

For people in design teams who want to gain confidence in usability testing, “A practical guide to usability testing” is a 1-day workshop that shows delegates how to obtain customer feedback on prototypes and finished products. Unlike lecture-based courses, delegates get practical, hands-on experience moderating and logging usability tests.

## Duration

This is a one-day workshop.

## Overview

Usability testing is the method of choice for organisations that want to understand how customers use their product, software or web site. In contrast to market research methods, usability testing delivers strong predictive value, demonstrating how real people will use the product in the real world.

But there are several different types of usability test, making it difficult for novices to choose a technique. Usability testing is also very different from interviews or focus groups and requires a well-trained test administrator. This workshop provides a practical path through the various methods, helping you pick the right kind of test for your product, showing you how to plan, carry out and analyze a usability test, and describing persuasive techniques for presenting the results to developers and managers. You will also get hands-on experience administering and observing a usability test and gain the kind of practical knowledge that you can't get from reading a book.

## Who is the course for?

This course is for you if you are actively involved in product, software or web site design either as a designer, developer or manager of an in-house or agency team and you want to experience hands-on techniques for testing your designs with end users. The course will also be valuable for marketing managers who want to see samples of usability test reports, usability questionnaires, screeners and other deliverables from usability tests.

## How will I benefit?

After attending this course, you will be able to:

- Write a test plan to achieve buy-in from management and the development team.
- Develop test tasks that are relevant to your customers and your business.
- Choose the right usability test method for your product and its lifecycle phase.
- Design usability tests that meet international standards in usability.
- Moderate usability tests.
- Log data from usability tests.
- Collect and analyse behavioural data.
- Persuade managers and developers to take action based on your test results.

## What will I learn?

### Introduction – Why test for usability?

- Syndicate activity: Defining usability

### Distinguishing usability testing from other user research methods

- Characteristics of tests
- Problems with opinion-based research
- Usability activities in the design lifecycle: from contextual inquiry to eye tracking

### Forming a Test Strategy

- Four common mistakes in running a usability test
- How to write a test plan
- Writing a participant screener
- Examples of routine forms used in usability tests

### Writing test tasks

- How to pick the right tasks
- The six-step scenario checklist
- Syndicate activity: write a scenario

### Testing Early Prototypes

- How a formative test works
- Testing from the participant's perspective
- Techniques for getting participants to think aloud

### How to moderate a usability test

- Obstacles to good moderation
- When to use empathic questioning

### How to log a usability test

- How to classify your observation
- Datalogging: Practical activity (includes video footage from a usability test)
- Syndicate activity: “thinking aloud” usability test

### Testing Advanced Prototypes

- How a summative test works
- The pros and cons of usability labs
- The role of the administrator in a summative test
- Test bias and how to avoid it

### Measures and Metrics

- BS-EN ISO 9241: The three elements of usability
- Software tools for usability testing
- Using the Binomial Confidence Interval and z-scores to account for variation
- Using test data to calculate the costs and benefits of usability fixes
- Tracking usability metrics: the four ranges
- Syndicate activity: summative usability test activity

## Reporting Results

- Four ways to engage the design team with usability data
- How to use your results to influence managers
- The ANSI Common Industry Format for Usability Test Reports

## 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?

Philip Hodgson is the Managing Director of Blueprint Usability, an independent consultancy specializing in usability training and consultancy. He has over twenty years of experience as a researcher, consultant, and trainer in usability, user experience, human factors and experimental psychology. His work in usable design has influenced products in the consumer, telecoms, manufacturing, packaging, public safety, web, and medical domains for the US, European, and Asian markets.

Philip is a contributor to the ISO product usability standard (ISO 20282: Ease of operation of everyday products), and a member of the NIST/ANSI working group for a common industry format (CIF) for usability reporting. Philip previously worked as an internal usability and human factors consultant with Nortel, Motorola, and Whirlpool. He holds a BSc (Hons) degree, an MA and a PhD in Experimental Psychology and is a member of the Usability Professionals' Association, the Industrial Design Society of America, and the Association for Psychological Science.

## What do delegates say about this seminar?

*"This course is excellent in providing you with a toolkit for usability testing. I've learnt things that I will really use."*

*"The course content was thorough and well paced."*

*"Before I did the course I had my suspicions that usability was a little hocus-pocus. Now I'm starting to see the light."*

*"Very helpful and insightful day"*

## How do I book?

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