

For new users of Techsmith's Morae who want to run a usability test, "Morae Essentials" is a 1-day seminar that shows delegates how to set up, observe, log and analyse a usability test with Morae. Unlike training from software vendors, this workshop shows delegates real-life examples of how Morae is used in practice by usability experts.

Duration

This is a one-day workshop.

Overview

Morae has rapidly become the tool of choice for people carrying out usability tests. With the insight Morae provides, you can make critical design changes that will improve sales and conversion rates, boost Web site traffic, and increase customer satisfaction.

But with the release of Morae 3.0, the software has become more complex and it's not always clear how to start using Morae to run a usability test, log data and analyse and report the results. The aim of this seminar is to show you how Morae is used in practice by usability experts.

Who is the course for?

This workshop is for you if you are involved in carrying out usability tests with Morae. This is a hands-on seminar for usability testing practitioners who want to understand the details in using Morae for usability tests.

How will I benefit?

- After attending this course, you will be able to:
- Confidently use Morae Recorder to set up and record a usability test, capturing clickstreams and picture-in-picture video.
- Create video recordings that you can hand to observers the instant the participant has finished.
- Customise Morae's marker terminology so that it matches your own.
- Use Morae's built-in survey tool to collect end-of-test participant ratings and comments.
- Log and observe important moments quickly and accurately (and get hands-on practice by watching real usability tests).
- Rapidly carry out sophisticated analysis in Morae Manager by creating and saving search profiles.
- Quickly and automatically analyse data, calculate usability metrics, and create graphs.
- Assemble graphs and important moments from the recording into a highlights video to share those "ah-ha!" moments.
- Export your results to Excel and quickly create a bug list to hand to the development team.
- Use keyboard shortcuts to work faster.

What will I learn?

Introduction to Morae

- Nobody wants to be a beginner: moving towards “intermediate” status
- The 3 components of Morae
- When to use Recorder, Observer and Manager

Planning a usability test with Morae

- Morae Recorder and your usability test plan
- Describing your study and defining tasks in Morae
- Replacing Morae’s default success scores
- Preparing for data logging and modifying the default markers
- Replacing the default post-test survey with the “Computer Usability Satisfaction Questionnaire”

The Pilot test

- Checking the video and audio
- Making a test recording
- Connecting to the test machine with Observer
- Capturing clickstreams and picture-in-picture video

The Usability test

- Coding participant behaviour
- 5 reasons why data logging is important
- Options for saving the recording file
- How to create “instant” videos to hand to clients

Using Morae to identify usability problems

- Cleaning up behavioural observations
- Using search profiles to find and review the usability problems
- What makes a good usability problem description?

Measuring usability

- Logging the start and end of each task
- How to choose between Morae’s various usability statistics

Presenting the data

- Using Morae’s built-in graphing tools
- How to export your data to Excel
- Beginner’s guide to creating a highlights video

Summary and Wrap-Up

- Brief review of the key topics
- Final opportunity for questions

What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. Activities and case studies will enable you to apply the concepts to check your understanding. You will be encouraged to ask questions and to contribute to the seminar.

Who is the workshop leader?

David Travis is a Blueprint consultant specializing in website and eCommerce usability, and in the design and evaluation of hardware and software systems aimed at non-technical users. He holds a BSc (Hons) degree and a PhD in Psychology. His professional affiliations include membership of the British Psychological Society, the Experimental Psychology Society and the Usability Professionals Association. David has carried out usability tests with Morae in the UK, France, Germany, Italy and Japan. He is an experienced trainer and has delivered over 100 seminars in usability for a range of private and public sector organizations. David is Managing Director of Userfocus, Blueprint's partner company. Userfocus is a London-based usability consultancy and training company.

What do delegates say about this seminar?

"Now I know how to use markers properly I'll be able to analyse data in a lot more depth."

"Just to say a huge thanks from the team for a superb training day yesterday. One of the team said it was the best course they'd ever been on."

"Hands-on skills that I can apply in the workplace tomorrow."

"I'll now be able to use Morae for more than just screen capture."

"Full of content that I can use straightaway"

How do I book?

- Call [312.238.9490](tel:312.238.9490)
- E-mail info@blueprintusability.com
- Website: <http://www.blueprintusability.com>