



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit IV – Testing, Refining & Pitching Ideas



Presented by

Mr.G.Hari

Design Thinker

1st Indian
Institution
to Implement
**Design
Thinking
Curriculum**
Redesigning Common Mind and
Business Towards Excellence



TOPIC FOR TODAY



Record Results, Enhance,
Reset and Redefine Results



Recall

Steps for conducting 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





Feedback

- Feedback
 - **feedback** is the information sent to an entity (individual or a group) about its prior behavior so that the entity may adjust its current and future behavior to achieve the desired result.



Types of Feedback

- Emotional Feedback
- Design Feedback
- UX Feedback
- Brand Feedback



Emotional Feedback

- Emotional feedback is the understanding of the concern of the client, so that the problem can be addressed easily and communicated
 - **How well are your concerns understood**
 - **How well is the problem addressed**
 - **How well can we communicate**



Design Feedback

- Design feedback is the information or specifications that is added to the product which are more applicable for the customer.
 - **Any unnecessary information/elements**
 - **Color scheme, fonts etc**



ASSESSMENT

Is Bundling more important in Design Thinking?





UX Feedback

- UX feedback is mainly based on the user satisfaction about the product so that the product will be effective
 - **Is the information easy to find**
 - **Are the error messages user friendly.**
 - **Ease of use**



Brand Feedback



- Another important feedback that you require from your clients is — if the website prototype is consistent with their brand tone and image.
 - **Consistency with brand image and tone**



Record Results, Enhance, Reset and Redefine Results

- Record Results
 - When reporting results from a usability test, you should focus primarily on your findings and recommendations that are differentiated by levels of severity.



Writing the Usability Test Report

- Report should include
 - Background Summary
 - Methodology
 - Test Results
 - Findings and Recommendations



Background Summary

- Include a brief summary including what you tested (website or web application), where and when the test was held, equipment information, what you did during the test (include all testing materials as an appendix), the testing team, and a brief description of the problems encountered as well as what worked well.



Methodology

- Include the test methodology so that others can recreate the test. Explain how you conducted the test by describing the test sessions, the type of interface tested, metrics collected, and an overview of task scenarios. Describe the participants and provide summary tables of the background/demographic questionnaire responses (e.g., age, professions, internet usage, site visited, etc.). Provide brief summaries of the demographic data, but do not include the full names of the participants



Test Results

- Include an analysis of what the facilitator and data loggers recorded. Describe the tasks that had the highest and lowest completion rates. Provide a summary of the successful task completion rates by participant, task, and average success rate by task and show the data in a table. Follow the same model for all metrics. Depending on the metrics you collected you may want to show the: Number and percent of participants who completed each scenario, and all scenarios (a bar chart often works well for this)
 - Average time taken to complete each scenario for those who completed the scenario
 - Satisfaction results
 - Participant comments can be included if they are illustrative.



Findings and recommendations

- List your findings and recommendations using all your data (quantitative and qualitative, notes and spreadsheets). Each finding should have a basis in data—in what you actually saw and heard. You may want to have just one overall list of findings and recommendations or you may want to have findings and recommendations scenario by scenario, or you may want to have both a list of major findings and recommendations that cut across scenarios as well as a scenario-by-scenario report.



Summary

Feed back

- ✓ Emotional Feedback
- ✓ Design Feedback
- ✓ UX Feedback
- ✓ Brand Feedback

Record Results

Report should include

- ✓ Background Summary
- ✓ Methodology
- ✓ Test Results
- ✓ Findings and Recommendation





Reference

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



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THANK YOU...