

**You're NOT doing
usability testing?**

Are you...nuts?

Steve Krug
Agile Australia 2016





Awareness

Sorry

- I know what my slides *should* be like
- I'm just not that guy
 - ▶ The big, evocative photos guy
- And I'm not even sorry I'm not that guy
- Bullets it is
 - ▶ And a template straight out of Office 2004
- But you can read it from the back of the room, right?

But enough about me

Steve Krug (*steev kroog*)

noun

1. Husband, father







But enough about me

Steve Krug (*steev kroog*)

noun

1. Husband, father
2. Resident of Brookline, MA









Winter is FINALLY over in Boston as the city's last giant snow-pile melts - five months after it formed

- A pile of filthy snow in Boston's Seaport District dwindled to nothing officially on Tuesday
- Pile had accumulated into a 75-foot tower of snow after a record-breaking winter that dumped 110.6 inches on the city
- Mayor Martin Walsh announced that the pile had melted and his contest to guess when it would melt had come to a close

But enough about me

Steve Krug (*steev kroog*)

noun

1. Husband, father
2. Resident of Brookline, MA
3. Usability consultant



But enough about me

Steve Krug (*steev kroog*)

noun

1. Husband, father
2. Resident of Brookline, MA
3. Usability consultant
4. Sole proprietor of Advanced Common Sense



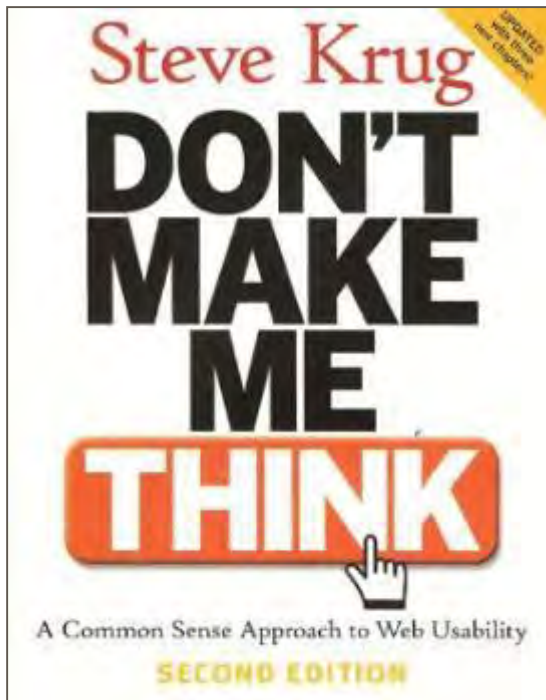
My elaborate corporate fiction

- d/b/a Advanced Common Sense
 - ▶ Me and a few well-placed mirrors
 - ▶ Company motto: “It’s not rocket surgery™”
 - ▶ Everybody can (and should) do a large part of what I do themselves

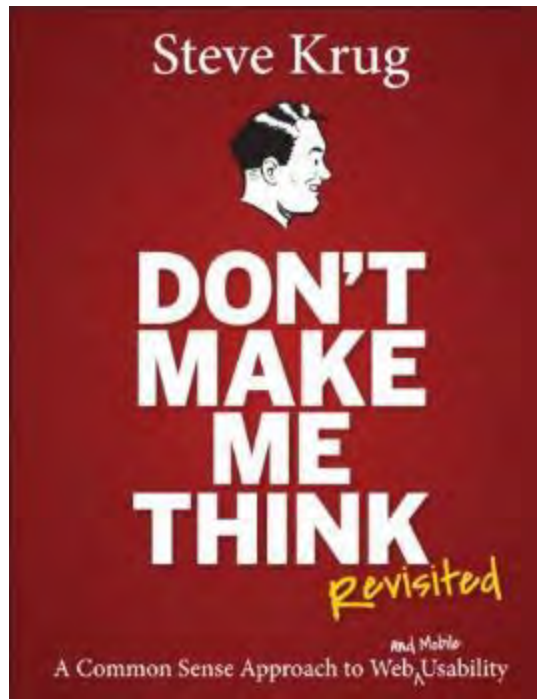
If a lot of this sounds familiar...

- ...it's because usability tends to be mostly common sense
- I spend a lot of time reminding people of things they already know

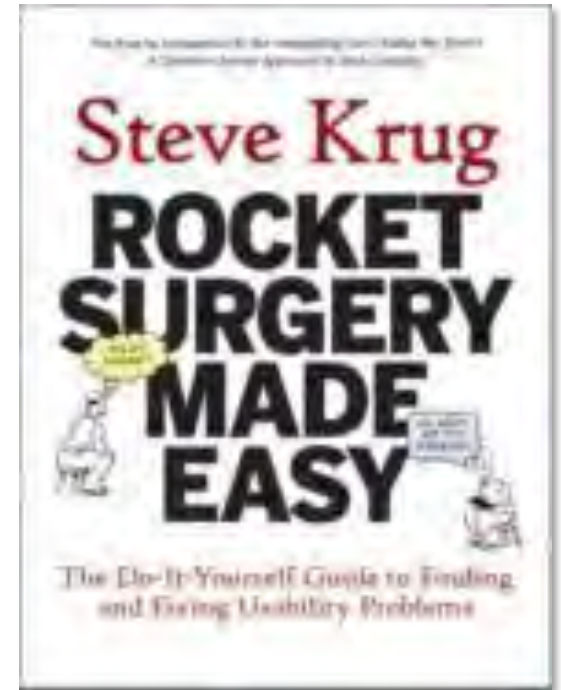
First, help me calibrate



Read it?



Read it?



Why I asked you all here today

■ Try to convince you

- ▶ that usability testing is one of the best ways to improve the quality of your work
- ▶ that it's much easier than you think, and
- ▶ that you can—and should—be doing it routinely

In one action-packed hour...50 minutes

- Why do usability testing?
- A demo test
- Six Maxims, briefly
- Maybe even one ~~or two~~ questions
 - ▶ Please come to my Deep Dive/AMA
 - ▶ 2:45 - 3:30 pm, Room 217

Show of hands

- Your experience with usability testing
 - ▶ Have observed tests?
 - ▶ Have conducted tests (facilitator)?

Essay question

- If your team doesn't routinely do usability testing, why not?

So, first: What *is* usability?

- It's an attribute of good design
- My definition is pretty simple:

A thing is usable if

- a person of average--or even below average--ability and experience (i.e., most people)
- can figure out how to use the thing for its intended purpose
- without it being more trouble than it's worth

Usability problems aren't hard to find

- Say hello to my little friends









Sometimes they just slow us down

Edit Emergency Address

**Sorry, we couldn't find that address.
Did you mean:**

☒ 237 RUSSETT RD,
Chestnut Hill, MA, 02467, US

Or use address as entered:

☐ 237 Russett Road,
Chestnut Hill, MA, 02467, US

Save Changes

Cancel

Edit

Did you mean:

237 RUSSETT RD,

☒ Chestnut Hill, MA, 02467, US

Or use address as entered:

237 Russett Road,

☐ Chestnut Hill, MA, 02467, US





Sometimes it's the wording

The New York Times

Sunday, July 26, 2015

My Home Delivery

[MY HOME DELIVERY](#) > [REVIEW & EDIT VACATION SUSPENSIONS](#) > [ADD A SUSPENSION](#)

Vacation Suspension

[Add a Vacation Suspension](#)

Vacation suspensions must be scheduled at least 02 day(s) in advance.

Please note that if your subscription has an expiration date, you will be unable to schedule a vacation suspension beyond that date.

UPCOMING VACATION SUSPENSIONS

Suspend On**Resume On**

What would you like us to do with your credit?

- ☒ Credit my account for the period of my vacation.
- ☐ Donate the credit for the duration of my vacation to provide The Times to schools. [Learn more »](#)

☒ Please e-mail a confirmation of this account change to **skrug@sensible.com**

[Cancel](#)[Save](#)[Return to My Home Delivery »](#)

Need More Help?

[How to Share All Digital Access »](#)[How to Reset Your Password »](#)[How to Change Your E-Mail Address »](#)[How to Subscribe / Unsubscribe to E-Mail »](#)[Order Home Delivery »](#)[How to Update Your Personal Information »](#)[View All FAQs »](#)

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[Report a Delivery Problem »](#)[Request a Vacation Stop »](#)[Send us an email »](#)[📞 Need Help? We'll Call You »](#)

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Vacation
Donation

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UPCOMING VACATION SUSPENSIONS

Suspend On



Resume On



UPCOMING VACATION SCHEDULE

Suspend On



July 2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

The last day it will be delivered?

...or the first day it **won't** be delivered?

UPCOMING VACATION SUSPENSIONS

Suspend On

Resume On

7/28/2015



◀		July		▼		2015		▼		▶	
Sun	Mon	Tue	Wed	Thu	Fri	Sat					
			1	2	3	4					
5	6	7	8	9	10	11					
12	13	14	15	16	17	18					
19	20	21	22	23	24	25					
26	27	28	29	30	31						

Sometimes they cause anxiety

Louis C.K. on parking in Los Angeles



From "A Designer's War on Misleading Parking Signs" by Rosie Cima
<http://priceconomics.com/a-designers-war-on-misleading-parking-signs/>



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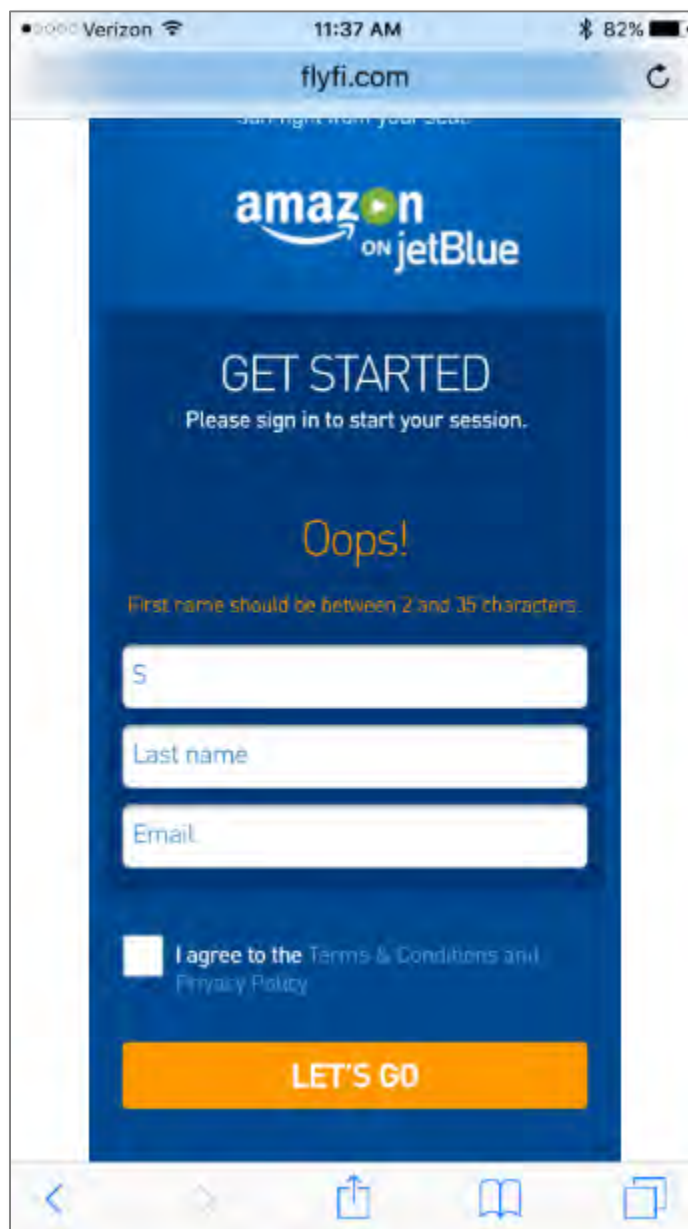


PARKING SCHEDULE

	M-SAT	SUN
-		
6am		
8am		
6pm		
10pm		
+		

TO RECOVER IMPOUNDED VEHICLE
CALL (866) TOW-AWAY

Sometimes the're really annoying



Oops!

First name should be between 2 and 35 characters.

Oops!

First name format is invalid.

GET STARTED

Please sign in to start your session.




Google "SNL celebrity jeopardy"


Sometimes they scare us off







stevekrug@gma...

WSJ.com would like to:

 Know your basic profile info and list of people in your circles.
Includes people in circles that are not public on your profile.

 Allow Google to let the people in these circles know that you have signed in to this app with Google:
[Your circles](#)

 View your email addresses 

 Manage your calendars 

By clicking Accept, you allow this app and Google to use your information in accordance with their respective terms of service and privacy policies. You can change this and other app permissions at any time.

WSJ.com would like to:



Know your basic profile info
and list of people in your
circles.



Includes people in circles that
are not public on your profile.

?

Huh?



Allow Google to let the people
in these circles know that you
have signed in to this app
with Google:



[Your circles](#)

Why?



View your email addresses



What?



Manage your calendars



?????

And sometimes they grind us to a halt

True Image



The specified file does not exist.

Click **Retry** to try to read from the same location. To create a new version according to the current backup scheme, click **Ignore**.

Retry

Ignore

Cancel

REVISED & EXPANDED EDITION

The DESIGN
of EVERYDAY
THINGS

DON
NORMAN





On the brighter side, though

- When people get it right, we appreciate it



Roll over image to zoom in

Fiskars 17 Inch Staysharp Push Reel Lawn Mower (6208)

by Fiskars

★★★★★ 118 customer reviews

| 11 answered questions

List Price: \$199.99

Price: **\$175.49** Prime

You Save: **\$24.50 (12%)**

In Stock.

Ships from and sold by Amazon.com.

Want it Friday, July 31? Order within **16 hrs 12 mins** and choose **One-Day Shipping** at checkout. [Details](#)


- The smart design of reel mower offers a cleaner cut without the hassles of gasoline, oil, battery charging, electrical cords or loud engine noise
- A combination of advanced technologies make the staysharp plus reel mower 40-percent easier to push than other reel mowers
- Patent-pending inertia drive reel delivers 75-percent more cutting power to blast through twigs, weeds and tough spots that would jam other reel mowers
- Exclusive StaySharp Cutting System uses precision-ground, hardened steel blades to cut grass without touching, greatly reducing friction and blade wear for long-lasting performance without costly annual blade sharpening


Share    

 **Buy new:** **\$175.49**

Qty: 1

- ☐ Include 2 Additional Years of Protection for **\$16.22**
- ☐ Include 1 Additional Year of Protection for **\$13.65**


 **Add to Cart**


 **Buy now**

[Turn on 1-Click ordering for this browser](#)

Ship to:

Steve Krug 02467

 **Buy used:** **\$153.55**

 **Add to Wish List**

368 of 374 people found the following review helpful

★★★★★ **A video comparison of the Fiskar's vs the Scott's**

By [Timothy B. Riley](#) [HALL OF FAME](#) [TOP 50 REVIEWER](#) [VINE VOICE](#) on May 9, 2012

Vine Customer Review of Free Product ([What's this?](#))



Length: 3:29 Mins

I live in San Antonio, Texas and my yard is fairly shaded in the front so I have St. Augustine grass there. However, the back gets full sun so we have planted Bermuda since it likes the sun and is drought resistant. Fine grasses like Zoysia and Bermuda should be cut low and with a reel mower instead of a rotary mower. My first reel mower was the [Scotts 20-Inch Classic mower](#). I loved how quiet it was and it gave my grass a nice, clean cut. When I received my Fiskars mower I never thought that I would

love it more than my Scott's, but I was wrong.

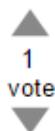
The Fiskars has more plastic than the Scott's but it is in nonessential components, like the front housing, which is more for appearance. It was pretty easy to put together, however you will need both an 11mm and an 18 mm wrench or socket. It feels a little "looser" than my Scotts but that doesn't seem to be a problem. Between the time that I assembled it and the time that I completed my video review I used the mower over 10 times (I even cut several of my neighbors yards) so that I could give it a fair evaluation. I found that it was easier to push than my Scotts and was even quieter. I hope that this video review is helpful to you!

Customer Questions & Answers

Have a question? Ask the owners here

Ask

Don't see what you're looking for? Submit your question to our community by clicking the 'Ask' button above.



How wide is this mower including the wheels? I want to use this between cemetery stones that are 18 inches apart. Will it fit?

A: It is a little wider than that, closer to 19". There are other Fiskars mowers that have the wheels on the inside of the reel and might be better for you.

Timothy B. Riley answered on December 8, 2012

✎ [See more answers \(2\)](#)



I would like to use this mower on very sandy soil, do you think there would be a problem with the wheels 'digging in', making it hard to push?

A: I wouldn't think so, as long as it isn't loose sandy soil. Mine will dig in a little bit turning at the end of a row if the soil is wet.

Amazon Customer answered on July 8, 2014

✎ [See more answers \(3\)](#)



Is handle adjustable

A: I am not sure in what way you mean adjustable. If you mean that you need to make the handle longer or shorter than no it is not adjustable in that reference. You can make the handle angle change in reference to the body, but that does not really help in any way that I can think of.

The handle is connected via a plastic... [see more](#)

joe answered on May 28, 2014

✎ [See more answers \(2\)](#)

Features



[StaySharp Max \(18-inch\)](#)



[StaySharp Plus \(17-inch\)](#)



[StaySharp \(17-inch\)](#)

StaySharp Cutting System

StaySharp Cutting System is precision engineered to cut grass without the blades touching, greatly reducing friction and blade wear, delivering long-lasting performance without the cost and inconvenience of annual blade sharpening.

Yes

Yes

Yes

InertiaDrive Reel

Large-diameter InertiaDrive Reel with thick blades delivers more cutting energy to power through small twigs, weeds or dense grass that would jam other reel mowers.

2X more power

75% more power

50% more power

Easier to Push

Advanced technologies combine to drastically reduce push force compared to other reel mowers.

60% easier to push

40% easier to push

30% easier to push

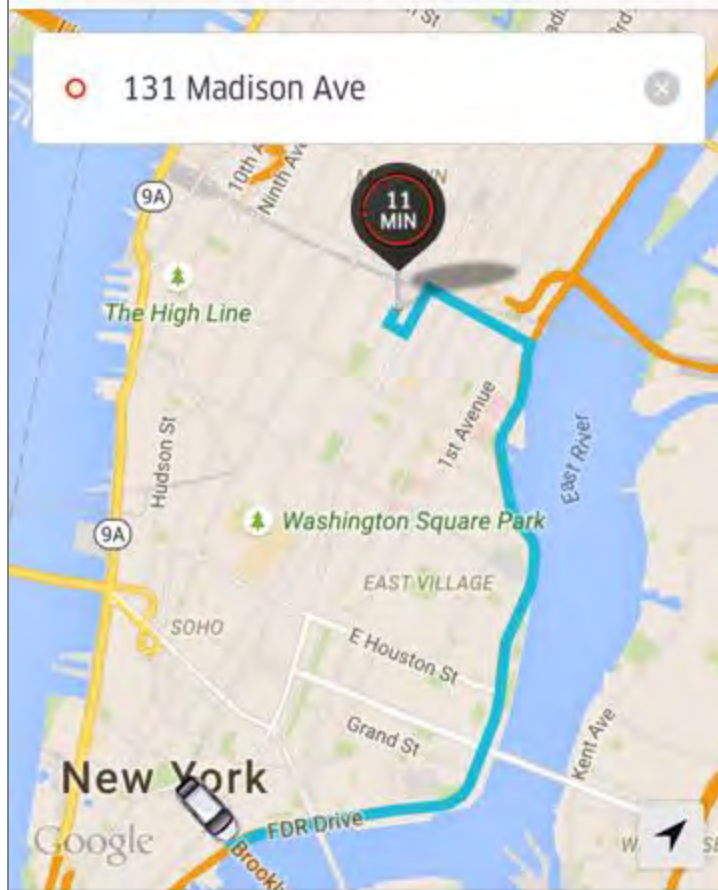
Cuts All Grass Types



On Trip



131 Madison Ave



GENARO

4.6



FARE SPLIT



SHARE MY ETA

So...

- Why usability testing?
- Fifteen years ago, I realized something

WEB DESIGN FUNNIES

Today's episode: "Religious Debates"

featuring...

Caroline makes a suggestion...

Kim the
Project
Manager

Rick from
Marketing

Bob the
Developer

Caroline the
Designer

We could use a
pulldown menu for
the product list.

*I hate
pulldowns.*

People don't like
pulldowns. My father
won't even go near
a site if it uses
pulldowns.

Well, I don't think *most*
people mind them.
And they'd save us a
lot of space.

*Besides, have
you got a
better idea?*

featuring...

Kim the
Project
Manager.

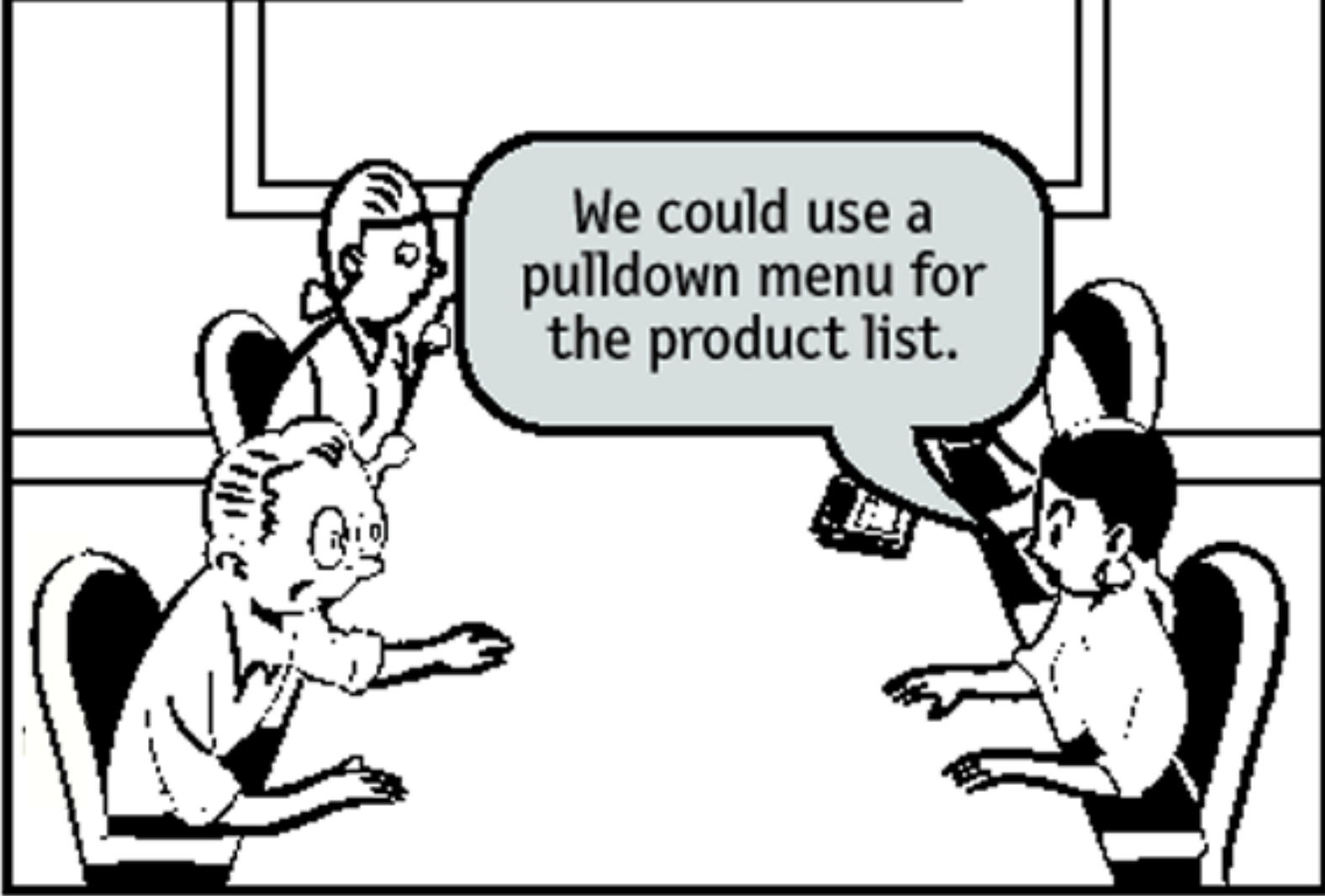
Bob the
Developer

Rick from
Marketing

Caroline the
Designer



Caroline makes a suggestion...

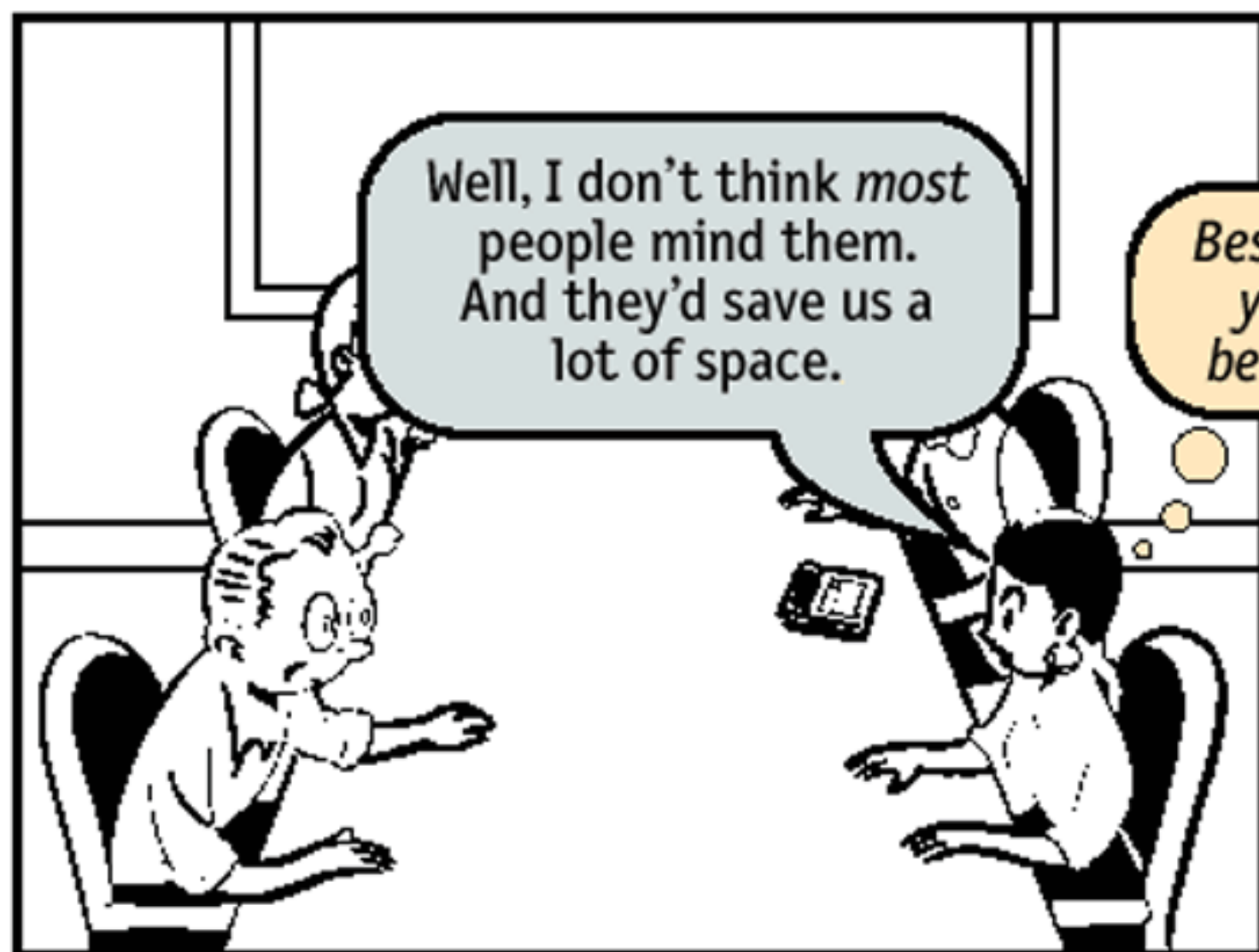


We could use a
pulldown menu for
the product list.



*I hate
pull-downs.*

People don't like
pull-downs. My father
won't even go near
a site if it uses
pull-downs.



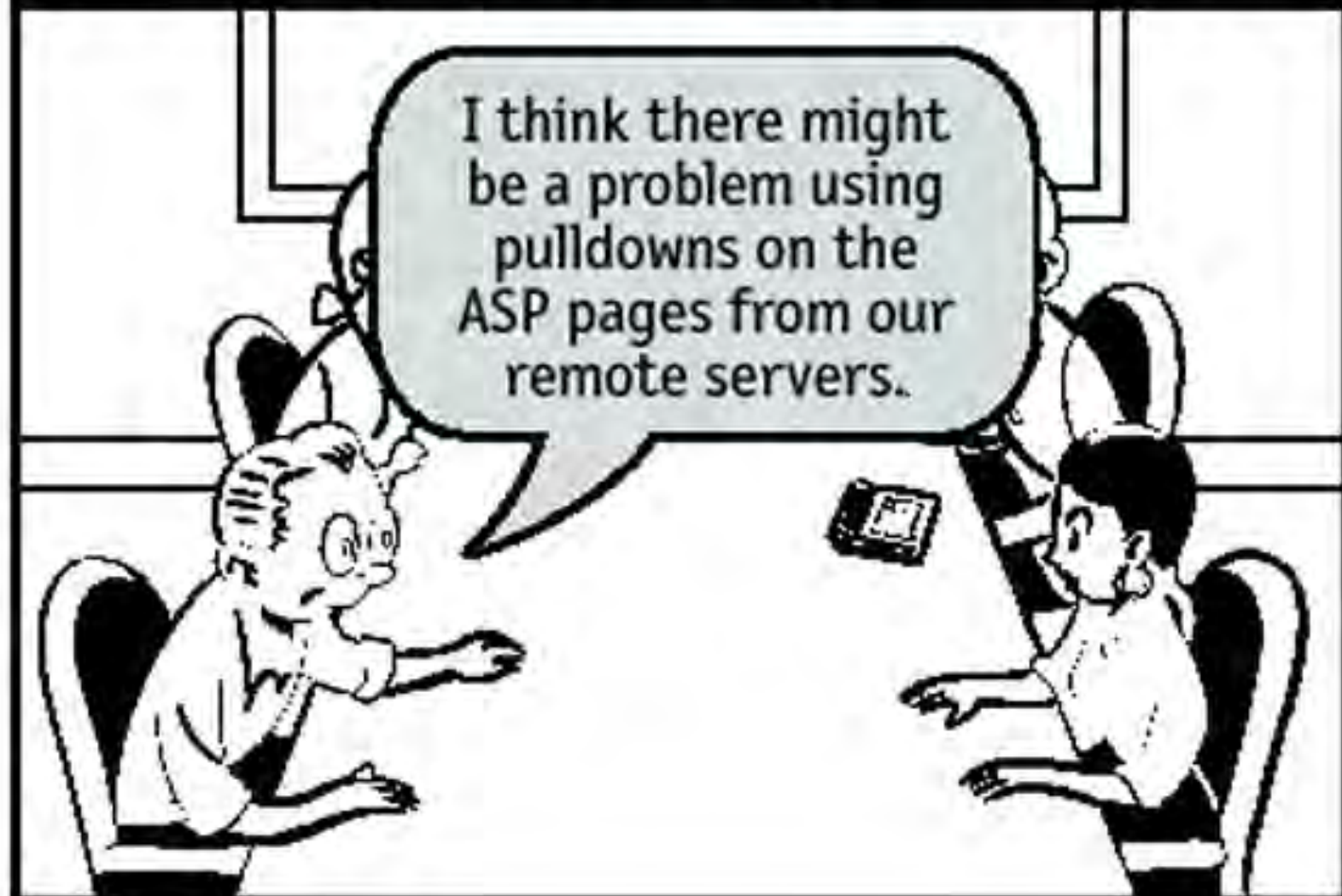
Well, I don't think *most* people mind them. And they'd save us a lot of space.

Besides, have you got a better idea?

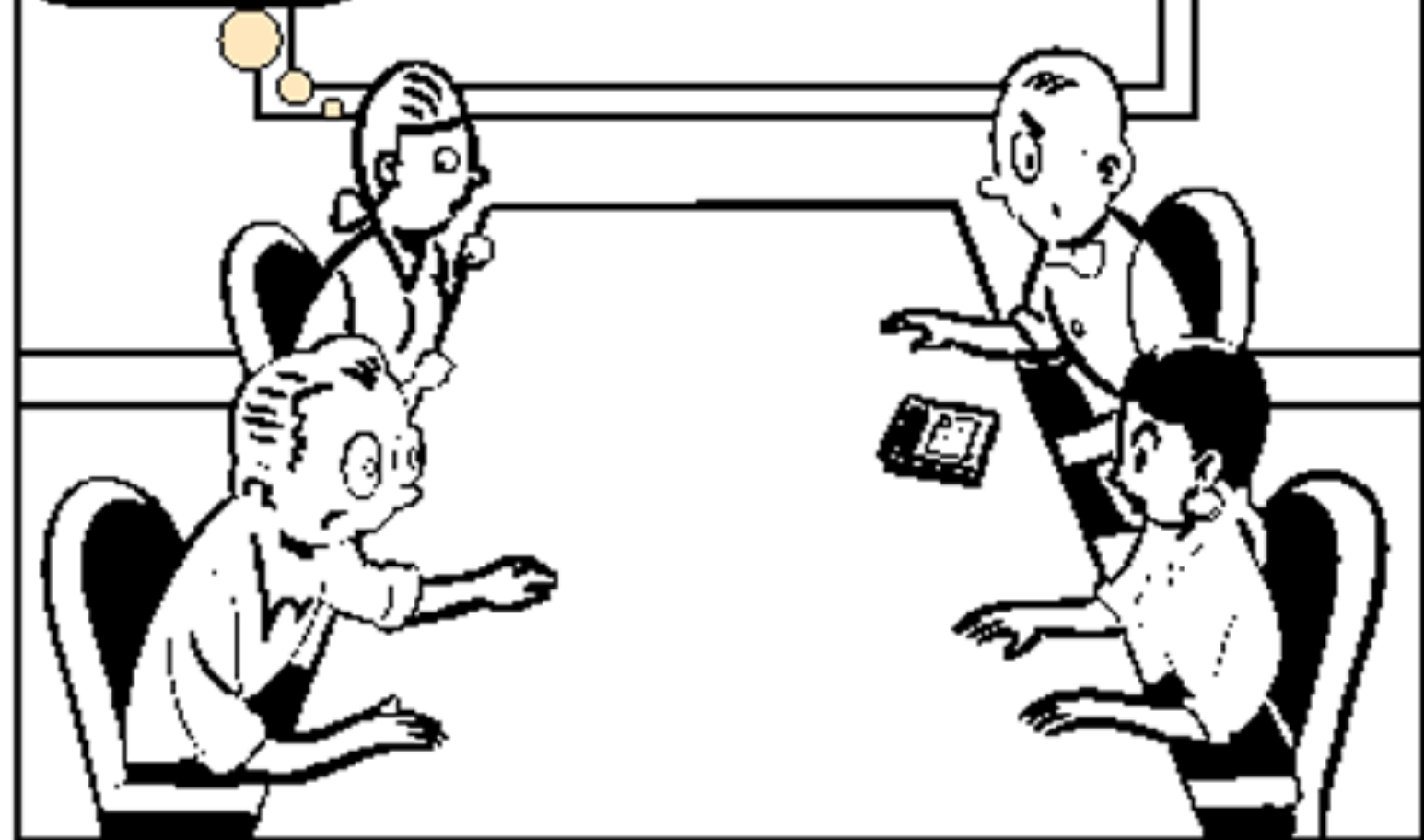


...but Bob plays his developer's trump card

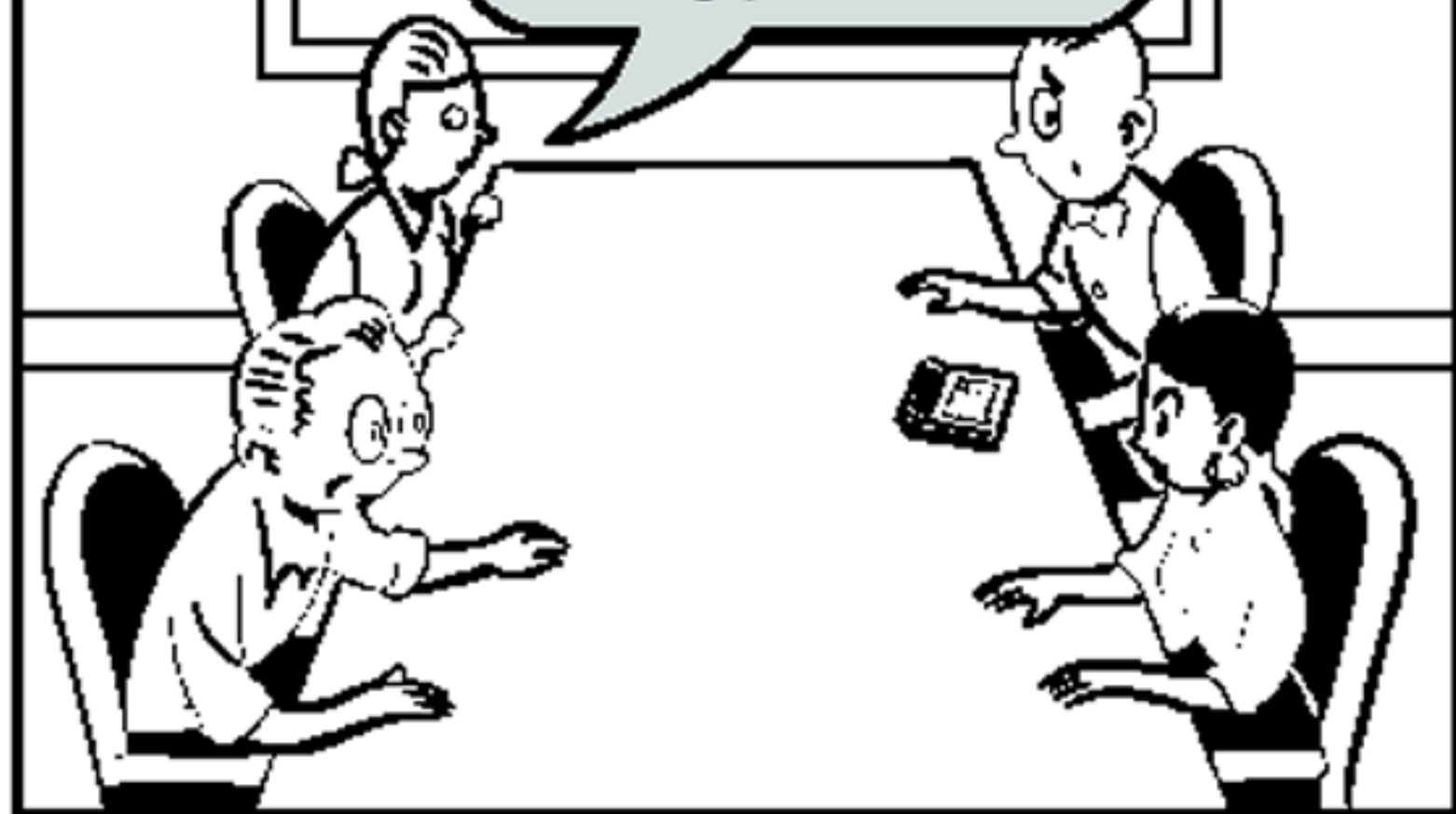
I think there might
be a problem using
pulldowns on the
ASP pages from our
remote servers.

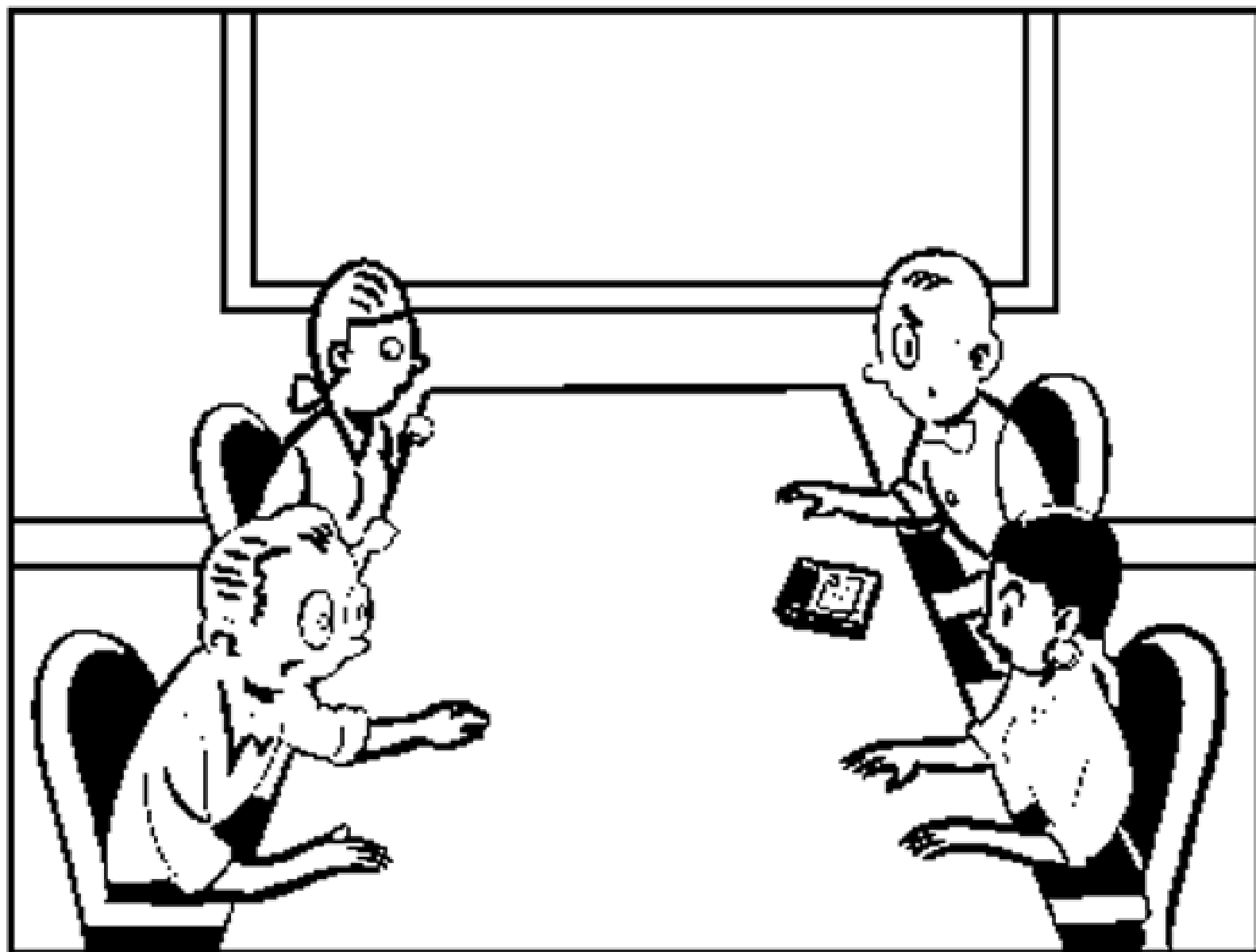


*I hate
my life.*

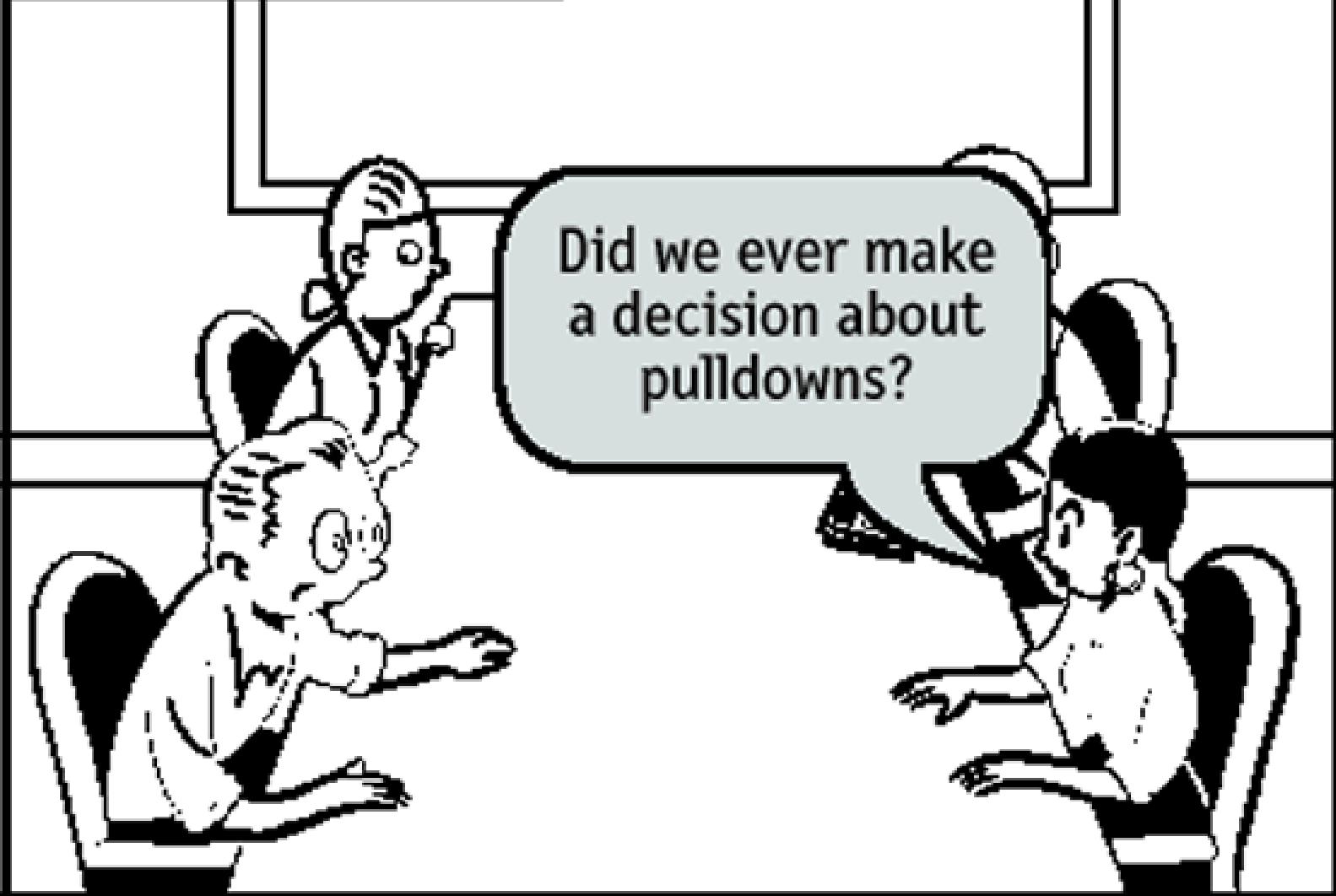


So, what does
everybody think?
Should we try
using pulldowns?





Two weeks later...



Did we ever make
a decision about
pulldowns?

“My ideal home page,” as told by...

PIZZAZZ!

CEO

Registration

Follow these 2 quick steps for **FREE** stock tracking, analyst alerts, bank account tracking, and much more!

Already Registered? [Click here](#) to sign in.

Step 1: Create a Member ID and enter your email address and zip code.

Member ID

Use 4-40 letters, numbers, dashes and/or underscores.
No spaces.

Email Address

ZIP Code

☒ **YES**, I would like to receive periodic financial updates and tips from Quicken.com via email. (I can unsubscribe later if I choose.)

[Continue to Step 2](#)

Developer

“My ideal home page,” as told by...



Designer



Business development

We're all users

- But we're not *our* users
- We don't appreciate how diverse they are
- The truth? All use is idiosyncratic
- And it's very hard for us to remember that they don't know what we know

**“You are not your user
and you cannot
think like a user
unless you’re meeting
users regularly”**

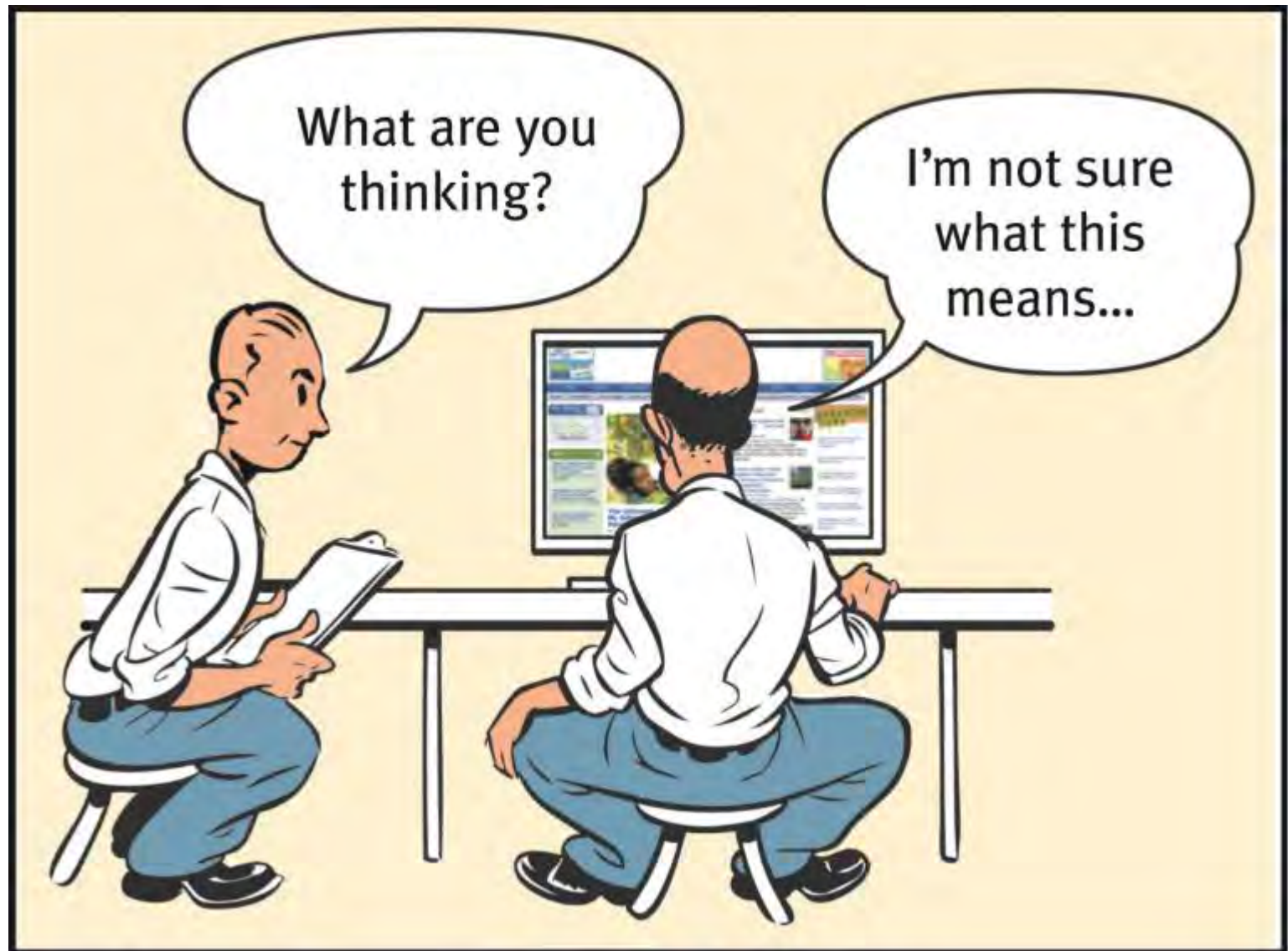
– Leisa Reichelt

The good news

- There's one thing you can do that will produce consistent and significant improvement in your users' experience
- Yes, I am passionate about it

What is a usability test?

- Watching people try to use what you create
- ...while thinking out loud



Why most sites don't get tested

- \$\$\$
- Time
 - ▶ Time spent doing it (instead of other things)
 - ▶ Belief that it will slow things down
- Failure to understand its value

A brave volunteer?

- We'll try an actual test
 - ▶ It's painless
 - ▶ It's brief
 - ▶ You'll get a round of applause when we're done
- Qualifying criteria:
 - ▶ Have used a Web browser
 - ▶ English-speaking adult
 - ▶ Not a "low talker"
 - ▶ Don't work in immigration
- ▶ The rest of you are now observers
 - ▶ Note the most serious problems you see

Your company is sending you to be a presenter at a conference in New Zealand, and you think you may need to get a visa for the trip.

You're a United States citizen, with a USA passport, who lives and works in the USA.

Use this site to determine if you need to apply for a visa, and if you do, start the application process.

A Quick Debriefing

- What were the most serious problems?
 - ▶ *Observed* problems

DIY usability testing (nutshell version)

- Three users
 - ▶ You'll find more problems than you can fix
- No lab or mirrors
 - ▶ Set up a monitor in another room so the whole team can watch
- Record with Camtasia or another screen recorder
- No stats, no exit questions, no faux validity
- No big honkin' report
 - ▶ Debrief over lunch
 - ▶ The report is an email

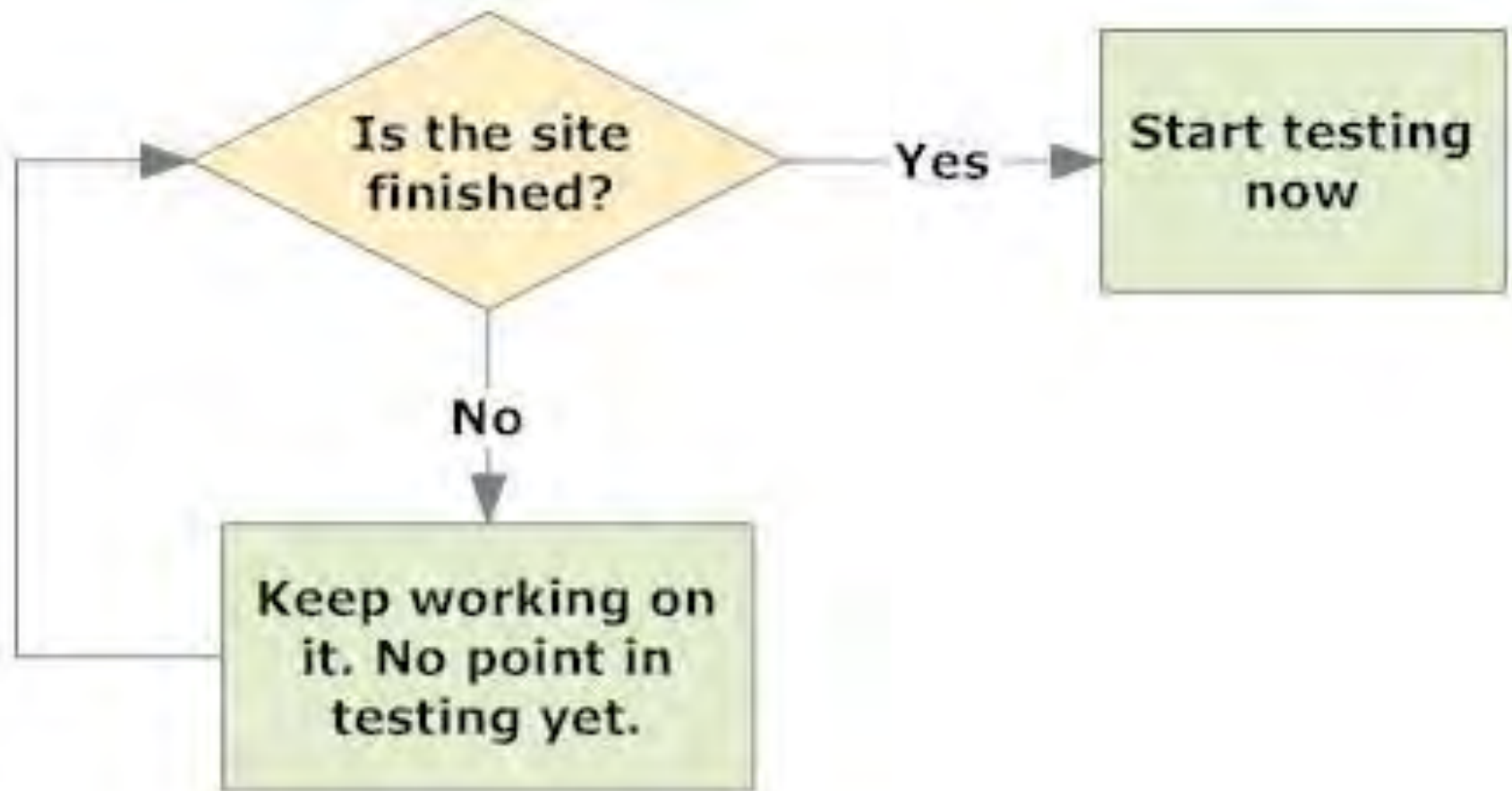
The maxims

- Six of them, from *Rocket Surgery Made Easy*
- I could talk about them all day (and I have)

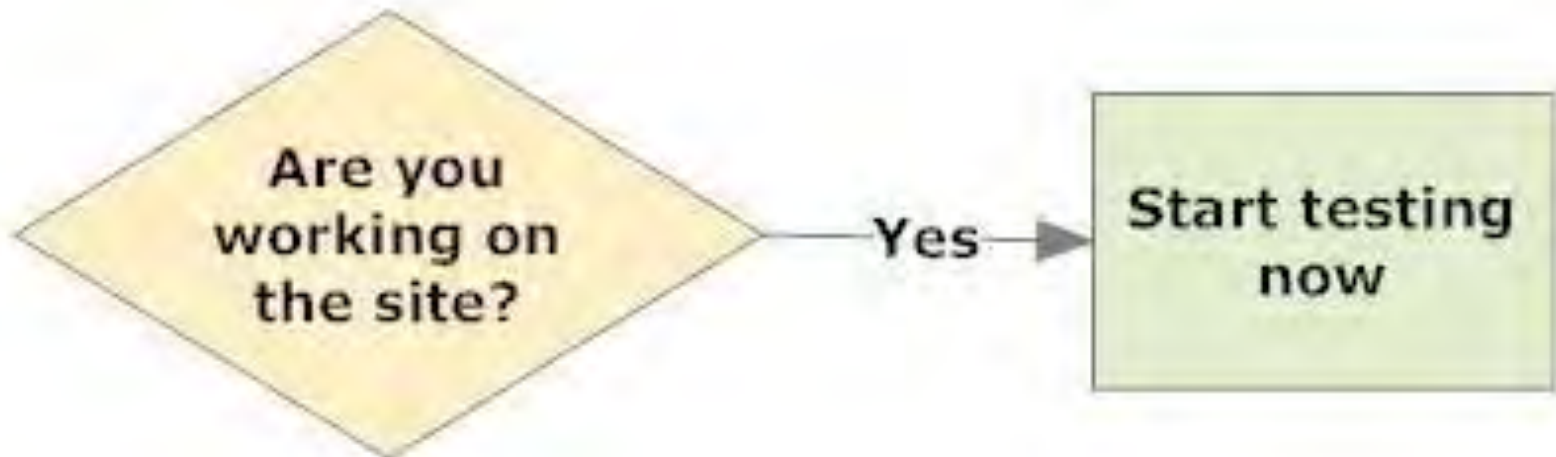


**Start earlier than
you think makes
sense.**

Incorrect thinking



Correct thinking



You can test...

- Your existing site or app if redesigning
- Competitors' sites or apps
- A sketch on a napkin
- Wireframes
- Prototypes (e.g. Balsamic, Axure)
- Comps
- Portions that have been built
- Alpha, beta, etc.



**A morning a month,
that's all we ask.**

June						
Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7


August						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

Thursday, June 24


08:00	First test
10:00	Second test
14:00	Third test
12:00	
13:00	Debriefing lunch
14:00	




**Recruit loosely and
grade on a curve.**




Naturally, we need to test people who are just like our target audience.




Representative users!



... people who actually use our site.



Real users!



... people who are a lot like our users.





**Make it a
spectator sport.**

From test room
(page 65)



a Computer b Projector c Speakers d Snacks e Speakerphone



**Focus ruthlessly on
a small number of
the most important
problems.**

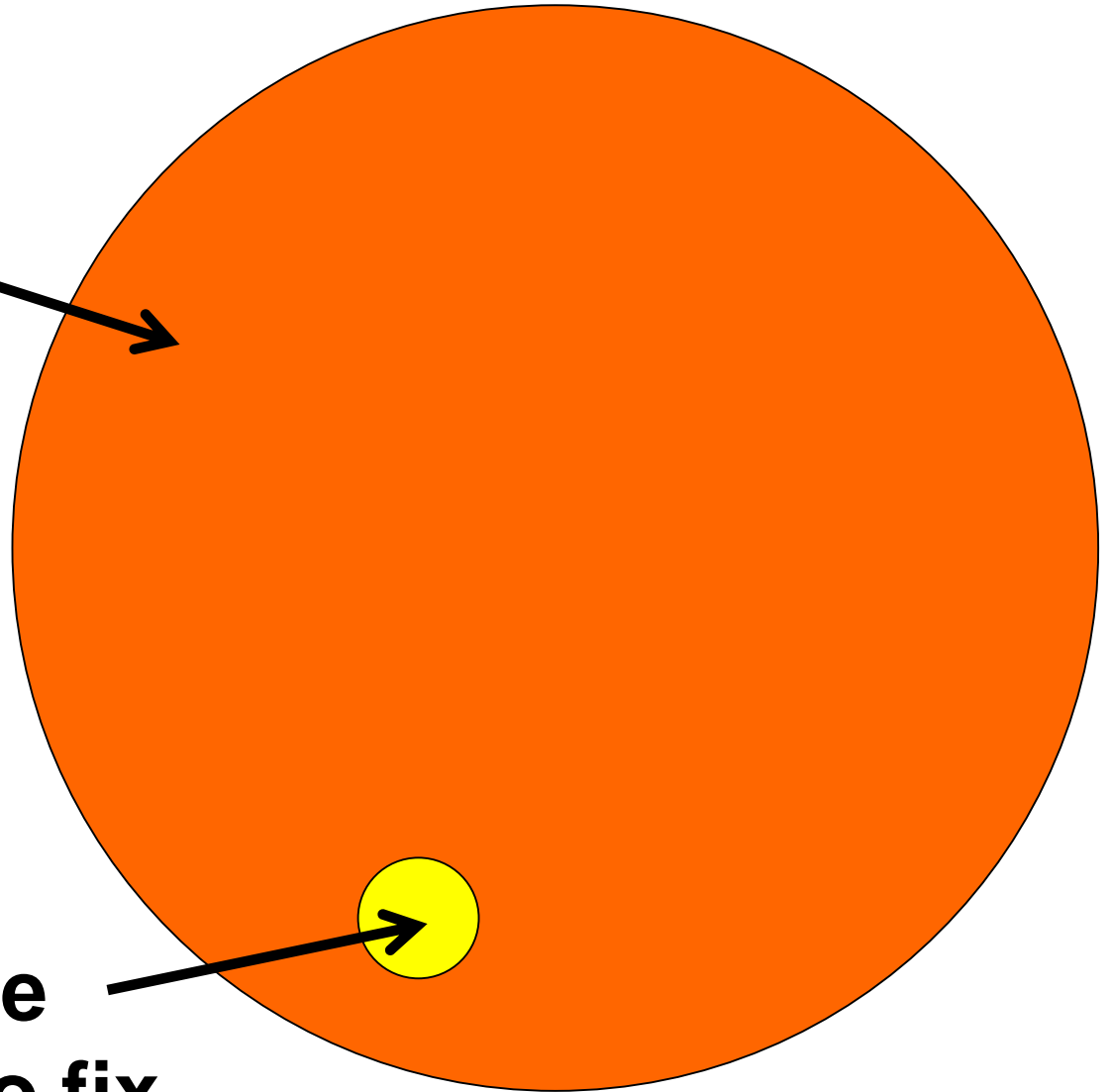
The problem is, testing works

- If you've done any testing, you know it uncovers lots of problems quickly
- But I finally realized this is part of the problem
 - ▶ You can find more problems in a day than you can fix in a month

**Problems you
can find with
just a few test
participants**



**Problems
you have the
resources to fix**



The lure of the low-hanging fruit

- It's easy to get seduced into fixing the easier problems first
- The solution is to focus ruthlessly on the most serious problems first

Top Three Usability Problems

After each test session, list the three most serious usability problems you noticed.

Participant #1

1.
2.
3.

Participant #2

1.
2.
3.

Participant #3

1.
2.
3.

Top Three Usability Problems

After each test session, list the three most serious usability problems you noticed.

Participant #1

1.
2.
3.

Participant #2

1.

6



**When fixing problems,
always do the
least you can do™.**

Tweak, don't redesign

- When fixing usability problems, your motto should be:
 - ▶ What's the *smallest* change we can make that we think might solve the *observed* problem?
- Think tweak instead of perfect, complete solution

Nine reasons why tweaking is better than redesigning

1. Tweaks cost less.
2. Tweaks require less work.
3. Tweaks don't ruin lives, break up families, and wreck careers.
4. Small changes can be made sooner.
5. Small changes are more likely to actually happen.

6. If you make larger changes, you're more likely to break other things that are working fine in the process.
7. Most people don't like change, so a redesign annoys them.
8. A redesign means making a lot of changes at once, with the attendant complexities and risks.
9. A redesign means involving a lot of people in a lot of meetings.
Enough said.

Four tips

Janice (Ginny) Redish

Letting

Go

of the

Words

Writing Web
Content that Works

MK
MORGAN KAUFMAN

Second Edition

THE LEAN SERIES

Laura Klein

UX FOR LEAN STARTUPS

Faster, Smarter **User Experience**
Research and Design

O'REILLY®

Eric Ries, Series Editor

Two words:

Remote testing

Three words:

Remote

unmoderated

testing



LOG IN

SIGN UP

GET PAID TO TEST

PRODUCT ▼

SERVICES

WHO USES US ▼

RESOURCES ▼

ABOUT US ▼

PRICING

Unlock customer insights and increase your revenue

Get videos of real people speaking their thoughts as they use



Websites



Mobile Apps



Prototypes and more!

PRICING & SIGN UP

▶ HOW IT WORKS

AT&T 11:52 PM 100%

0:00 / 7:00

Step: 1/7

Using [United.com](https://www.united.com)'s mobile website, find out the final cost of a flight from Newark airport in New Jersey to Jakarta, Indonesia for March 5 to 16. Choose a flight based on your personal preferences.

Back

Next

Notes & Clips Tasks Answers

0:12

Type a note...

1:50

"Two airports. I guess it really doesn't matter." (it does.)

2:35

Seems like he thought "Nonstop flights only" was selected. UI is unclear.

3:05

People have very different strategies for using this UI. He scrolls through the whole list first to get an idea of the range of prices. On a desktop, a bunch of prices would probably be visible at the same time.

3:12

Chooses one based on price, then realizes that it has two stops.

1 Using United.com's mobile website, find out the final cost of a flight from Newark airport in New Jersey to Jakarta, Indonesia for March 5 to 16. Choose a flight based on your personal preferences. 2 Tell us what was most difficult for you. [Verbal Response]

▶ ⏮ ⏪ ⏩ ⏭ 1x

0:12/6:00

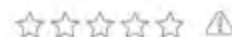




Photo © Jeff Jeffords www.divegallery.com

Thanks for all the fish

- Send any questions, feedback, gripes to

skrug@sensible.com
@skrug

or visit

www.sensible.com

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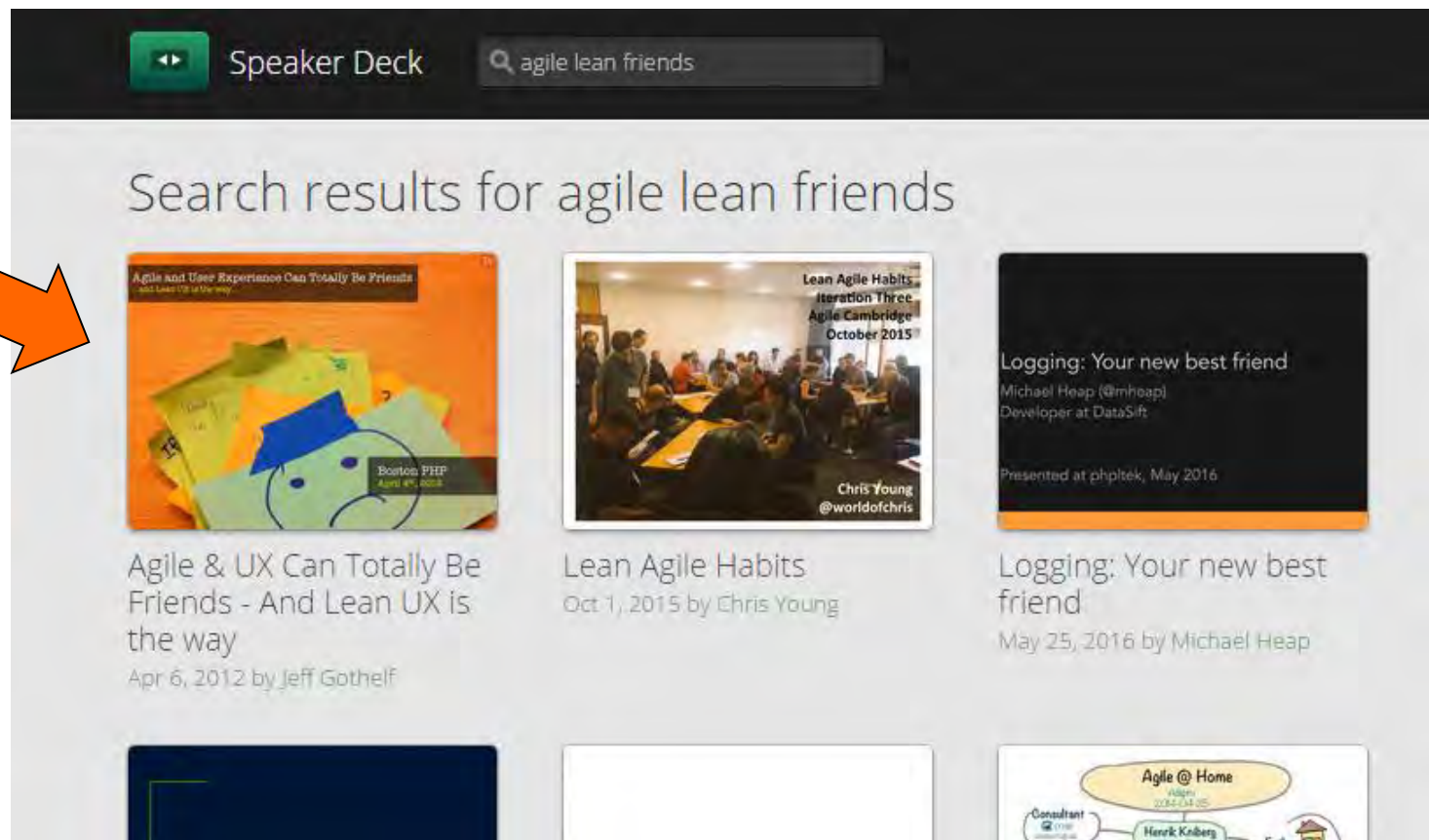
Agile and User Experience Can Totally Be Friends

...and Lean UX is the way...



Boston PHP
April 4th, 2012

Search speakerdeck.com
for “agile lean friends”



The screenshot shows the Speaker Deck website interface. At the top, there is a search bar with the text "agile lean friends" and a "Speaker Deck" logo. Below the search bar, the text "Search results for agile lean friends" is displayed. Three search results are shown in a grid. The first result, titled "Agile & UX Can Totally Be Friends - And Lean UX is the way", is highlighted with an orange arrow. The second result is "Lean Agile Habits" and the third is "Logging: Your new best friend". Each result includes a thumbnail image, the title, the date, and the presenter's name.

Speaker Deck

agile lean friends

Search results for agile lean friends

Agile and User Experience Can Totally Be Friends
and Lean UX is the way...
Boston PHP
April 4th, 2012

Agile & UX Can Totally Be Friends - And Lean UX is the way
Apr 6, 2012 by Jeff Gothelf

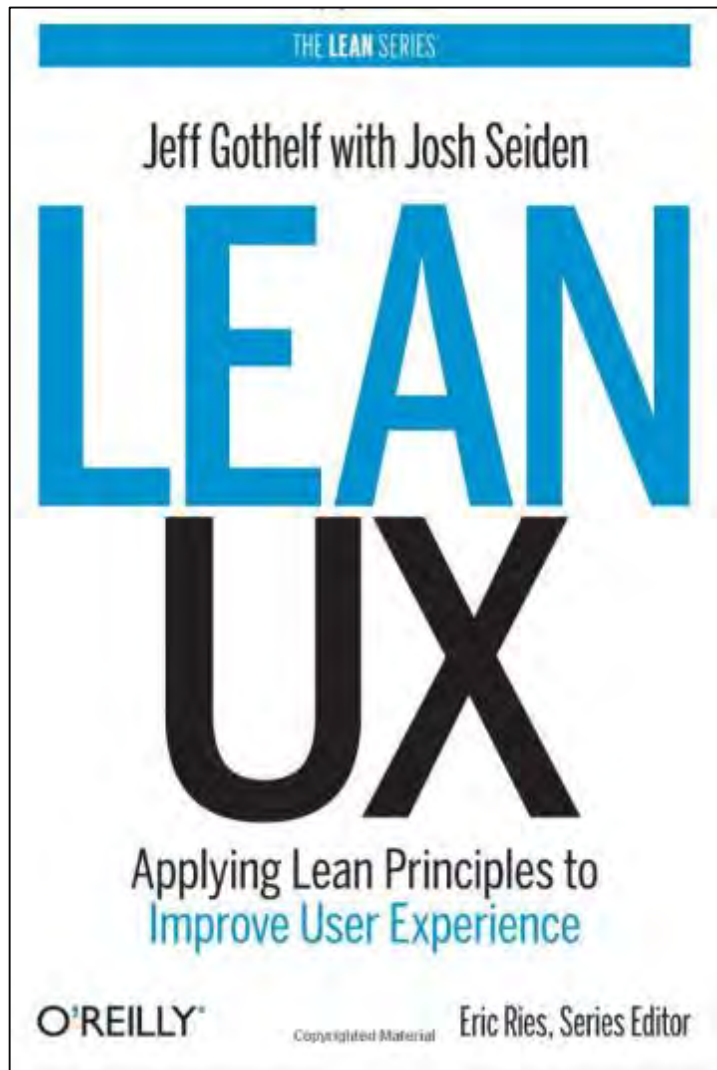
Lean Agile Habits
Iteration Three
Agile Cambridge
October 2015
Chris Young
@worldofchris

Lean Agile Habits
Oct 1, 2015 by Chris Young

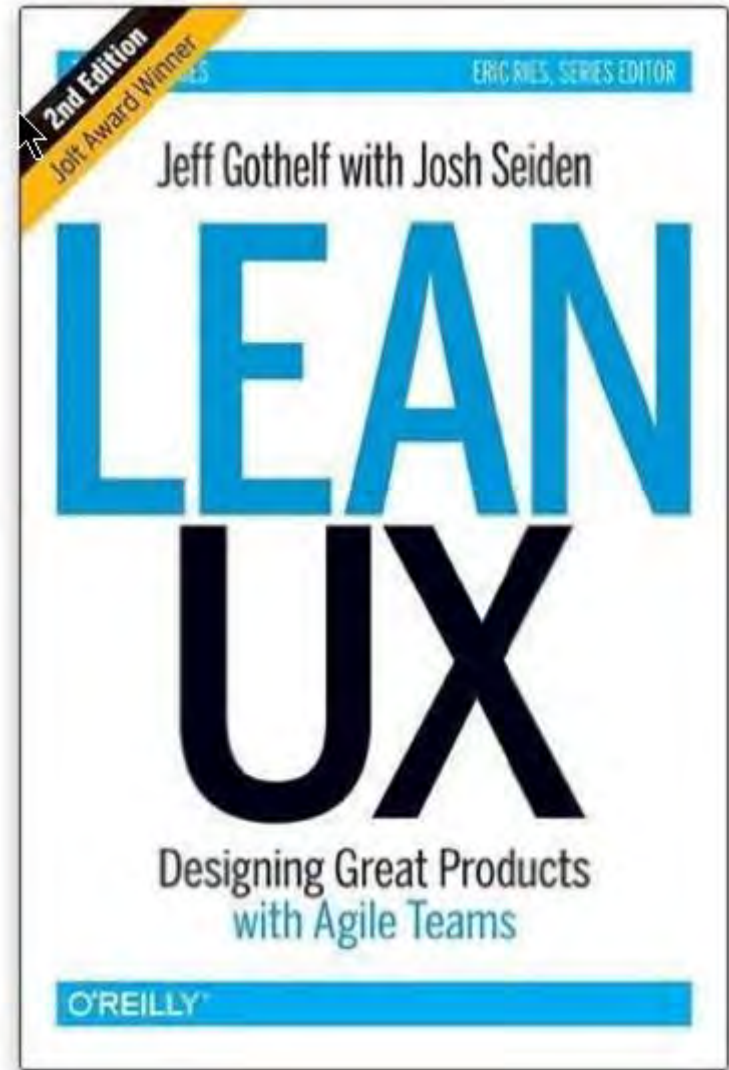
Logging: Your new best friend
Michael Heap (@mheap)
Developer at DataSift
Presented at phplek, May 2016

Logging: Your new best friend
May 25, 2016 by Michael Heap

Agile @ Home
Adapted
2014-2015
Consultant
Henrik Kniberg
Father



2013



2016