

Hands-on Workshop – Fundamentals of Usability Testing

Boost your team's skill in User Experience (UX) Research and Usability Testing

By taking this workshop you and your team will learn how to execute usability projects with confidence. You will learn a practical approach for evaluating the usability for products and services. You will be able to apply the techniques you learn to any interactive product whether it be web-based, mobile, physical or IoT/wearable. We will adapt the workshop to your team's specific needs using your product as the workshop's case study. By the end of the day your team will have a solid grounding in the principles of usability testing plus a usability test plan for the product.

You will learn best practices for

- Setting usability objectives – pinpointing the areas of your product that confuse and frustrate people
- How to identify and recruit the “right” people who can give you practical feedback on your designs
- Determining usability metrics
- Designing a study so it produces defensible and actionable usability results
- Creating an effective task list that explores key aspects of a design
- Effective moderating to keep the session on target while eliciting the best feedback from each participant
- Identifying the end user's context, workflow, and task flow around your product
- Involving the team as observers while maintaining control of the sessions
- Running debrief discussions with the study participant and the team to promote collaboration
- Leveraging Morae for recording and data collection
- Integrating other research techniques such as surveys and card sorts into your usability testing
- Collecting, organizing and managing usability data
- Analyzing usability data to identify issues
- Working with your team to reach consensus and prioritize usability issues
- Reporting on results so that you meet the needs of all stakeholders

All of our workshops include

- A planning session to discuss your educational objectives and how the training can be customized to meet them
- 7 hours of live training, delivered either in person or remotely for up to 12 students
- A workbook for each student containing all content from the workshop plus supplementary materials
- Bibliography and references to free learning resources so students can continue learning on their own
- 30 days of instructor's availability to answer follow-up questions by phone or e-mail

Testimonials

Our workshop clients include The RIVA Training Institute, Georgia Pacific, Abt Associates, Columbia University Libraries, The Interactive Factory, and The Concord Consortium. Here are a few comments from people who've attended this workshop:

"The practical focus of the course was really helpful, the interaction, and how we covered the entire usability testing process from start to finish."

"Kay facilitates discussion very well, is encouraging while showing practical application."

"I refer back to the class workbook all the time. The example usability documents – test plan, discussion guide, task list, recruiting screener and report examples are invaluable."

"We always did usability studies in my organization but not in a disciplined way. Since taking this class we do our studies with much more rigor and forethought."

"Kay's great, very positive, great teacher!"

Kay's Background



Kay Corry Aubrey has over 25 years' experience in usability/UX research and training. She specializes in working with clients to help them understand their customer so they can design simpler and more intuitive products. As she consults she trains teams in usability and UX so they develop the usability mindset and skills to carry on the work themselves. Her past clients include Massachusetts Medical Society, NIH, The Broad Institute, Center for Connected Health, Sanofi, and iRobot. Kay is a lecturer in Usability and User Interface Design at Northeastern University where she teaches "Design for Usability in Healthcare" within the Healthcare Informatics program at Bouve College. She is also an editor for the QRCA VIEWS magazine, a qualitative research journal. Kay teaches a version of this course through the RIVA Training Institute in Bethesda, MD and is a RIVA Certified Master Moderator.

Please visit www.UsabilityResources.net to learn more about Kay's background and approach.

For more information on how we can help you here is our contact information

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