Usability Testing

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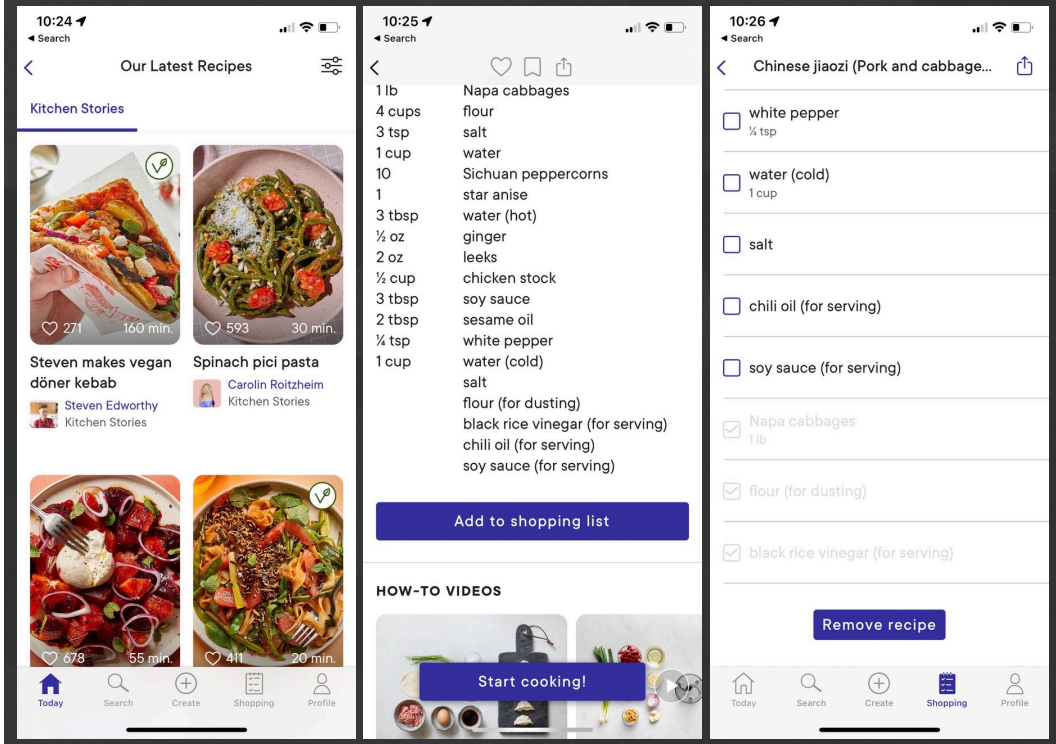
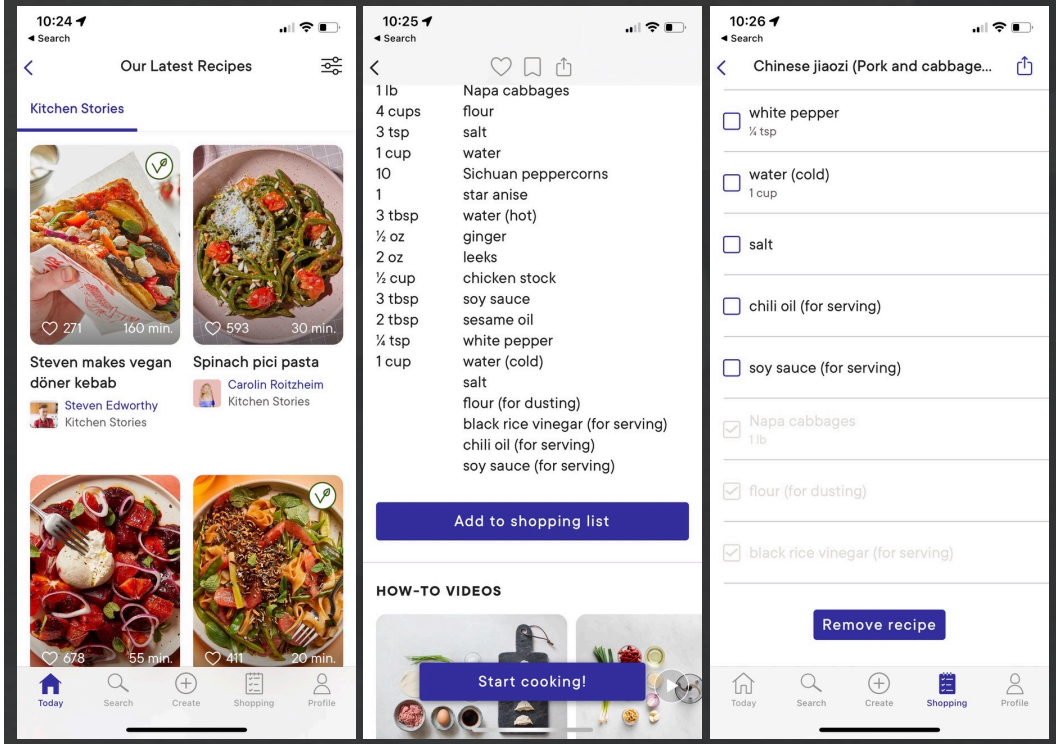
Autumn 2023
November 8, 2023

Hall of Fame or Shame?



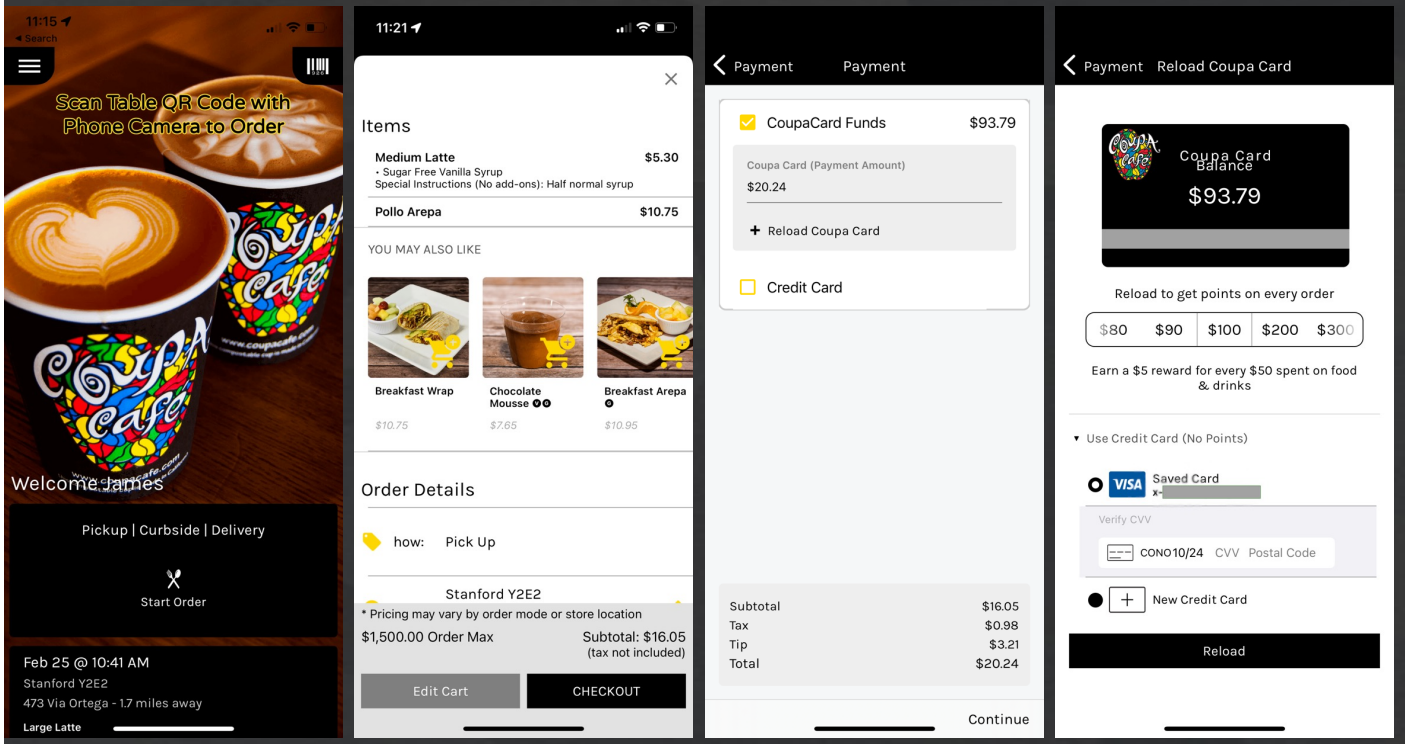
- Kitchen Stories

Hall of Fame!



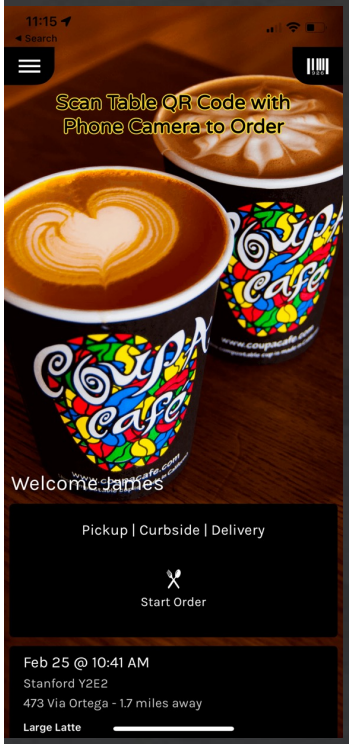
- Kitchen Stories
- Like
  - large pictures of recipes
  - photos & videos
  - shopping list that marks off as you purchase
- Wish
  - fonts hard to read for long list
  - why the tab for “Kitchen Stories”?

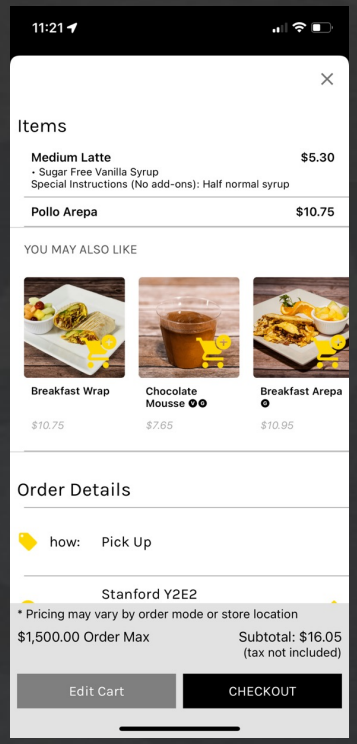
Hall of Fame or Shame?

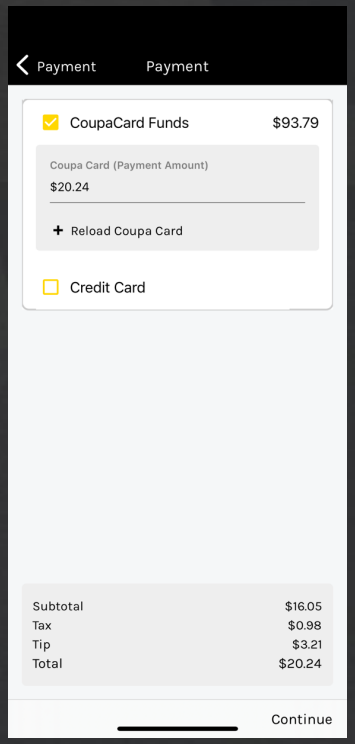


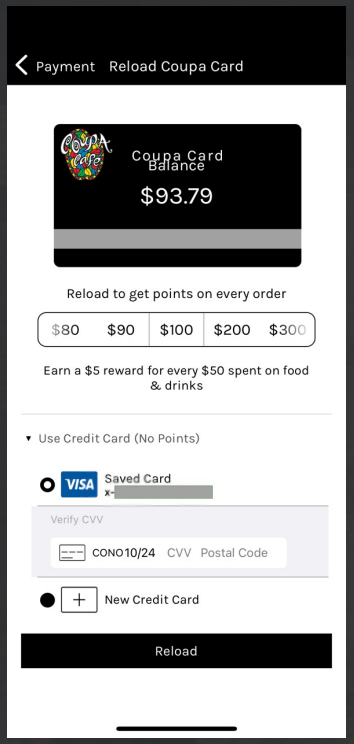
- Coupa Café

Hall of Shame!









- Coupa Café
- Like
  - remembers my usual café
- Wish
  - how much money am I adding?
  - lots of steps to order & checkout

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Outline

- Why do usability testing?
- Choosing participants
- Ethical considerations
- Designing & conducting the test
- Using the results
- Experimental options & details

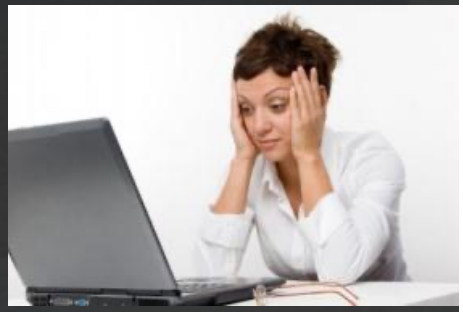
Why do Usability Testing?

- Can't tell how good UI is until?
  - people use it!
- Expert review methods (e.g., HE) are based on evaluators who may?
  - know too much
  - not know enough (about tasks, etc.)
- Hard to predict what real users will do

Choosing Participants

- Representative of target users. How so?
  - job-specific vocab / knowledge
  - tasks
- Approximate if needed
  - system intended for doctors?
    - get ~~medical students~~ or nurses
  - system intended for engineers?
    - get engineering students
- Use incentives to get participants
  - t-shirt, mug, free coffee/pizza

Ethical Considerations



- Usability tests can be distressing
  - users have left in tears
- Testing/fieldwork can be coercive if there is a power imbalance (e.g., in under resourced communities)

http://centread.ucsc.edu/CenTREAD%20photos/BrianDowd2.JPG

People may feel no option but to speak to you or give you their time even though they may not get anything of value in return.

Ethical Considerations

- You have a responsibility to alleviate these issues
  - make voluntary with informed consent (form)
  - avoid pressure to participate
  - let them know they can stop at any time
  - stress that you are *testing the system, not them*
  - make collected data as anonymous as possible
- Often must get human subjects approval (IRB)

https://www.unthsc.edu/north-texas-regional-irb/institutional-review-board-meeting/

Usability Test Proposal

- A report that contains
  - objective
  - description of system being testing
  - task environment & materials
  - participants
  - methodology
  - tasks
  - test measures

- Get approved & then reuse for final report
- Seems tedious, but writing this will help “debug” your test

Selecting Tasks

- Tasks from low-fi design can be used
  - may need to shorten if
    - they take too long
    - require background that test user won't have

- Don't train unless that will occur in real deployment
- Avoid bending tasks in direction of what your design best supports
- Don't choose tasks that are too fragmented ?
  - fragmented = does not represent a complete goal someone would try to accomplish with your application
  - e.g., phone-in bank test or login/create account as a task

Two Types of Data to Collect

- Process data
  - observations of what users are doing & thinking
  - *qualitative*

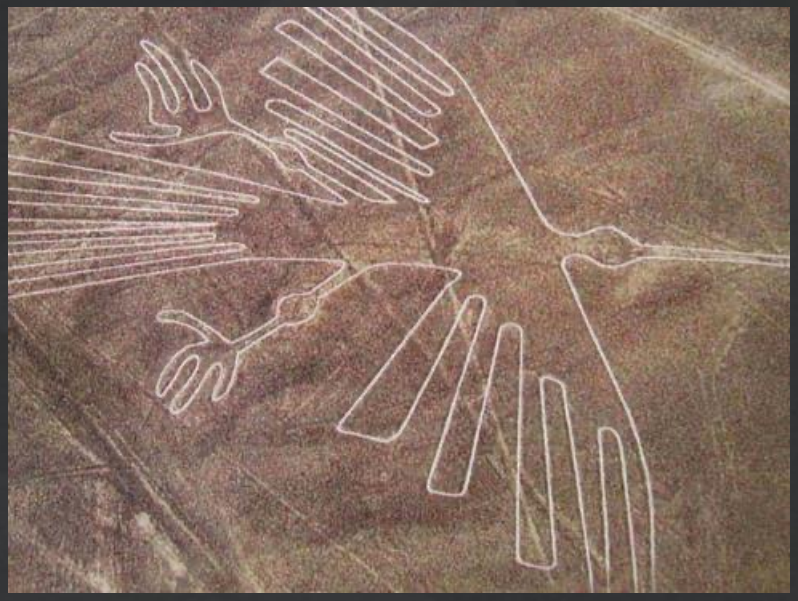
http://allazollers.com/discovery-research.php

- Bottom-line data
  - summary of what happened
    - time, errors, success
  - i.e., the dependent variables
  - *quantitative*

http://www.fusionfarm.com/content/uploads/2012/10/analyzing-data.jpg

Which Type of Data to Collect?

- Focus on process data first
  - gives good overview of where problems are



http://www.redicecreations.com/ul_img/24592nazca_bird.jpg

Which Type of Data to Collect?

- Focus on process data first
  - gives good overview of where problems are
- Bottom-line data doesn't tell you ?
  - where to fix
  - just says: "too slow", "too many errors", etc.
- Hard to get reliable bottom-line results
  - need many users for statistical significance

http://netbreak-ph.blogspot.com/2012/09/Hitleap-get-traffic-views-on-site.html

The "Thinking Aloud" Method

- Need to know what users are thinking, not just what they are doing

- Ask users to talk while performing tasks
  - tell us *what they are thinking*
  - tell us *what they are trying to do*
  - tell us *questions that arise as they work*
  - tell us *things they read*

Thinking Aloud (cont.)

- Prompt the user to keep talking
  - "tell me what you are thinking"
- Only help on things you have pre-decided
  - keep track of anything you do give help on
- Make a *recording* & take good notes
  - make sure you can tell what they were doing
  - use a digital watch/clock
  - record audio & video
    - or even event logs

http://jennycham.co.uk/wp-content/uploads/2011/08/20091122125022548 1.jpg

Will thinking out loud give the right answers?

- Not always

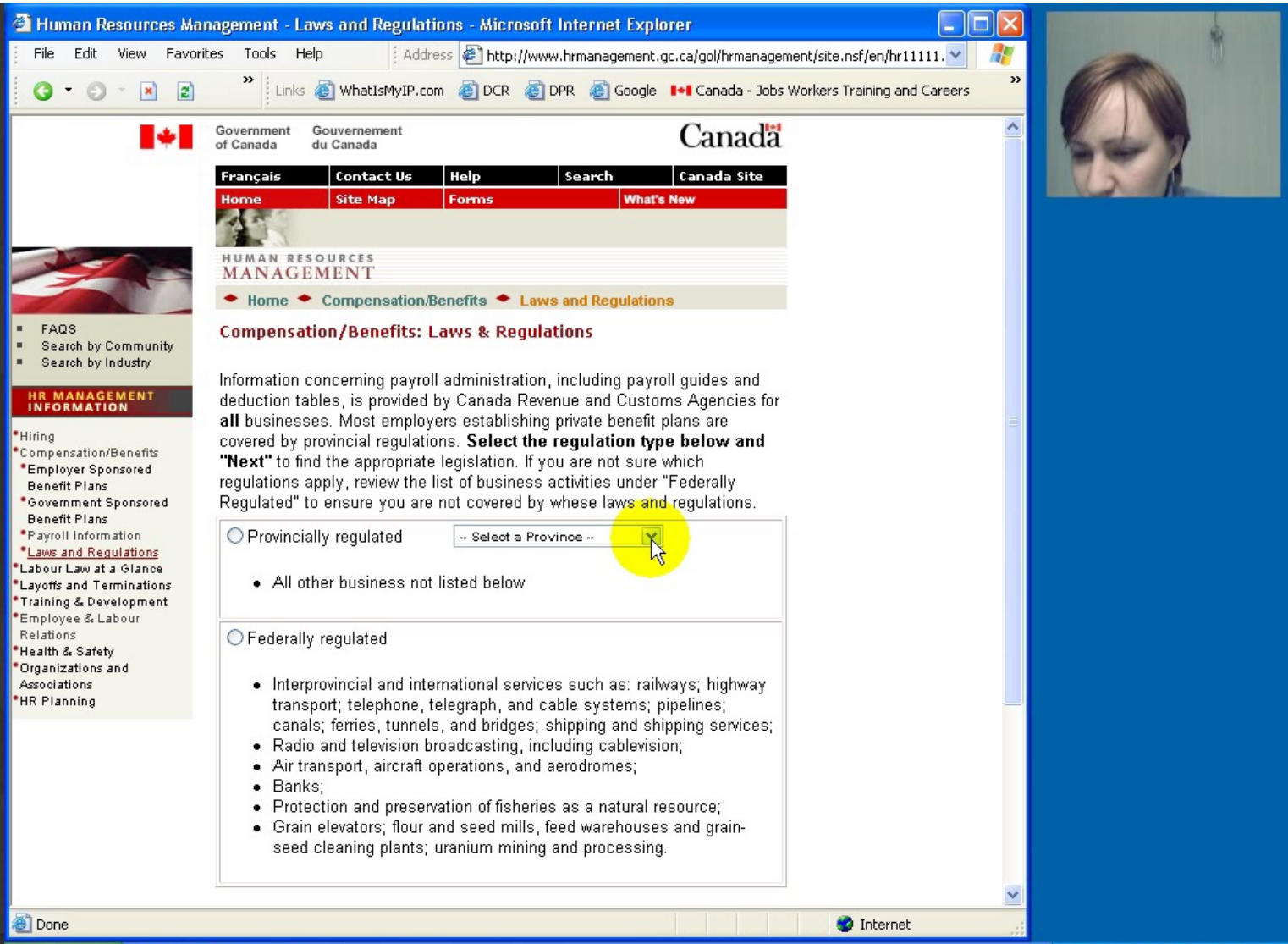
- If you ask, people will always give an answer, even it is has nothing to do with facts
  - panty hose example

→Try to avoid specific questions (especially that have binary answers)

Accessibility Issues with Thinking Out Loud

- May be less comfortable or accessible for certain users
- Factor in time/resources you need to support these interviewees
  - interpreters
  - more time for the interview
    - e.g., someone using sign language can't give feedback while interacting with your prototype

https://blog.gettinghired.com/hubfs/GettingHired_November2019/Images/CSD%20blog93019660x440%20jpeg.jpeg


Human Resources Management - Laws and Regulations - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://www.hrmanagement.gc.ca/gol/hrmanagement/site.nsf/en/hr11111.
Links WhatIsMyIP.com DCR DPR Google Canada - Jobs Workers Training and Careers
Government of Canada
Gouvernement du Canada
Canada
Français
Contact Us
Help
Search
Canada Site
Home
Site Map
Forms
What's New
HUMAN RESOURCES MANAGEMENT
Home
Compensation/Benefits
Laws and Regulations
FAQS
Search by Community
Search by Industry
HR MANAGEMENT INFORMATION
Hiring
Compensation/Benefits
Employer Sponsored Benefit Plans
Government Sponsored Benefit Plans
Payroll Information
Laws and Regulations
Labour Law at a Glance
Layoffs and Terminations
Training & Development
Employee & Labour Relations
Health & Safety
Organizations and Associations
HR Planning
Compensation/Benefits: Laws & Regulations
Information concerning payroll administration, including payroll guides and deduction tables, is provided by Canada Revenue and Customs Agencies for all businesses. Most employers establishing private benefit plans are covered by provincial regulations. Select the regulation type below and "Next" to find the appropriate legislation. If you are not sure which regulations apply, review the list of business activities under "Federally Regulated" to ensure you are not covered by whese laws and regulations.
Provincially regulated
-- Select a Province --
All other business not listed below
Federally regulated
Interprovincial and international services such as: railways; highway transport; telephone, telegraph, and cable systems; pipelines; canals; ferries, tunnels, and bridges; shipping and shipping services;
Radio and television broadcasting, including cablevision;
Air transport, aircraft operations, and aerodromes;
Banks;
Protection and preservation of fisheries as a natural resource;
Grain elevators; flour and seed mills, feed warehouses and grain-seed cleaning plants; uranium mining and processing.
Done
Internet
start
Human Resources Ma...
8:21 PM

Try it out!

Use the **think aloud protocol** to test **one task** in your medium-fi prototype.

In a moment, we will break you out into your teams. You have 3 minutes to identify which task to study. Select **one person** to rotate into the group next to you to serve as their participant. If possible, this should be someone who ***has not done a HE*** on that team's prototype.

When they are ready, ask your participant to complete the task while speaking their thought process aloud. Take notes!

Using the Test Results

- Summarize the data
  - make a list of all critical incidents (CI)
    - positive & negative
  - include references back to original data
  - try to judge why each difficulty occurred
- What does data tell you?
  - UI work the way you thought it would?
    - users take approaches you expected?
  - something missing?

http://www.hhs.gov/ocr/privacy/hipaa/enforcement/data/index.html

Using the Results (cont.)

- Update tasks & rethink design
  - rate severity & ease of fixing CIs
  - fix both severe problems & make the easy fixes

http://www.thetomorrowplan.com/exchange/policies-prairie-chickens-and-parking/

Administrivia

- Group project grades (60% of your overall grade)
  - your project grade can be impacted by your contribution to the team → pull your weight!
  - midway due studio week after Thanksgiving (show >= 1 task working!)
- Web sites now linked from class projects page
  - let @stardoby know if you updated your tagline or project name (check)
- Assignments due the final week
  - Poster & pitch slide drafts (Mon) & finals (Wed)
  - Video demo (Wed)
  - Prototype (Fri)
  - Report (Sun)

TEAM BREAK

Work on plans for building your hi-fi prototype

Measuring Bottom-Line Usability

- Situations in which numbers are useful
  - time requirements for task completion
  - successful task completion %
  - compare two designs on speed or # of errors
- Ease of measurement
  - time is easy to record
  - error or successful completion is harder
    - define in advance what these mean
- Do not combine with thinking-aloud. Why?
  - talking can affect speed & accuracy

Analyzing the Numbers

- Example: trying to get task time ≤ 30 min.
  - test gives: 40, 5, 20, 90, 10, 15
  - mean (average) = 30
  - median (middle) = 17.5
  - looks good!

- Did we achieve our goal?
- Wrong answer, not certain of anything!
- Factors contributing to our uncertainty?
  - small number of test users (n = 6)
  - results are very variable (standard deviation = 32)
    - std. dev. measures dispersal from the mean

Analyzing the Numbers (cont.)

- This is what basic statistics can be used for
- Crank through the procedures and you find
  - 95% certain that typical value is between 5 & 55

Analyzing the Numbers (cont.)

Web Usability Test Results						
Participant #		**Time (minutes)**				
1		20				
2		15				
3		40				
4		90				
5		10				
6		5				
	number of participants	**6**				
	mean	**30.0**				
	median	**17.5**				
	std dev	**31.8**				
	standard error of the mean	**= stddev / sqrt (#samples)**			**13.0**	
	typical values will be mean +/- 2*standard error			**--> 4 to 56!**		
	what is plausible? = confidence (alpha=5%, stddev, sample size)	**25.4**	**--> 95% confident between 4.6 & 55.4**			

Analyzing the Numbers (cont.)

- This is what basic statistics can be used for
- Crank through the procedures and you find
  - 95% certain that typical value is between 5 & 55
- Usability test data is *highly variable*
  - need lots to get good estimates of typical values
  - 4x as many tests will only narrow range by 2x
    - breadth of range depends on sqrt of # of test users
  - this is when online methods become useful
    - easy to test w/ large numbers of users

Measuring User Preference

- How much users like or dislike the system
  - can ask them to rate on a scale of 1 to 10
  - or have them choose among statements
    - "best UI I've ever…", "better than average"…
  - hard to be sure what data will mean
    - novelty of UI, unrealistic setting …
- If many give you low ratings → trouble

- Can get some useful data by asking
  - what they liked, disliked, where they had trouble, best part, worst part, etc.
  - redundant questions are OK

Comparing Two Alternatives

- *Between groups* experiment
  - two groups of test users
  - each group uses only 1 of the systems

- *Within groups* experiment
  - one group of test users
    - each person uses both systems (cheaper)
    - can't use the same tasks or order (learning)
  - best for low-level interaction techniques
    - e.g., new mouse, new swipe interaction, …

Comparing Two Alternatives

- Between groups requires many more participants than within groups
- See if differences are statistically significant
  - assumes normal distribution & same std. dev.
- Online companies can do large AB tests
  - look at resulting behavior (e.g., buy?)

Experimental Details

- Order of tasks
  - choose one simple order (simple → complex)
    - unless doing within groups → counterbalance order
- Training
  - depends on how real system will be used
- What if someone doesn't finish
  - assign very large time & large # of errors or remove & note
- Pilot study
  - helps you fix problems with the study
  - do two, first with colleagues, then with real users

Instructions to Participants

- Describe the purpose of the evaluation
  - "I'm testing the product; I'm not testing you"
- Tell them they can quit at any time
- Demonstrate the equipment
- Explain how to think aloud
- Explain that you will not provide help
- Describe the task
  - give written instructions
  - one task at a time

Details (cont.)

- Keeping variability down
  - recruit test users with similar background
  - brief users to bring them to common level
  - perform the test the same way every time
    - don't help some more than others (plan in advance)
  - make instructions clear

- Debriefing test users
  - often don't remember, so demonstrate or show video segments
  - ask for comments on specific features
    - show them screen (online or on paper)

Reporting the Results

- Report what you did & what happened
- Images & graphs help people get it!
- Video clips can be quite convincing



Heuristic Evaluation vs. User Testing

- HE is much faster
  - 2-4 hours each evaluator vs. days-weeks
- HE doesn't require interpreting user's actions
- User testing is far more accurate (by def.)
  - takes into account actual users and tasks
  - HE may miss problems & find "false positives"
- Good to alternate between HE & user testing
  - find different problems
  - don't waste participants

Summary

- User testing is important, but takes time/effort
- Use ????? tasks & ????? participants
  - *real tasks* & *representative* participants
- Be ethical & treat your participants well
- Want to know what people are doing & why? collect
  - process data
- Bottom line data requires ???? to get statistically reliable results
  - *more participants*
- Difference between between & within groups?
  - between groups: each subject participates in only one of n conditions
  - within groups: everyone participates in multiple conditions

Further Reading on Ethical Issues With Community-based Research

- Children and Families "At Promise, Beth B. Swadener, Sally Lubeck, editors, SUNY Press, 1995, http://www.sunypress.edu/p-2029-children-and-families-at-promis.aspx
- "Yours is better!" Participant Response Bias in HCI, Proceedings of CHI 2012, by Nicola Dell, et al., http://research.microsoft.com/pubs/163718/CHI2012-Dell-ResponseBias-proc.pdf
- "Strangers at the Gate: Gaining Access, Building Rapport, and Co-Constructing Community-Based Research", Proceedings of CSCW 2015, by Christopher A. Le Dantec & Sarah Fox, http://dl.acm.org/citation.cfm?id=2675133.2675147&coll=DL&dl=ACM
- "Imperialist Tendencies" blog post by Jan Chipchase, http://janchipchase.com/content/essays/imperialist-tendencies/
- "To Hell with Good Intentions" by Ivan Illich, speech to the Conference on InterAmerican Student Projects (CIASP), April 20, 1968, https://www.southwestern.edu/live/files/1158

Exit Ticket

http://bit.ly/CS147-2023au-exit-ticket-7-286

Next Time

- Midterm review on Monday (exam on Wed.)
  - Bring questions
- Studio
  - Ad-hoc group heuristic evaluation
  - Must be present to get credit on group assignment