hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

Mobile User Interface
Wireframing&Testing

5th Semester I 4th of December 2018

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This weeks program

Di 4	Mi 5	Do 6	Fr 7
4.T06	5.D02	4.T33 (13:00 - 17:00)	
Input: UI Sketching / Wireframing / Tes 09:00, 4.T06	Design Concept (independent work) 09:00 bis 12:00	Wireframing & Testing 09:00 bis 12:00	Academic Writing 09:00 bis 17:00
Design Concept (independent work) 10:00 bis 17:00			
	Presentation of Design Concept 13:00 bis 17:00 5.D02	Mentoring (JS/FW) 13:00 bis 17:00 4.T33	

Sketching

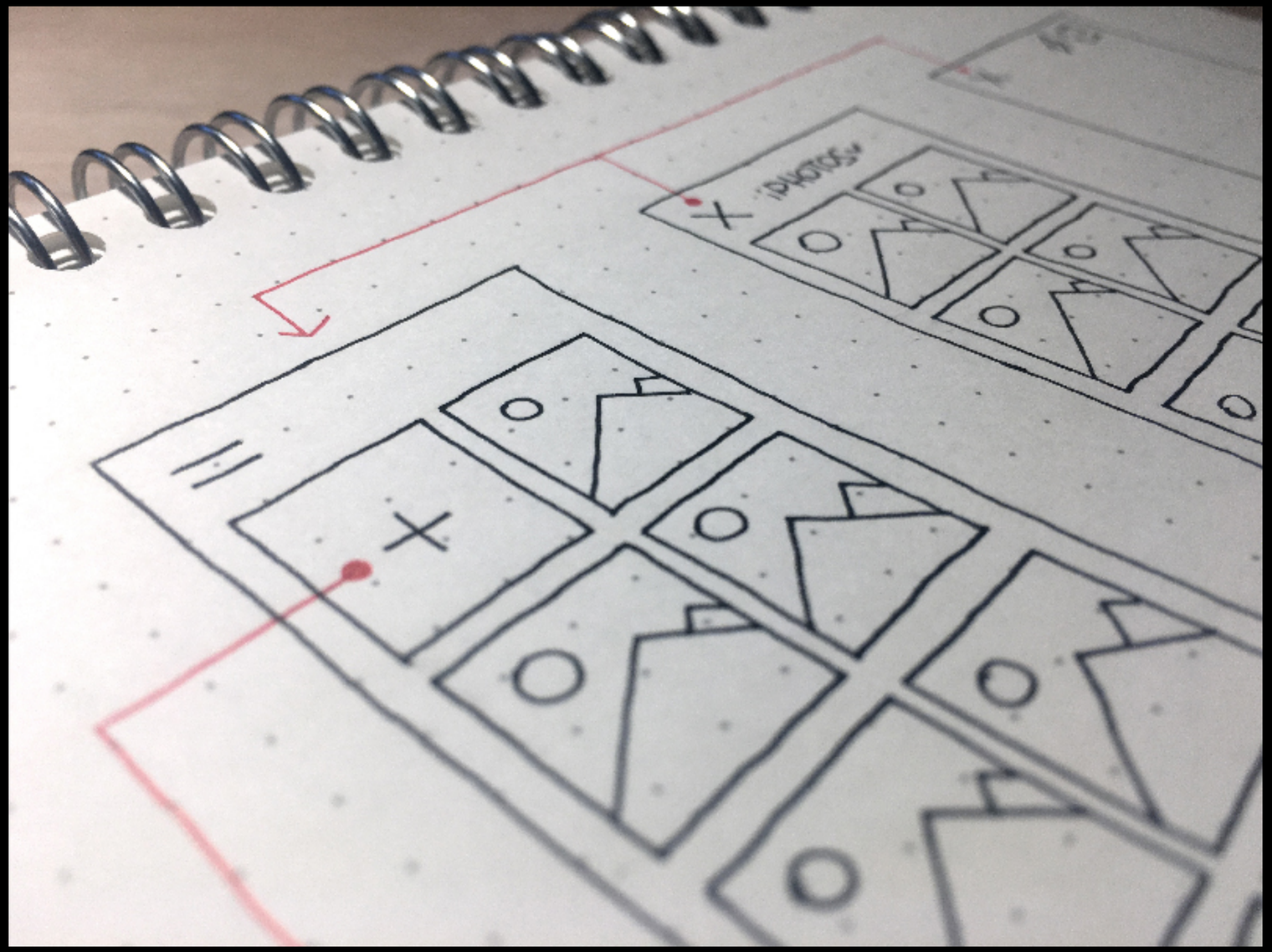


Image by Oleg Frolov

USED TO

… define the basic structure of an application and visualize the basic layout.

HOW

- on paper
- in scale
- without color

UI Prototyping

Paper Prototyping

Image by Cam Macbeth

USED TO

…visualize and document interactions.

WIE

- on paper
- in scale
- in color

How do I use it?

Wireframing can also be used as a tool for co creation.

UI Prototyping

How do I use it?

„Scamping“

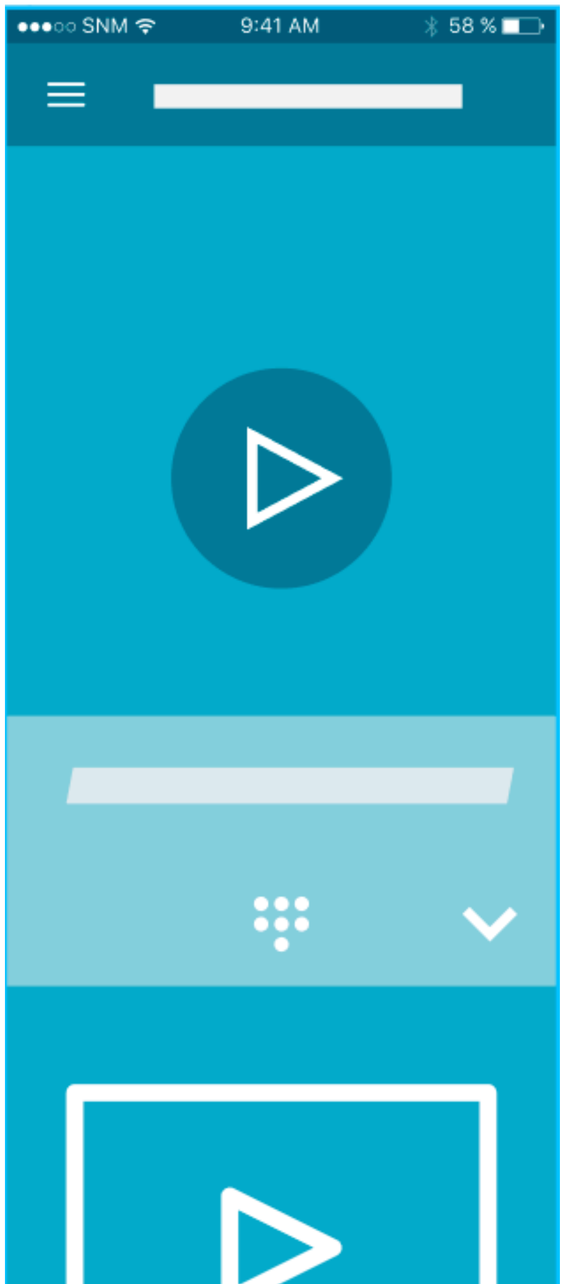
DESCRIPTION

- Print out existing interface (mulitple times)
- Slice and reassemble the UI to create a new interface

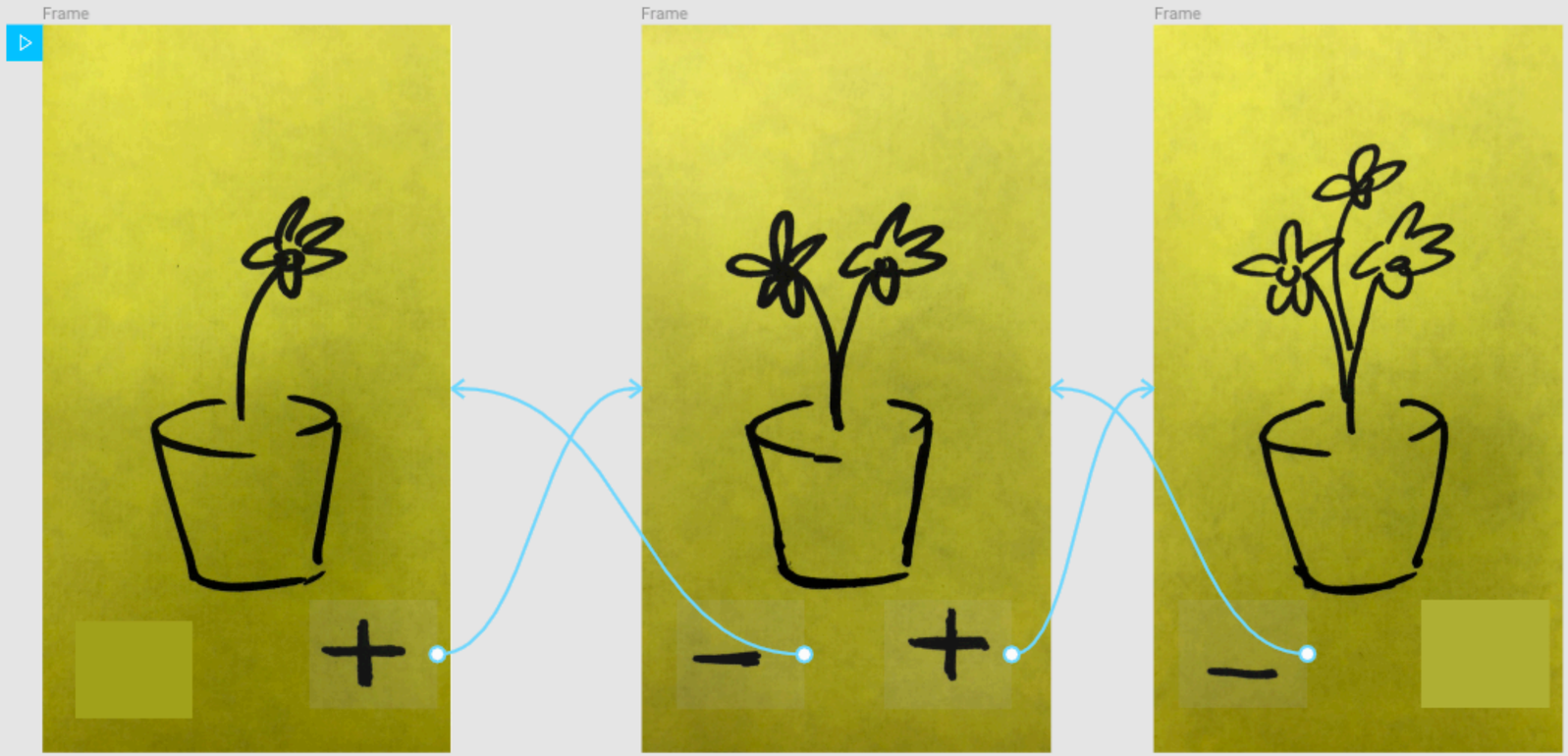
BENEFIT

- Establishes a common understanding and ownership with involved stakeholders.

How detailed should you go?



Turn your Sketches into an interactive Mockup



Testing

Formativ vs. Summativ

USABILITY TESTING
No! That's not how you're supposed to use it!

The truth of the matter is that pretty much of all our methodologies for quantitatively evaluating user interfaces suck.

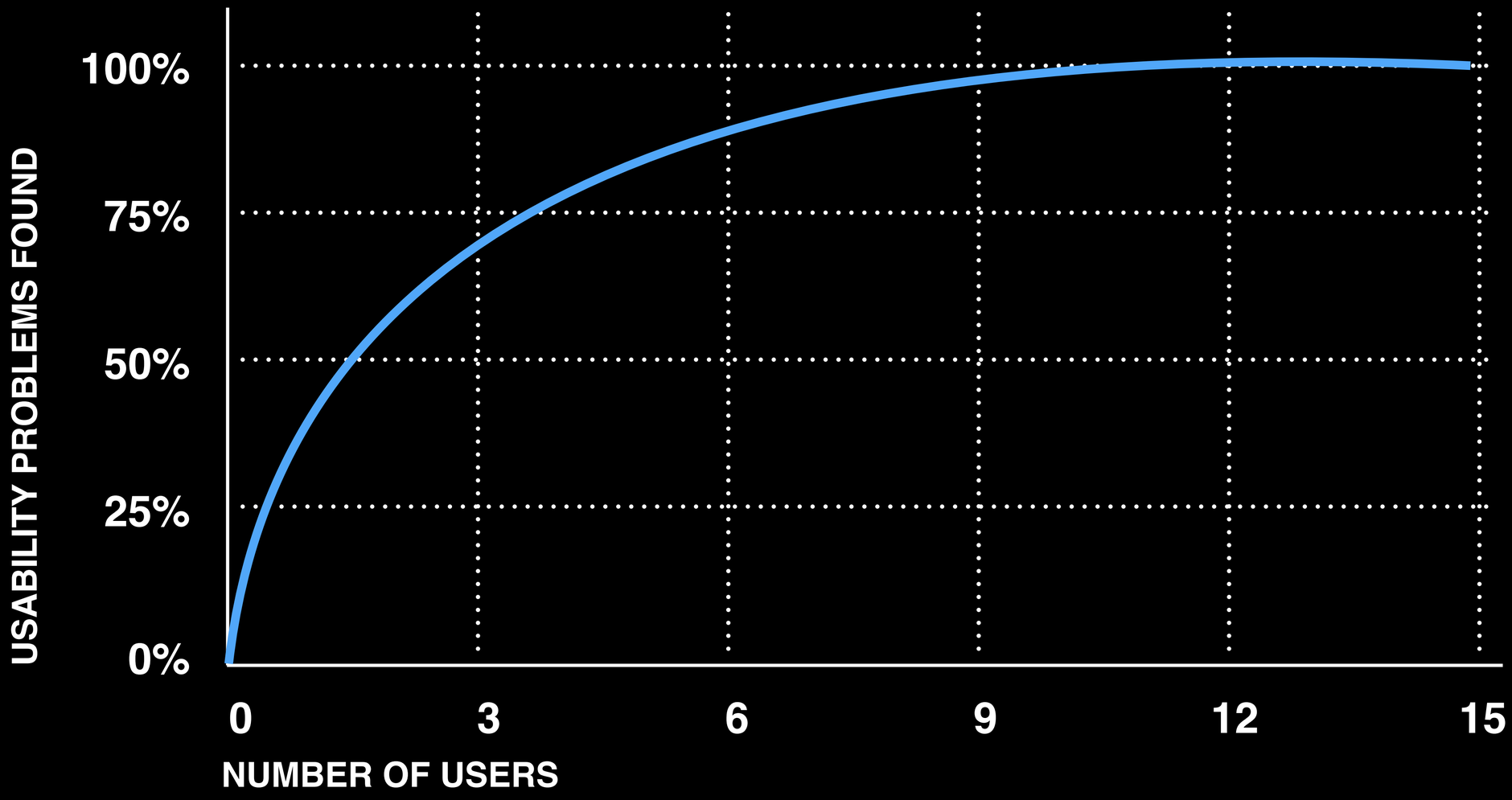
Henry Lieberman (2008)

The choice of evaluation methodology – if any – must arise from and be appropriate for the actual problem or research question under consideration.

Greenberg, S., & Buxton, B. (2008)

Testing

Zero users means zero insights



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

Summary: Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

Testing & Learning Card

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

Copyright Strategyzer AG *The makers of Business Model Generation and Strategyzer*

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/

Methode

Observation

Wizard of OZ

Test a product or a service in a detailed way by observing the interaction of a potential user with the object without revealing the evaluator’s presence.

http://www.servicedesigntools.org/tools/22

Methode

Think Aloud

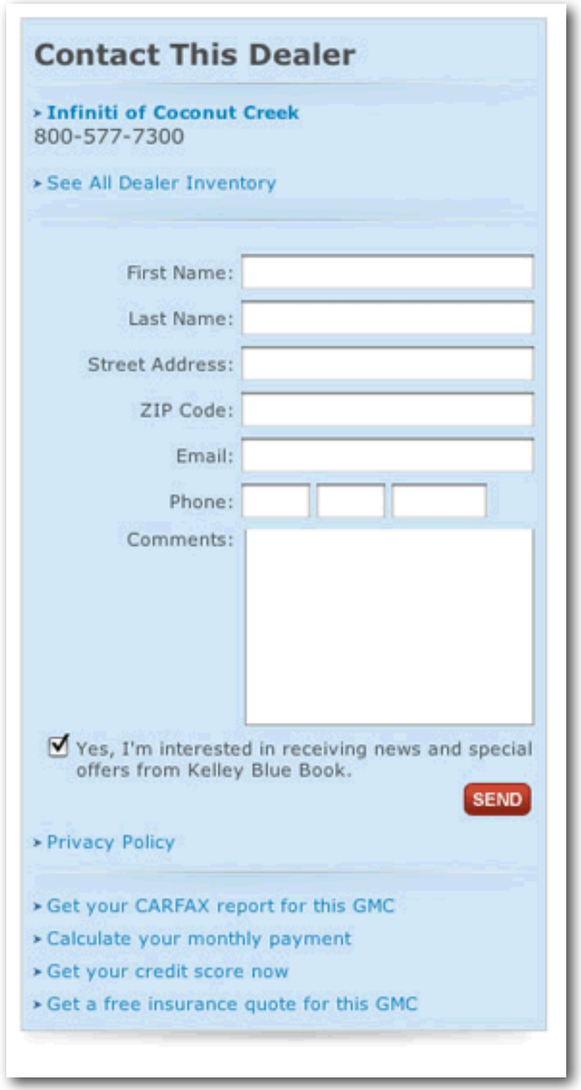
Maverick Innovation Lab

Methode

A/B-Testing

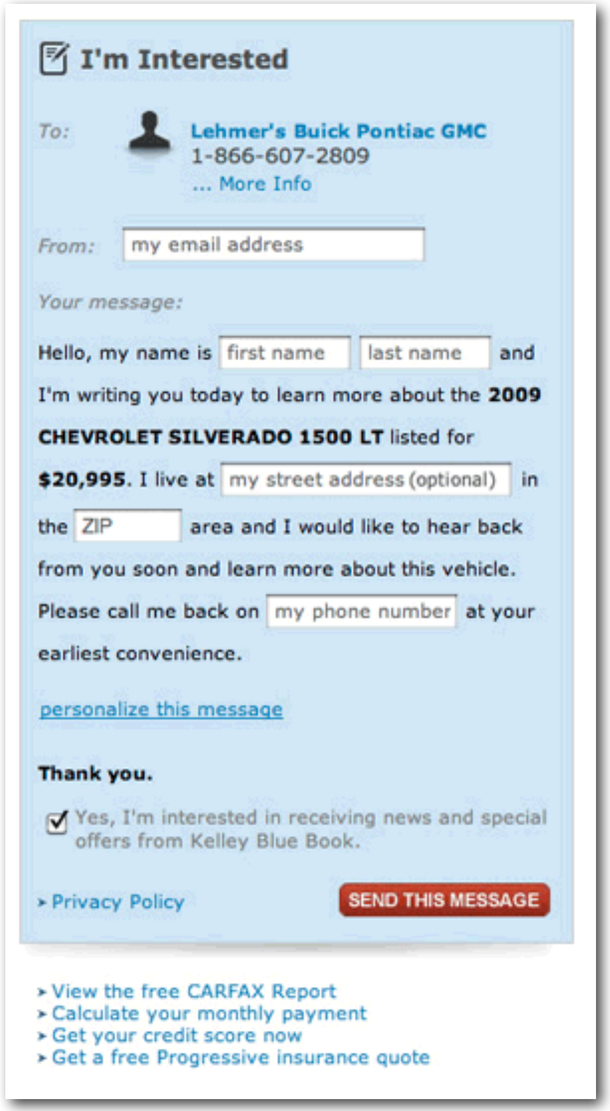
Version A

Traditionelles Webformular



Version B

Lückentext Webormular



How to run a test

1. Define what you want to test
2. Plan testing environment
3. Choose evaluation method
4. Formulate scenarios and tasks
5. Define recording setup and testprotocol
6. Do a testrun
7. Find test subjects (min 3)
8. Run evaluation
9. Document findings and synthesise insights

Thank you!

Kontakt

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