

## UNIT – IV

### TESTING, REFINING AND PITCHING THE IDEAS

#### IMPORTANCE OF TESTING WITH PEOPLE:

The Testing stage when conducted in an ideal setting (wherein a user is more likely to interact with the product) does give ideal results, it isn't always possible to do so. Thus, designers can opt to get users to perform a task wherein they're made to interact with the prototype. The idea behind conducting the testing stage on a prototype is to see how end-users might interact with a product in real-time. However, in order to achieve the best possible results of a test, the following steps can be considered



- **Let end-users analyse multiple prototypes** - By creating multiple prototypes with different variables, end-users are able to compare the prototypes and choose the one that suits their usability needs best. Providing multiple prototypes makes it easier for users to compare and explain why they prefer one prototype over another.
- **Allow end-users to experience the prototypes in real-time** - Observe how users interact with the product. Instead of over-explaining what the user can expect from the product, let the user figure out how to interact with the product. This will show whether the prototype has usability issues or is easy to work with.
- **Encourage users to be vocal through their experience** - As users explore and interact with the prototype, encourage them to talk about what they feel when using the product. This will provide valuable insight into understanding if there are minor inconveniences present in the product that may have gone unnoticed otherwise.
- **Observe while the user interacts with the prototype** - By noticing how the end-user correctly or incorrectly interacts with the prototype, valuable insight can be gained. As this is a process of testing the prototype, observing users in real-time can help to understand how high or low the prototype ranks on usability.
- **Have follow-up queries** - By questioning what the user is trying to say, designers are able to let go of their biases of the product. Even if you believe you've understood what the user is

conveying, asking follow-up questions will give better clarity on the issues being faced during interaction with the prototype.

## TESTING YOUR DESIGN WITH PEOPLE:

You'd be forgiven for thinking that user testing belongs right at the end of the design process, just before you're getting ready to launch. However, user testing should actually be incorporated throughout. Be sure to **test early and often!**

In the early stages of the process, testing will help you to get feedback on your initial ideas. At this point, you'll use low-fidelity prototypes—such as a very basic paper model—to test out a concept.

As your design starts to take shape, you'll move onto digital prototypes. Low and mid-fidelity clickable prototypes can be used to test things like layout and **information architecture**, without distracting the user with too many visuals.

Towards the end of the process, you'll seek to fine-tune the details of your design. You'll test the overall usability of the product with high-fidelity, fully functional digital prototypes that look and behave just like the real thing.

## CONDUCTING THE USABILITY TEST:

Usability testing is the practice of testing how easy a design is to use with a group of representative users. It usually involves observing users as they attempt to complete tasks and can be done for different types of designs. It is often conducted repeatedly, from early development until a product's release.

### Usability Testing Leads to the Right Products

Through usability testing, you can find design flaws you might otherwise overlook. When you watch how test users behave while they try to execute tasks, you'll get vital insights into how well your design/product works. Then, you can leverage these insights to make improvements. Whenever you run a usability test, your chief objectives are to:

- 1) Determine **whether testers can complete tasks successfully and independently**.
- 2) Assess their **performance and mental state** as they try to complete tasks, to see how well your design works.
- 3) See **how much users enjoy** using it.
- 4) Identify **problems** and their **severity**.
- 5) Find **solutions**.

While usability tests can help you create the right products, they shouldn't be the only tool in your UX research toolbox. If you just focus on the evaluation activity, you won't improve the usability overall.

# Usability Testing Methods

## In-person

Formal, live testing of representative users requires an empathetic moderator to note testers' experiences.

## Remote

Catching users in their own environments can reveal more-accurate "field" insights.

## Guerrilla

Testing your design informally on passers-by/colleagues; risks include inaccurate data.



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There are different methods for usability testing. Which one you choose depends on your product and where you are in your design process.

## **RECORD RESULTS, ENHANCE, RETEST AND REDEFINE RESULTS:**

### Purpose

The paper aims to explore the relationship between gamification and design thinking approach to innovation in the context of the early stage of innovation process (ESoIP). Design thinking is conceptually appropriate to support innovative, complex and uncertain business environments. Still, its practices have demonstrated some difficulties in managing the ESoIP, such as lack of structure and clarity around goals. This paper argues that gamification can enhance and complement design thinking in the management of firms' ESoIP.

### Design/methodology/approach

Given the need to achieve a deeper understanding of the linkages between gamification and design thinking, the paper follows an exploratory theory building approach for this complex reality of innovation. The case study research method was conducted in three firms (Trivalor, Novartis and Microsoft) that applied a gamification approach to the ESoIP.

## Findings

The results demonstrate that gamification has the power to enhance and complement design thinking practices by getting tasks more organized and improving coordination and employees' engagement in the innovation process.

### **CREATING A PITCH FOR YOUR DESIGN:**

Effective design is the best sales pitch! Design is good when it serves a purpose and turns a few heads, but it becomes phenomenal when it can twirl your client by the pixel. And this is where most designers face a roadblock. The only problem is, they somehow fail to associate “selling” with designing. And for those who don’t fall into that category, are most probably doing it wrong.

#### **1. Know your Client: Get Talking**

The number one rule of sales is getting to know your customer. This is where all the magic happens. It always starts with a string of conversations. The trick is to not let the thread go cold. At the start of a project, gather as much information about the client as possible. This will serve you well in the future in navigating through what actually matters to your client.

#### **2. DO YOUR HOMEWORK: GAIN CREDIBILITY**

Decision making in design can be a bit challenging. It is not like throwing in variables in a formula to get to the right answer.

The business of design dictates that there exists logical reasoning for every UI/ UX move you make. There needs to be a reason for your chosen palette of colors or, your one-page layout preference. Backing your ideas up with concrete statistics is the way to go.

#### **3. KNOW THE TRENDS: DESIGN FOR THE FUTURE**

The next time you have a design intervention, do quick trend research. Make yourself aware of the big trends in the market and find out the ones that will stick. You can incorporate those in your designs and make it work.