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COURSE NAME : 19CSE315 – UI/UX DESIGN

III YEAR/ VI SEMESTER

UNIT – V MODELING THE EXPERIENCE AND DESIGN

Usability Testing & types and process

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Introduction

- Usability testing is a crucial step in the design process aimed at evaluating a product's user interface (UI) and user experience (UX) by testing it with real users.
- It involves observing users as they interact with the product to identify usability issues, gather feedback, and make informed design decisions.





Why is Usability Testing Important?

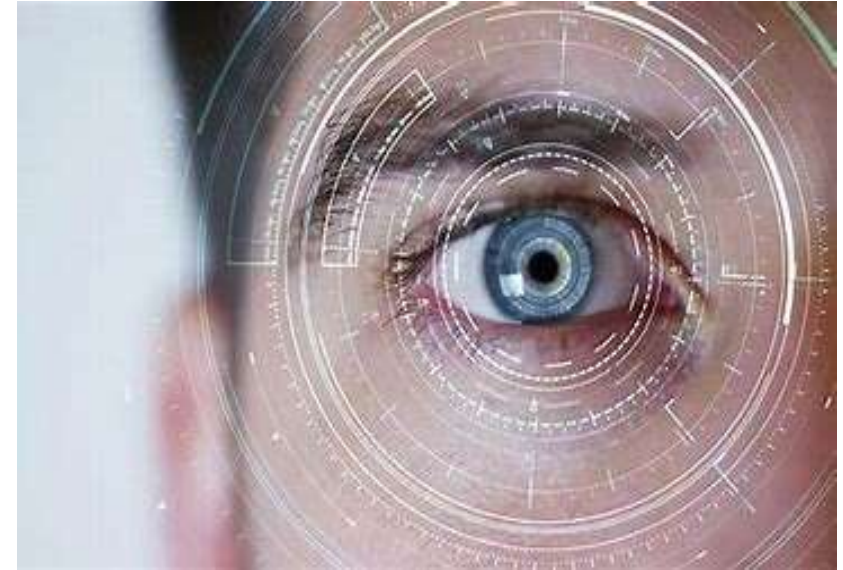
- Usability testing helps ensure that the product meets the needs and expectations of its users, leading to increased user satisfaction and retention.
- It uncovers usability issues early in the design process, saving time and resources in the long run.
- By involving real users in the testing process, it provides valuable insights that designers and developers might overlook.





Goals of Usability Testing

- Identify usability issues and pain points in the UI/UX design.
- Gather feedback from users to understand their needs, preferences, and behaviors.
- Validate design decisions and iterate on the design to improve usability.





Key Components of Usability Testing

- Test Plan: Define objectives, scenarios, and testing methods.
- Participants: Recruit representative users for testing.
- Tasks: Create realistic tasks for users to perform.
- Observation: Observe users' interactions and gather feedback.
- Analysis: Analyze data to identify patterns and insights.
- Iteration: Use findings to make iterative improvements to the design.





Types of Usability Testing

- Remote Testing: Conducted online with participants in their natural environment.
- In-Person Testing: Participants interact with the product in a controlled setting.
- Guerrilla Testing: Informal testing with users in public places.
- Moderated vs. Unmoderated Testing: With or without a facilitator guiding the session.





Types of Usability Testing and its Process

Remote Usability Testing

Process:

- Define objectives and tasks.
- Select a remote testing platform.
- Recruit participants and schedule sessions.
- Conduct tests remotely, observing participants' interactions.
- Gather feedback and analyze results.

In-Person Usability Testing

Process:

- Define objectives and tasks.
- Set up a testing environment with necessary equipment.
- Recruit participants and schedule testing sessions.
- Conduct tests in-person, observing participants' interactions.
- Collect feedback through interviews or questionnaires.
- Analyze findings and identify areas for improvement.





Types of Usability Testing and its Process

Guerrilla Testing

Process:

- Select a location with high foot traffic.
- Approach potential participants and ask them to perform tasks.
- Observe participants' interactions and gather feedback on the spot.
- Note down insights and areas for improvement.
- Iterate on the design based on feedback.

Moderated vs. Unmoderated Testing

•Moderated Testing:

- Facilitated by a moderator who guides participants through tasks and asks follow-up questions.
- Allows for deeper insights and clarification of user actions.

•Unmoderated Testing:

- Participants complete tasks independently without a facilitator.
- Provides more natural user behavior but may lack in-depth feedback.



Usability Testing Process



1.Planning Phase:

1. Define objectives, tasks, and testing methods.
2. Recruit participants representing the target audience.

2.Execution Phase:

1. Conduct testing sessions, either remotely or in-person.
2. Observe participants as they interact with the product and complete tasks.
3. Collect feedback through verbal cues, screen recordings, or surveys.

3.Analysis Phase:

1. Review data collected during testing sessions.
2. Identify usability issues, patterns, and areas for improvement.

4.Iteration Phase:

1. Implement design changes based on insights from usability testing.
2. Test iteratively to validate improvements and refine the UI/UX design.





Conclusion

- Usability testing is essential for creating user-centered designs and improving the overall user experience.
- By incorporating usability testing into the design process, we can create products that are intuitive, efficient, and enjoyable to use.
- Usability testing is essential for creating user-centered designs and ensuring a positive user experience.
- By employing various types of usability testing and following a structured process, we can iteratively improve the UI/UX design of digital products.





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