



Introducing Usability Testing

simply brilliant thinkers
making software brilliantly simple



Box UK specialises in the design, development and delivery of large-scale user-centred digital platforms for ambitious, disruptive and innovative organisations worldwide



What can user testing do for you?

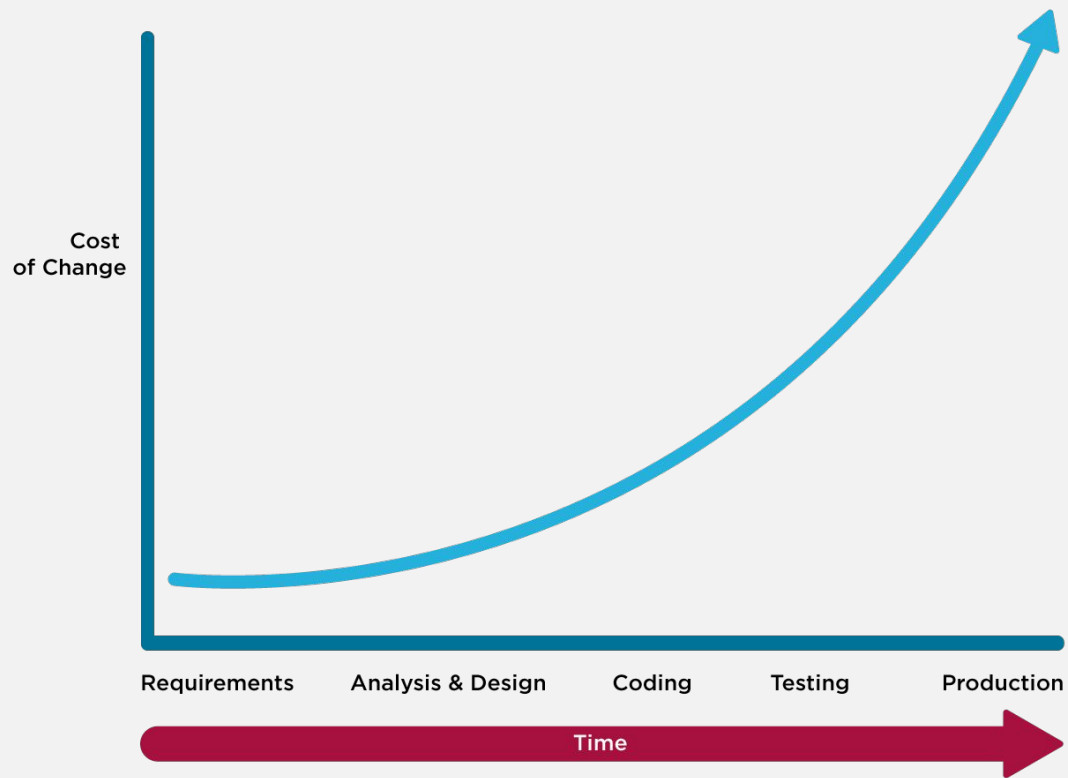
Benefits of user testing

- ✓ Optimise user journeys
- ✓ Improve conversion rates
- ✓ Grow repeat visits and business
- ✓ Increase customer satisfaction
- ✓ Improve brand perception
- ✓ Improve cross-device performance
- ✓ Reduce risk and support quicker decision-making
- ✓ Reduce development and maintenance costs
- ✓ Improve project margins
- ✓ Gain crucial competitive advantage



When should you test?

As soon as you can!



Testing throughout the project lifecycle



Benchmark
current
performance



Validate early
sketches and
prototypes



Identify
improvements to
existing products
or services

Different testing approaches



Guerrilla testing

Guerrilla testing benefits

- ✓ Facilitates **frequent testing** throughout the service lifecycle because of the lower cost.
- ✓ Can be used in **Agile sprints** to provide regular '**validation checkpoints**'.
- ✓ Provides rapid baseline measures across a **variety of devices**.
- ✓ **Adds value** to a broader **expert usability review**.
- ✓ No need for recruitment or detailed test plan means testing can happen **very quickly**.



Safe
Internet

Archives
Learning
Institute

Archives
Learning
Institute

Archives
Learning
Institute



*60% of traffic going to
just 250 key pages
(out of 10,000)*

Lab-based testing



Lab testing benefits

- ✓ Proven to be one of the **most effective methods** for discovering usability and accessibility issues.
- ✓ **Real or representative users** are guided through a range of key tasks and journeys.
- ✓ A separate **observer** notes any actions and verbal or physical responses.
- ✓ Ability for your team to observe in **real-time and on-site**, for valuable first-hand insight.

A close-up, slightly blurred photograph of a person's hands. The left hand holds a white smartphone, while the right hand is positioned over a laptop keyboard. The scene is dimly lit, with a warm, golden light source from the upper right creating a soft glow and highlighting the textures of the skin and the laptop. The overall mood is professional and focused.

Remote testing

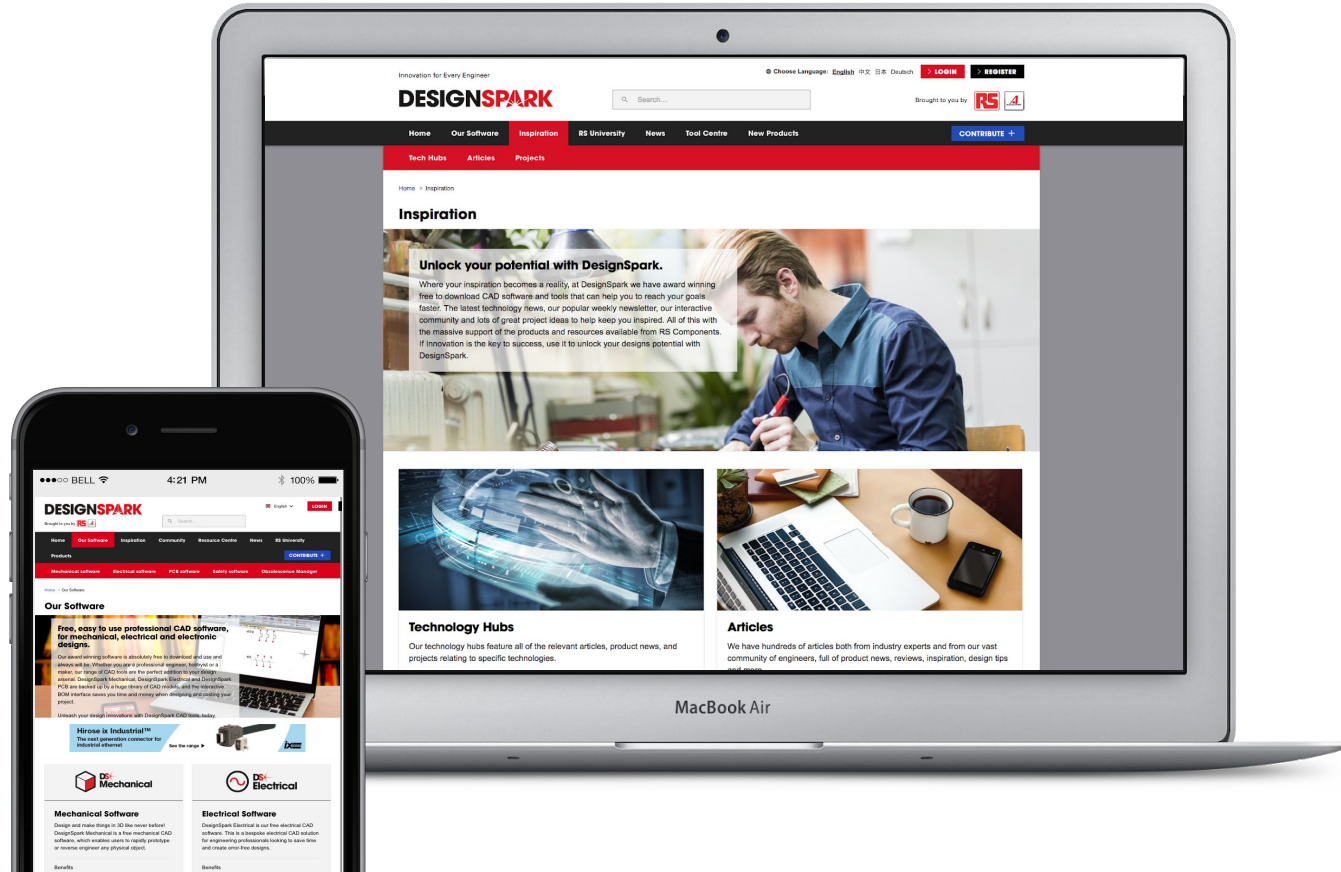
Remote testing benefits

- ✓ **Participant availability** can be better if you only have to ask for an hour and they don't even have to leave their office or home.
- ✓ **Geography.** Want to test users from Europe, Asia and Australia all for the same product in the same week? You can with remote testing.
- ✓ The **speed** of setting up and conducting testing is reduced because there are no travel arrangements.
- ✓ **You see what they see** so the setup is more natural.
- ✓ There is an option of unmoderated testing where participants are sent test plans and follow it in their own environment to **further reduce overheads**.

A close-up photograph of a person's hand holding a gold-colored card over a digital touchpoint screen. The screen displays a green bar chart. The background is blurred, showing a desk with a laptop and a patterned chair. The text "All digital touchpoints..." is overlaid in white.

All digital touchpoints...

Testing across multiple devices



Common mistakes

Common mistakes

1. Recruiting unsuitable participants
2. Not testing early and often during the project lifecycle
3. Following too rigid a test plan
4. Not rehearsing your setup
5. Using a one-way mirror
6. Not meeting participants in reception
7. Asking leading questions
8. Interrupting the participant
9. Undertaking two roles in a testing session
10. Not considering external influences

Learn more:

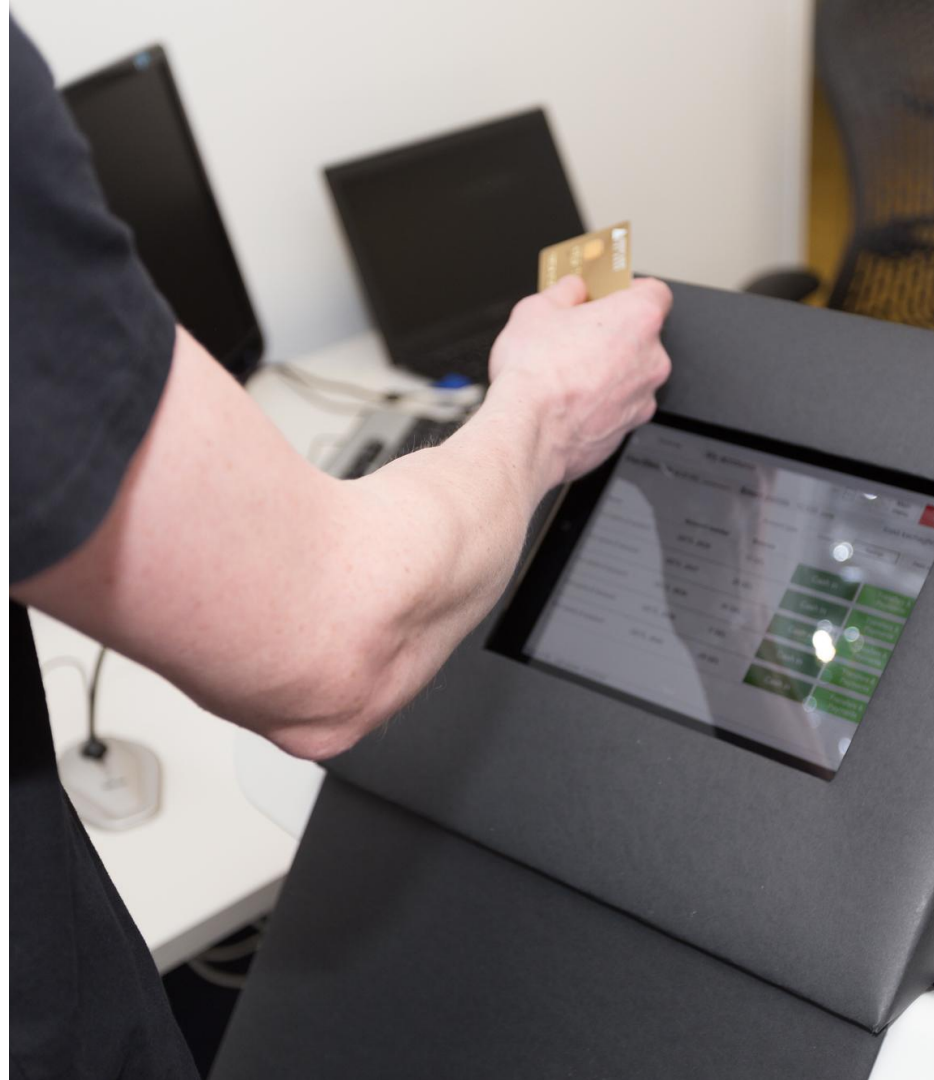
boxuk.com/10-common-usability-testing-mistakes



Deliverables

Recruitment

- ✓ Criteria
- ✓ Screener
- ✓ Schedule
- ✓ Communications
- ✓ Hospitality
- ✓ Payment





Test plan

- ✓ Validate objectives
- ✓ Identify user types
- ✓ Set agreed timescales
- ✓ Map out key journeys and tasks
- ✓ Confirm criteria for test users
- ✓ Define device split
- ✓ Agree final report format

Final report

- ✓ Key findings
- ✓ Task timings
- ✓ Success rates
- ✓ Participant feedback
- ✓ Video clips of key interactions
- ✓ Prioritised recommendations
- ✓ Next steps

Participant profiles

11 participants took part in the usability testing completing an average of 11 tasks.



Undergraduates

90% success

83% efficiency score *

3 participants completed 30 tasks (avg 12). In total, 20 completed error free, 2 with non-critical errors and 2 failed tasks.



Postgraduates

83% success

72% efficiency score

4 participants completing an average of 43 tasks (avg 11 each). In total, 31 completed error free, 4 with non-critical errors and 7 failed tasks.



Student influencer

85% success

76% efficiency score

2 participants completing an average of 17 tasks (avg 9 each). In total, 13 completed error free, 1 with non-critical errors and 3 failed tasks.



Academic / researcher

80% success

60% efficiency score

2 participants completing 11 tasks each. In total, 10 completed error free tasks, 4 non-critical errors and 4 failed tasks. 2 were exploration tasks.

* Completed a task without making any critical or non-critical errors, i.e. taking the unnecessary steps

Other considerations



An effective **project team** (including IT, and account and facilities management) is vital to ensure smooth running



Having two consultants run the sessions - as **facilitator** and **observer** - enables greater focus to capture all details



The ability to **observe remotely/off-site** avoids the risk of influencing participant feedback.

Over to you!

- Test your digital services with colleagues/clients/friends
- Tweet us a pic using the hashtag **#boxukux**
- **£50 Amazon voucher** up for grabs!



www.boxuk.com/usability-testing



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