



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit IV – Testing, Refining & Pitching Ideas



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Design Thinker

1st Indian
Institution
to Implement **Design Thinking Curriculum**

Redesigning Common Mind and
Business Towards Excellence



TOPIC FOR TODAY



Conducting the Usability Test



Recall

- ✓ Importance of conducting Usability test
- ✓ Steps for conducting usability test
- ✓ Step 1: Set an Objective





Steps to conduct Usability Test

- › There are six steps to conduct usability test.

Step 1: Set an objective

Step 2: Build your Prototype

Step 3: Create a plan

Step 4: Recruit Participants

Step 5: Gather all the necessary Equipment

Step 6: Document your findings



Step 2: Build your Prototype

Step 2: Build your prototype

- You know what you want to test; now it's time to build your prototype.



Step 2: Build your Prototype

Step 2: Build your prototype

- If you're in the very early stages of testing an idea, you'll stick to low-fidelity prototypes.



Step 2: Build your Prototype

Step 2: Build your prototype

- Once you've decided on a concept, you'll want to test the finer details, such as information architecture or microcopy, using mid and high-fidelity prototypes.



ASSESSMENT

Is Bundling more important in Design Thinking?





Step 3: Create a Plan

Step 3: Create a plan

- For the sake of consistency, it's important to create a plan for your user testing session. Your plan should include your objective or question;



Step 3: Create a Plan

Step 3: Create a plan

- the method you intend to use to test your prototype;
- the number of users you'll test on;



Step 3: Create a Plan

Step 3: Create a plan

- a list of all the equipment you'll need and how you'll document and measure your findings.



Step 3: Create a Plan

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- Depending on your chosen method, you may also want to create a script in order to keep the session focused.



Summary

- ✓ Steps for conducting usability test
- ✓ Step 1: Set an Objective
- ✓ Step 2: Build your Prototype
- ✓ Step 3: Create a Plan





Reference

<https://www.creativityatwork.com/design-thinking-strategy-for-innovation/>



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THANK YOU...