

*Exercise: Hands-on exercise performing an advanced prototype test*

### 5 Analysis and Reporting

- ▶ Capturing session data
- ▶ Compiling and tabulating data
- ▶ Analyzing findings
- ▶ Creating recommendations
- ▶ Presenting data
- ▶ Techniques to convince

*Exercise: Prioritize test findings*

## DAY 2

### 6 Remote Testing

- ▶ When to do remote testing
- ▶ Major obstacles to overcome

- ▶ Real benefits
- ▶ Available online tools

*Exercise: Performing unmoderated and moderated remote tests*

### 7 Comparative Studies

- ▶ Purpose of comparison studies
- ▶ Overview of how to conduct a within-subjects and between-subjects comparison study
- ▶ How to analyze results from a comparison study

*Exercise: Comparative studies*

### 8 Live Site Analysis

- ▶ How to make the most out of Web logs and server data
- ▶ Taking advantage of direct user feedback

### 9 Refining your Technique

- ▶ Enhancing your moderating techniques
  - ▶ Responding to difficult testing situations
  - ▶ What makes a good moderator
- Exercise: Rewriting probing usability testing questions*

### 10 Ten-Point Usability Checklist

- ▶ Practical points for conducting a usability test
- ▶ Allows you to:
  - eliminate the risk of testing and not getting answers to your questions
  - focus on the question and not the implementation of the test
  - maximize your effort and leverage your budget

*Case problem using the 10-point checklist*

## Certification

**Become a Certified Usability Analyst™ with HFI's certification program.**

HFI-Certified Usability Analysts take courses in all the key areas of software usability, then pass an examination demonstrating their mastery.

Course 2. The Science and Art of Effective Web and Application Design

Course 1. User-Centered Analysis and Conceptual Design

Course 3. Practical Usability Testing

Course 4. Putting Research into Practice

Upon successful completion, HFI-Certified Usability Analysts receive a certification diploma, authenticated by HFI. HFI-Certified Usability Analysts can stay up-to-date on the latest Web design research by attending the Putting Research into Practice course each year.

For more information:

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“When you attend a class you look at your work from a new and enlightened perspective. You get away from day-to-day projects, learn and practice usability techniques with other professionals—all under the guidance of an experienced instructor. You go back to your job with new insights and a strong set of tools. A core curriculum in usability is a critical part of making usability routine within an organization, and of the professional growth and development of each usability specialist.”

SUSAN WEINSCHENK, PH.D., CUA • CHIEF OF TECHNICAL STAFF

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Seminar fee: 2-day course \$1,195 (3 or more from the same company \$1,075 each)

Register online: [www.humanfactors.com/training/schedule.asp](http://www.humanfactors.com/training/schedule.asp)

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### Step two — fill in the registration form

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