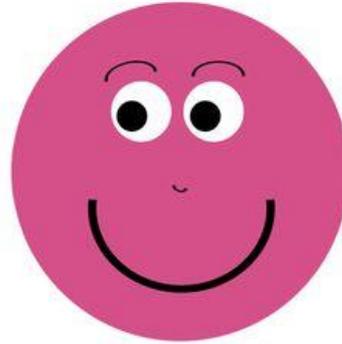
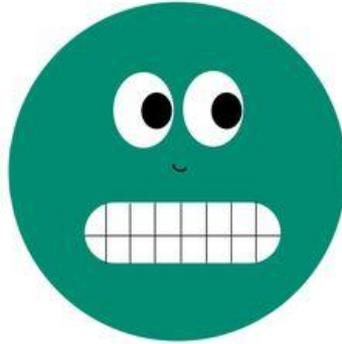


Getting Feedback From Users



Your Task:

Prototype Testing

You've got a prototype you need to test (it's in the project plan). You are in charge of conducting the testing with users.

What should you do first?



DATA SHEETS

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PRICE ALERT

TWO WEEK LOW ALERT

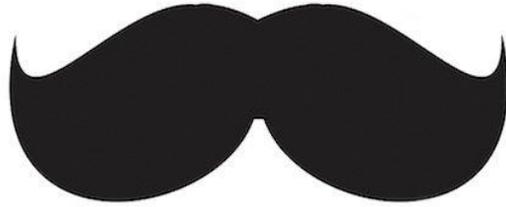
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think

EXCUSE ME,

but I



you a

QUESTION

(well 4 questions, actually)

Why

Why are we conducting this research?

I mean it's a good idea but you need to understand the reason behind this specific research.

What

What do we need to know?

Where do you need more info to support your decisions
or evaluate your assumptions?

Who

Who needs to be involved?

Who do you need as participants (user groups) and who from the team needs to be there?

How

How will the results be used?

What are you going to do with the outcome of this research?

Merci

THEANNAEDIT.COM

JUNE - BLOG

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JUNE - YOUTUBE

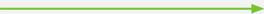
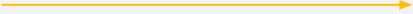
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Planning



Develop your plan

- Why are we conducting this research?  **Research goals**
- What do we need to know?  **Objectives, key focus areas**
- Who needs to be involved?  **Participant profiles, team roles**
- How will the results be used?  **Metrics, expected insights, assumptions**

Here's little extra help:



Research Planning Guide

Usability Plan Template

Interview Plan Template



What's Your Scenario

While each project and problem are different, these are 3 common scenarios for user feedback.

Concept Value

We need to determine what features users really want/need.

Navigation & IA

We need to know if we've organized information intuitively.

Usability Testing

We need to know if users understand how to use what we designed.





Concept Value

Concept Value

So you need to determine what features users really want/need. Here are three different approaches based upon your needs:

Contextual Inquiries

When you need to understand context of use and learn what users really need before you start creating solutions.

Feedback Sessions

When you need to learn more about your users, but also have something simple to show them.

Survey

When you are have a lot of concepts/ feature options and you are trying to narrow down the list with a large group.



Contextual Inquiries

Pros:

You get immersed in the user's perspective and can see the real world usage of the current tool/experience (especially helpful for internal tools).

Cons:

It's time consuming and can be travel intensive.

Often works best if there is an existing experience that you want to redesign or replace.

What makes it easier:

- Clear focus areas and roles (who's asking questions, taking notes/photos)
- Use a Google sheet to organize your notes for easier analysis and pattern recognition

Feedback Sessions

Pros:

You get to hear user's initial feedback on your early concepts and chat with them to learn more about their needs.

Cons:

We're relying on what users say versus what they actually do, but with the right prompt you can get a lot of great feedback.

Harder to moderate in an unbiased, non-leading way, and is reliant on participant's ability to express the actions they would want to take themselves.

What makes it easier:

- Keeping the focus on having a conversation to better understand your users and having the prompts/ visuals to expand the conversation
- Keep remote sessions simple by having the moderator do all the driving

Survey

Pros:

You get to solicit feedback by a larger pool of participants and takes less time from the team to conduct.

You can get a larger sample size.

Cons:

You aren't going to get much information on why one concept is better than another.

Best if used in parallel with other research methods.

Need to factor in time to collect responses (usually 1 week+)

What makes it easier:

- Limit the number of open-ended questions and make sure any open-ended questions you include will really be meaningful
- Tools!
 - [Typeform](#)
 - [SurveyMonkey](#)



Navigation & IA

Navigation & IA

When it comes to getting feedback on navigation and information architecture, cards sorts are one of the most sure fire ways to go.

However there are different options depending on what you are trying to find out:

- Open Card Sort
- Closed Card Sort
- Reverse Card Sort

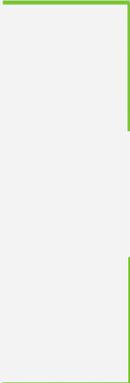
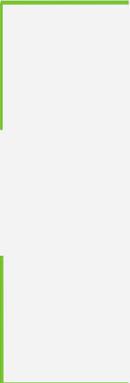
As for tools, [Optimal Workshop](#) has really nice Card Sorting and TreeJack capabilities.



Card Sort Types

	Open Card Sort	Closed Card Sort	Reverse Card Sort
When to use it	When you are trying to understand how users would group information together.	When you created an IA model and want to determine if it makes sense to users.	When you want to test for findability this is the method to pick. Sometimes called tree testing.
What's involved	You provide the content cards and they come up with the groups and group names. So, basically affinity mapping.	You provide the categories and the cards. Users place the cards into the existing categories (or make a new one).	You provide the information hierarchy and then ask users to complete tasks using this hierarchy. (i.e. find popsicles)
Outcome	Takes more analysis but can give you inspiration for categories. You'll see how similar/ dissimilar individual groupings are.	Analysis is pretty simple and your results should indicate whether your categories make sense or not.	You get clarification around labeling and how people would find things within your IA. But keep in mind, the interface itself may affect findability too.





Usability

Usability Testing

Instead of focusing on the method of conducting the test, let's talk about what you want to learn:

Comparative Testing

When you need to understand how your design compares to another experience or the existing experience.

Explorative Testing

When you need to understand what content & features should be included and how they work together in your designs.

Evaluative Testing

When you need to understand if what you built will actually work and be interpreted the way you expected.



Comparative Testing

Pros:

You know that experience that your client keeps referencing—you can actually see how your designs measure up against it.

Cons:

You don't get to spend as much time getting feedback on your own designs since you have to cover the other experience as well.

Your design will likely be a much more limited experience than the existing one you are testing against so you need to be very focused on the key features.

What makes it easier:

- Clear goals and identifying the specific features that you want to compare
- Use a Google sheet to organize your notes for easier analysis and pattern recognition

Explorative Testing

Pros:

You get to have conversations with users that are centered around real designs/ prototype that they can react to and interact with during the session.

Cons:

Highly qualitative so it takes more time to conduct analysis and synthesis after the testing is complete.

Clients have difficulty following more conversational sessions on their own so it is highly recommended that they observe the session in real time with a team member facilitating their conversation and note-taking.

What makes it easier:

- Clear goals and specific areas of inquiry identified
- Have a client facilitator to guide them during the sessions
- Use a Google sheet to organize your notes for easier analysis and pattern recognition

Evaluative Testing

Pros:

This is your chance to see if your designs can stand up on their own and meet the expectations of users. Even when designs have issues, the team is often inspired by seeing their experience in use that any required edits are easy to ideate.

Cons:

This type of testing can be treated as a box to check before designs are “done”. Ensure there is time after conducting testing to analyze, synthesize and then iterate on your designs based upon your findings.

Also, if you end up needing to make a large number of changes you may need to test again with the updated designs.

What makes it easier:

- Clear goals and specific tasks identified
- Identify success criteria for tasks so you can report clear success metrics afterwards
- Use a Google sheet to organize your notes for easier analysis and pattern recognition

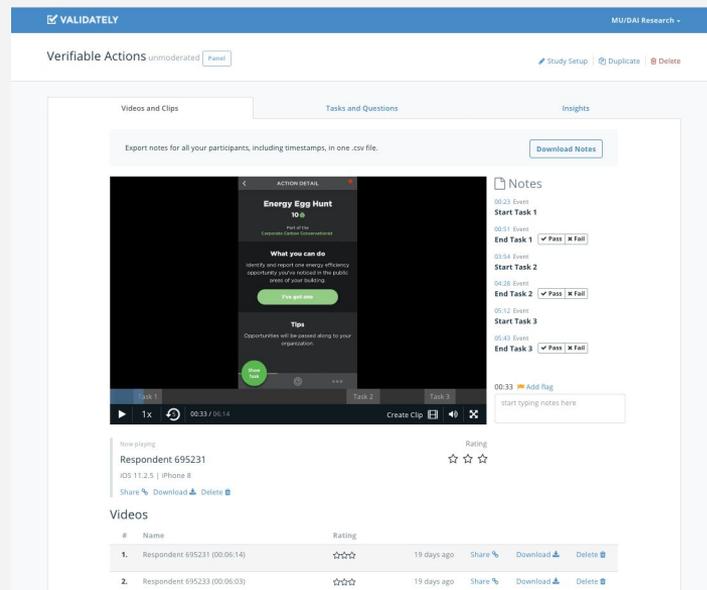
Remote Testing

While there are a lot of advantages to in-person testing, remote testing is becoming easier and allows us to reach a broader geographic area. If you decide remote testing will work for your project, we invested in a tool that makes things easier.

[Validately](#) allows you to conduct both moderated and unmoderated testing. Both include videos for the sessions and you can create video clips right from their site. Recruiting is available for an extra cost as well.

When to use unmoderated vs. moderated:

Use unmoderated testing for small feature specific feedback & moderated testing for more robust feedback.



The screenshot displays the Validately web interface. At the top, there's a blue header with the Validately logo and 'MUDAI Research'. Below the header, the page title is 'Verifiable Actions' with a 'Unmoderated' filter. There are navigation tabs for 'Videos and Clips', 'Tasks and Questions', and 'Insights'. A 'Download Notes' button is visible. The main content area shows a video player with a 'Task 1' overlay. The overlay text reads: 'Energy Egg Hunt', 'Part of the Connected Car Challenge', 'What you can do: Identify and receive the energy efficiency opportunity (points) noticed in the public view of your making.', 'Free play mode', and 'Tip: Opportunities will be passed along to your organization.' Below the video player, there's a 'Now playing' section for 'Respondent 695231' on an iPhone 8. A 'Videos' section contains a table with two entries:

#	Name	Rating	
1.	Respondent 695231 (00:06:14)	☆☆☆	19 days ago Share % Download ⬇️ Delete 🗑️
2.	Respondent 695233 (00:06:03)	☆☆☆	19 days ago Share % Download ⬇️ Delete 🗑️



A photograph of a crowd of people at an outdoor event, overlaid with a semi-transparent blue filter. The text "Go forth and get that feedback!" is centered in white, bold, sans-serif font.

**Go forth and
get that
feedback!**

thank
YOU

The image features the words "thank" and "YOU" in a black, handwritten-style font. "thank" is in a cursive script, while "YOU" is in a bold, uppercase sans-serif font. The text is surrounded by several gold-colored stars of varying sizes. The word "YOU" is flanked by decorative, leaf-like or petal-like shapes on both sides. The entire graphic is centered on a white background.