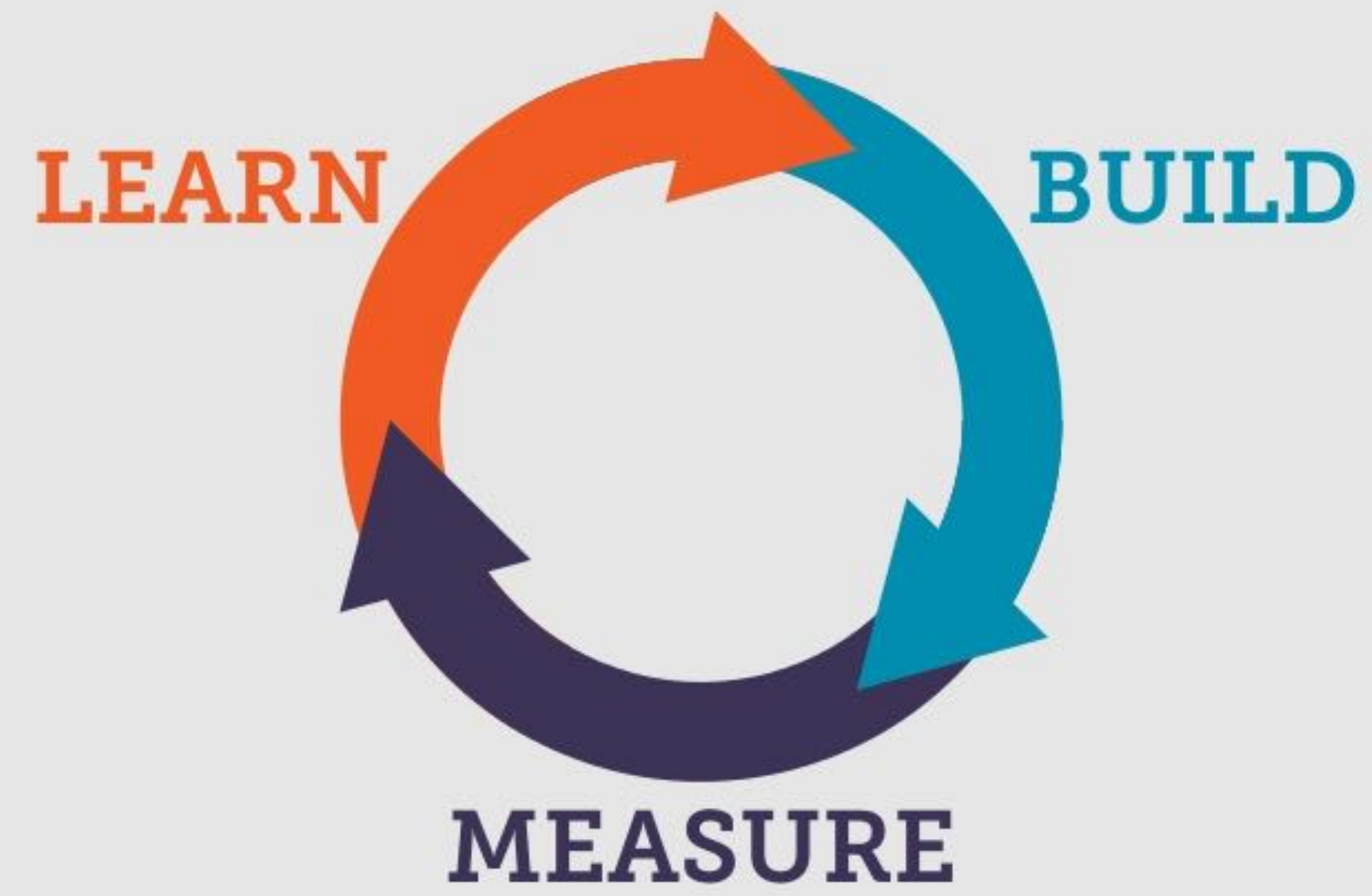# Testing

Service Design | 25th of May 2018

Florian Wille | Jürgen Späth | Stefano Vannotti

why is testing important?

—

Formativ vs. Summativ

—

Lab Testing

Remote Testing
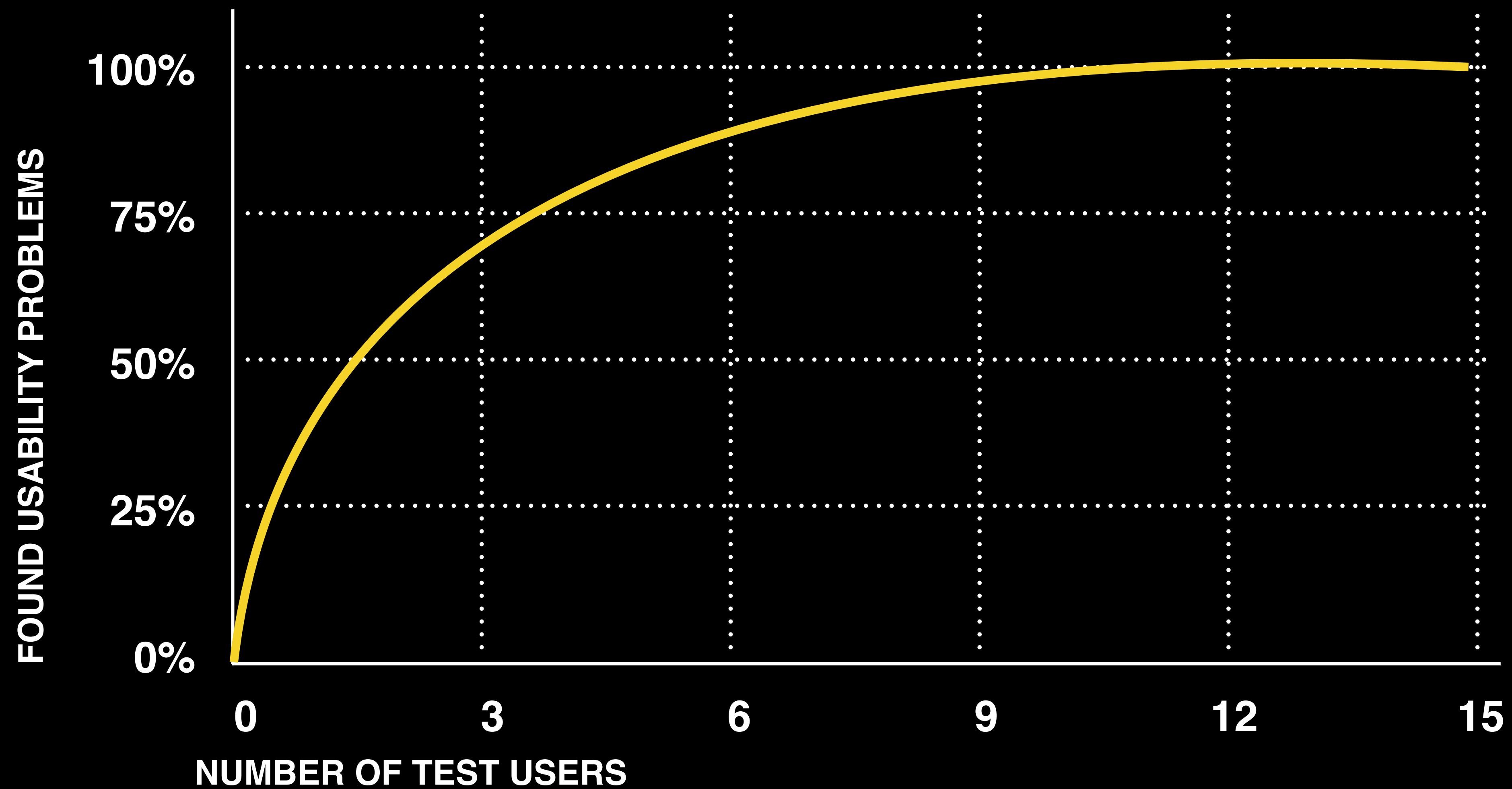
(moderiertad / unmoderierted)

Guerilla Testing

—

„Guerrilla usability testing is, **simple, quick and easy.** There is no good reason not to do it."

–

Testing

Number of test users

FOUND USABILITY PROBLEMS

100%

75%

50%

25%

0%

NUMBER OF TEST USERS

0   3   6   9   12   15

Vgl: Nielsen Norman Group - Why you only need to test with 5 users

Testing

Criterias for test scenarios

1. Ask the user to do an action, rather than how to do an action.

2. Giving all necessary information, include assumptions and preconditions.

3. Don't give away too much details about how to complete the test.

4. Make the scenario realistic, so that the user can relate

Bonus: Give possibilities for users to adjust the task during the process.

More under: usability.gov > Scnarios

Testing

Testing & learning cards

Test Card · ☺ Strategyzer

| Test Name | Deadline |
| Assigned to | Duration |

STEP 1: HYPOTHESIS

We believe that

Critical:
⚠ ⚠ ⚠

STEP 2: TEST

To verify that, we will

Test Cost: Data Reliability:
🪙 🪙 🪙   👍 👍 👍

STEP 3: METRIC

And measure

Time Required:
🕐 🕐 🕐

STEP 4: CRITERIA

We are right if

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Learning Card · ☺ Strategyzer

| Insight Name | Date of Learning |
| Person Responsible | |

STEP 1: HYPOTHESIS

We believed that

STEP 2: OBSERVATION

We observed

Data Reliability:
👍 👍 👍

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

Action Required:
☑ ☑ ☑

STEP 4: DECISIONS AND ACTIONS

Therefore, we will

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Quelle: Strategyzer - https://strategyzer.com/

Testing rules

1. Listen and observe. (Shut up).

2. Don't answer any questions.

3. Only speak to remind the candidate to think aloud.

4. Answer questions only after all scenarios have been completed.

5. Ask follow-up questions to the candidates uncertainties.

Bonus: Nice reward for candidates.

Find test subjects

✔ **Talk to strangers of different age and gender.**

✔ **Candidates with basic knowledge of smartphones.**

✔ **At least three candidates.**

✔ **Go to public places like cafés, bars, shopping malls, stations, …**

Guerilla testing checklist

✔ **Partner up (test in teams of two)**

✔ **Have a fully loaded smartphone and a functional prototype ready**

✔ **Make notes for your scenarios**

✔ **Have something to write or scribble to write down your findings**

✔ **Be nice and friendly**

After testing

Immediately:

After each test make a list with the 3 most crucial usability problems.

Later:

Note all usability problems .

Ask yourself which problem poses the biggest threat.

Ask which scenario was the hardest to complete for the canditates.

Sort the usability problems by priority.

Even later:

Think about how to solve the problems.

Testing

Links und references

https://www.youtube.com/watch?v=0YL0xoSmyZI

https://www.nngroup.com/articles/ux-prototype-hi-lo-fidelity/

https://www.nngroup.com/articles/task-scenarios-usability-testing/

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https://www.usability.gov/how-to-and-tools/methods/scenarios.html

Thank you!

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Z hdk

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