

Principles of Usability Testing

Ensuring Product and Design Success – 2 Day Training

DESCRIPTION

Products do not become successful and user friendly by accident. They are refined and areas for improvement are identified through ongoing evaluation - Usability Testing.

Upon completing two days of hands-on training, your team will be able to apply the best practices for running effective usability studies. They will gain skills in identifying areas of an application to test, developing tasks, recruiting methods, moderating techniques, data collection, data analysis, and reporting.

These crucial skills are also applicable to the design phase. Your team will know how to systematically collect user feedback on an existing design to identify aspects that work, what needs refinement, and what needs redesign.

You will therefore be able to collect and act upon vital feedback on a product throughout its lifecycle, from concept to finished product.

Decisions based upon this information will likely involve other stakeholders. That's why students will also learn how to involve stakeholders in the process so they can define objectives and weigh in on the analysis and synthesis of the results

We also cover persona development, user story mapping, heuristic review, and methods for gathering usability feedback on concepts vs. detailed designs. Students learn techniques for testing physical vs. digital products.

The curriculum can be customized to suit the client's specific needs and products. This workshop can be offered remotely, in-person or through on-the-job training as students complete a real usability study for their organization.

AUDIENCE

Front-end developers, Web designers, product managers, and others who are involved in the creation of interactive web sites and applications.

PREREQUISITES

There are no prerequisites for this class except a deep interest in the learning skills needed to systematically gather objective feedback to improve a product design.



TOPICS COVERED

Overview of usability testing

- Components of a usability study
- Where usability testing fits into product and service design and development
- Defining objectives for your study to decide what you will measure

Planning the usability testing session

- Characteristics of a well-designed discussion guide and task list
- Identifying usability issues through a heuristic review
- Methods for usability testing physical products, icons/visual design, information architecture and terminology

Recruiting participants and managing research operations

- Using personas to identify key audience characteristics
- Creating effective recruiting screeners
- How to ensure the participant arrives knowing what to expect
- DIY recruiting vs. working with a professional recruiter
- Developing a budget for your study and managing study logistics

Moderating in-person and remote Usability Studies

- Rapport-building through dialog and non-verbal communication
- How to keep a session on track
- When to intervene and how to handle failure
- Dealing with difficult participants

Analyzing and reporting user feedback

- Debriefing with stakeholders remotely and in-person
- Collaborative approaches for identifying and prioritizing usability issues and solutions
- Effective techniques for reporting usability results
- Team-oriented methods for prioritizing usability results
- How to “layer” usability results in a report to satisfy the needs of different stakeholders

Leveraging usability to gather broader insights on your end user

- Blending usability into other forms of customer research (e.g., customer interviews, in-home studies, In-depth interviews, focus groups)
- How to do an “out of the box” study to gather feedback on package design, quick start guides and product information



User Experience Research

Defining and Fulfilling User Needs – 2 Day Training

DESCRIPTION

The success of a product lies in how well it is matched to the needs of your customer. It is therefore key to define what the customers' needs are. They cannot be guessed or assumed. You must KNOW. But how?

This course will equip your team with the essential skills to determine end user needs, goals, task flow and context. Having these insights will enable you to create interactive products that precisely match your users' needs.

Innovative companies who have mastered the technical aspect of their products cannot afford to let themselves down with a lack of user insight.

Through hands-on instruction students will learn how to conduct end-user interviews, product walk-throughs, card sorting, workflow, and task analysis using the most effective and productive UX Research practices. The priceless insights and data collected can be aligned with your business goals, saving on costs for fixes and increasing user satisfaction and loyalty.

User research can even galvanize the creation of whole new products.

In just two days, your team can learn these skills. The material can be customized to suit your products, organization, and unique needs. This training can be delivered in-person, remotely or via on-the-job mentoring. With mentoring your team will learn UX Research skills as they carry out an actual project for your organization, which is very effective.

AUDIENCE

Designers, product managers, team leaders, engineers and others who are involved in the conceptualization and creation of interactive applications, services, and physical products.

PREREQUISITES

There are no prerequisites for this class except a deep interest in learning about your end user's world and a willingness to listen closely and challenge assumptions.



TOPICS

General User Experience research skills

- Identifying study objectives that align with business needs and organizational context
- Selecting the best method for your needs
- Recruiting techniques
- Tools and methods for remote user research

Moderating user interviews

- Moderating skills to keep an interview conversational, yet focused
- Leveraging creative projective techniques such as collaging in a user interview to get below “top of mind” thinking
- Crafting effective questions

Observing the customer journey – how to run field studies in-person and remotely

- Special considerations when meeting users in their physical context (e.g., for in-home studies and workplace studies)
- Simulating the purchasing experience via “out of the box” methods
- Observational research techniques to understand the user’s context

Techniques for uncovering the end-user’s mental model of your product

- How to design, set up and run in-person and online card sorts
- Carrying out a task analysis and workflow analysis
- Interviewing techniques that shed light on the user’s understanding of your product

Developing efficient research operations to deliver the best participants

- Using personas to identify critical participant characteristics
- Recruiting considerations for in person vs. live/remote (over the Internet) research
- Creating effective recruiting screeners
- NDAs, Informed Consent, and other key documents participant should sign
- DIY recruiting vs. working with a professional recruiter
- Developing a budget, scheduling, and managing research operations

Transforming user research into actionable results

- Working with stakeholders to arrive at insights that address business needs
- Sharing results with your team through collaborative workshops
- How to produce strategic and tactical insights
- Storytelling with data and visualizations



Principles of User Experience with a Design Thinking Approach

Improve Team Dynamics for Innovation – 12 Hour Training

DESCRIPTION

This activity-based course introduces product teams to key User Experience (UX) methods for systematically integrating the voice of the customer into product development. Through small group exercises students learn best practices for interviewing end users and running usability studies. This course follows the Design Thinking sequence: Research - Define - Ideate - Prototype - Test, so students learn skills in both UX and in the Design Thinking framework.

Though designing as a craft requires years of dedicated education and talent to master, Design Thinking, as a problem-solving approach, does not. Design Thinking is a new idea in the business world - organizations as diverse as entrepreneurial start-ups, big established corporations, healthcare, government, and social service organizations are experimenting with design thinking as an alternative approach to traditional problem-solving.

OBJECTIVES

At the end of this course, students will be able to:

- Interview end users to learn about their world as it relates to a product or service
- Systematically gather feedback on a concept or design through usability studies
- Brainstorm new product and service ideas generated from user insights
- Apply collaborative techniques for selecting the best ideas
- Understand the process for prototyping and iteratively testing concepts
- Describe the fundamentals of Design Thinking to improve organizational performance
- Solve complex challenges through the process of structured Design Thinking
- Explain how better outcomes can be realized by combining Design Thinking with analytical decision making
- Establish a framework for building an environment that fosters creativity
- Develop new ways to collaborate across all functions of the organization

TOPICS

- What is User Experience?
- How to interview and recruit end users
- Overview of how to design and run a usability study
- Principles of task analysis and mapping the user's journey
- Collaborative approaches for analyzing user feedback for ideation and optimization
- Design Thinking fundamentals and process
- How to expand your skills in UX and Design Thinking



AUDIENCE

This course is ideal for professionals from any industry who are tasked with problem solving and are looking for new approaches to finding solutions.

The workshop nature of this program is particularly useful to teams from the same organization who also want to use the program to tackle an organizational design challenge.

PREQUISITES

There are no prerequisites for this course.

DURATION

12 hours delivered across 3 four-hour sessions. Sessions are spaced across a week to allow teams to practice user interview and usability testing techniques. This course can be delivered in person or remotely and can be adapted to client needs.



ABOUT YOUR INSTRUCTOR

Kay Corry Aubrey is a usability consultant and trainer who shows her customers how to make their products more easily understandable for users. She specializes in collaborating with product and marketing teams to carry out user research and user interface design for a range of interactive products. Much of her work focuses on improving the usability of products and services directed towards older people. Since founding her company in 2002, her clients have included the Broad Institute, Sivantos, Oracle, Pillo Health, Massachusetts Medical Society, iRobot, Centers for Medicare and Medicaid, and Raytheon.

Kay has educated and trained hundreds of professionals in UX skills across many industries. She teaches UX research and design through the Healthcare Informatics program at Northeastern University and is a RIVA-certified Master Moderator and trainer. Kay is a feature editor for the QRCA VIEWS magazine, a qualitative research journal.

TESTIMONIALS FROM PAST STUDENTS

- *I learned about something almost completely new in a very engaging and comprehensive way...instructor is obviously an expert and is able to convey her expertise very effectively.*
- *For the time allotted, I believe I gained a large set of baseline tools to use in my future usability test. Ms. Aubrey answered all the questions I had regarding unique circumstances that I will encounter in the future.*
- *Very well thought out/taught and extremely easy to understand and comprehensive. The instructor was very knowledgeable and friendly.*
- *Good content, engaging trainer, hands on practice*
- *The whole class had value for me. From the Q&A portion to the demonstration, I have gained valuable experience to use my career*
- *This was a great course; very glad I could attend and I learned a lot that will be very helpful for my work.*

PREVIOUS ORGANIZATIONS WHO HAVE BENEFITED FROM OUR TRAINING

- Abt Associates
- Columbia University Libraries
- Commonwealth of Massachusetts
- The Concord Consortium
- Georgia Pacific Innovation Institute
- Intuitive Surgical
- RIVA Training Institute
- United States Air Force