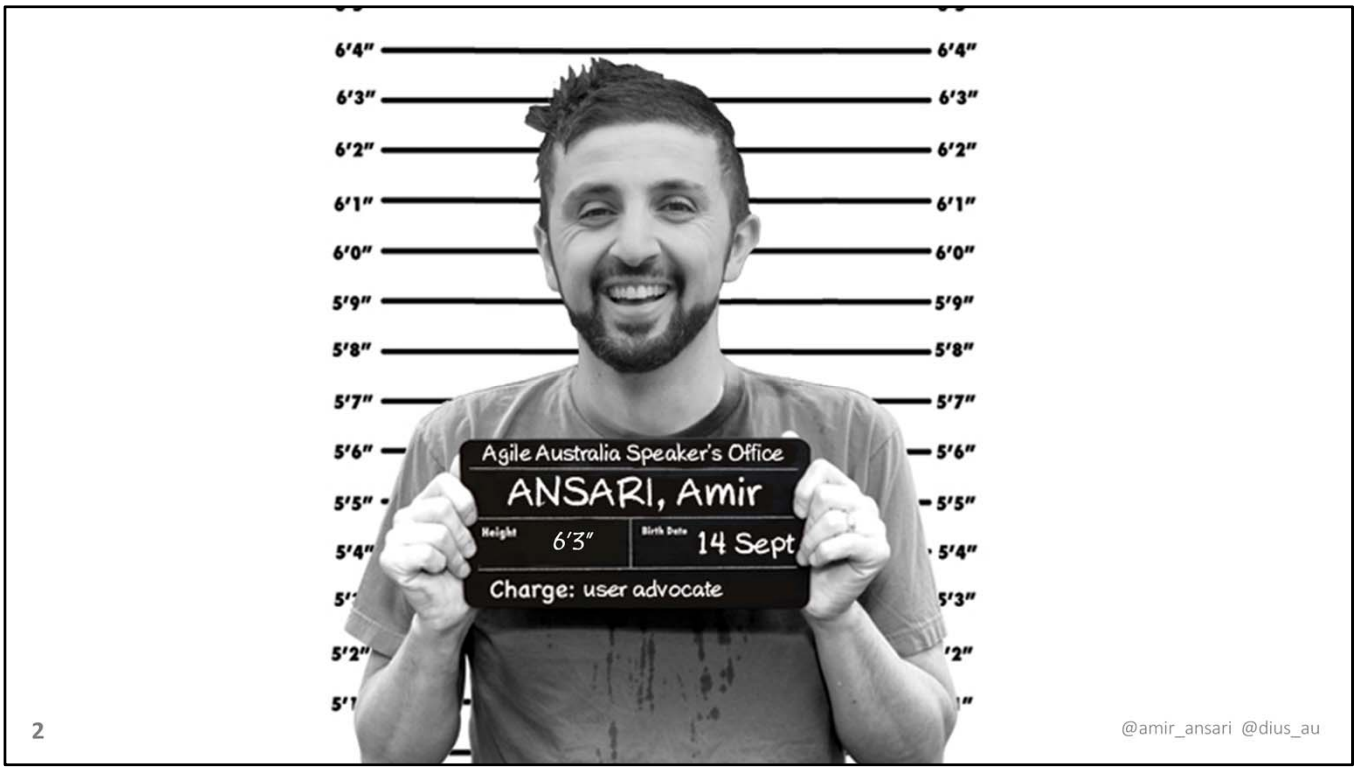
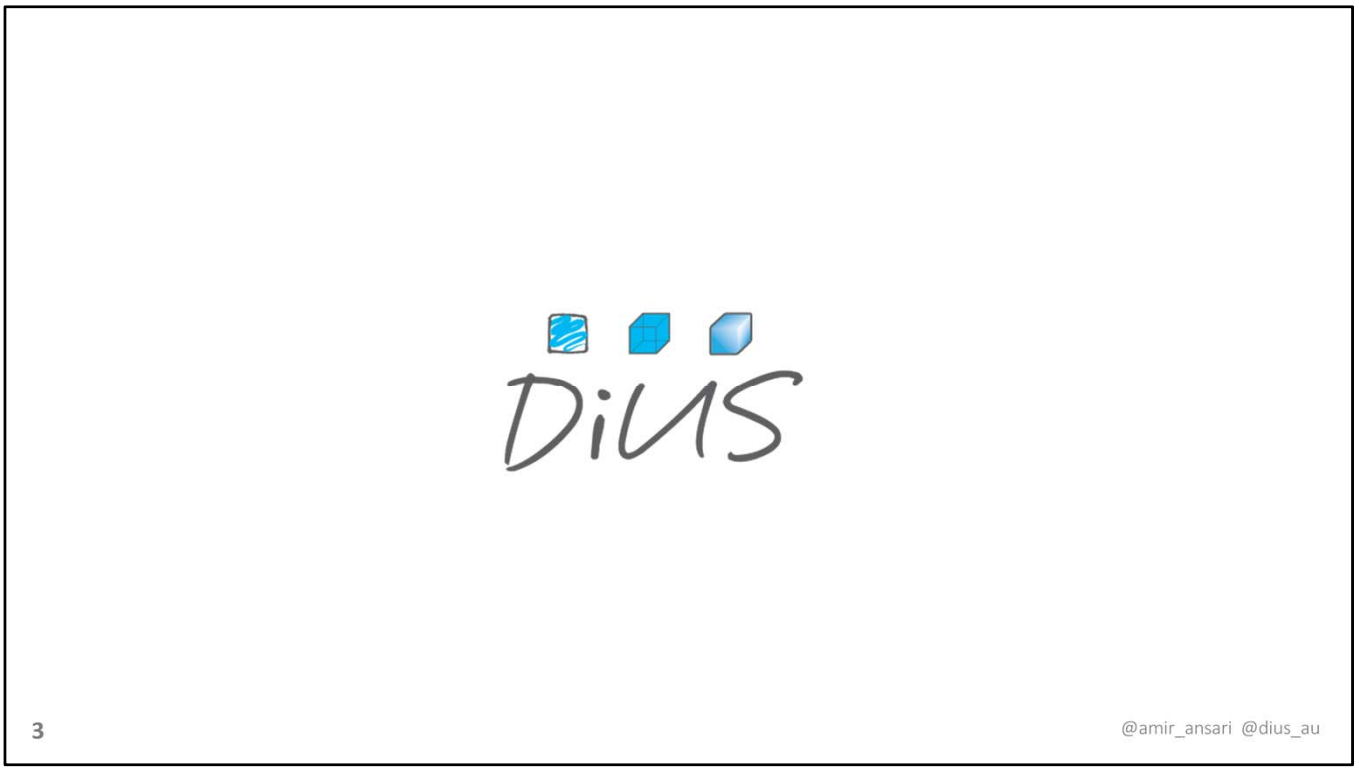


15 years in the usability and UX space, most of it at the management level of some sort. Last stint before DiUS was 8 years at Stamford (Aus's largest specialised UX agency). I've done my 10000+ hours.



Who knows DiUS?

Random Hacks of Kindness Hacking for Humanity | Agile Australia | YOW! Australia Developer Conference | Rails Girls | Lean Agile Systems Thinking | Meetup

Privately owned. 100 staff in both Melb & Syd. In May this year (2014) we turned 10 years old. SW engineers at heart, BA, hardware engineers, UX. Agile and nimble. People drive our culture to innovate. We believe in a strong and vibrant community. We sponsor conferences and meetups. Our employees give their time and skills to solve community problems.

Product and technology strategy: what product should be built, how to get it to market. We do this for our own products too. Web applications: QANTAS-Jetstar accommodation booking, Vodafone self-service. Application-specific devices: a fridge magnet for displaying in-home energy usage. Mobile applications: the iPad app for Australia Post Digital Mailbox.

What is UX?

6

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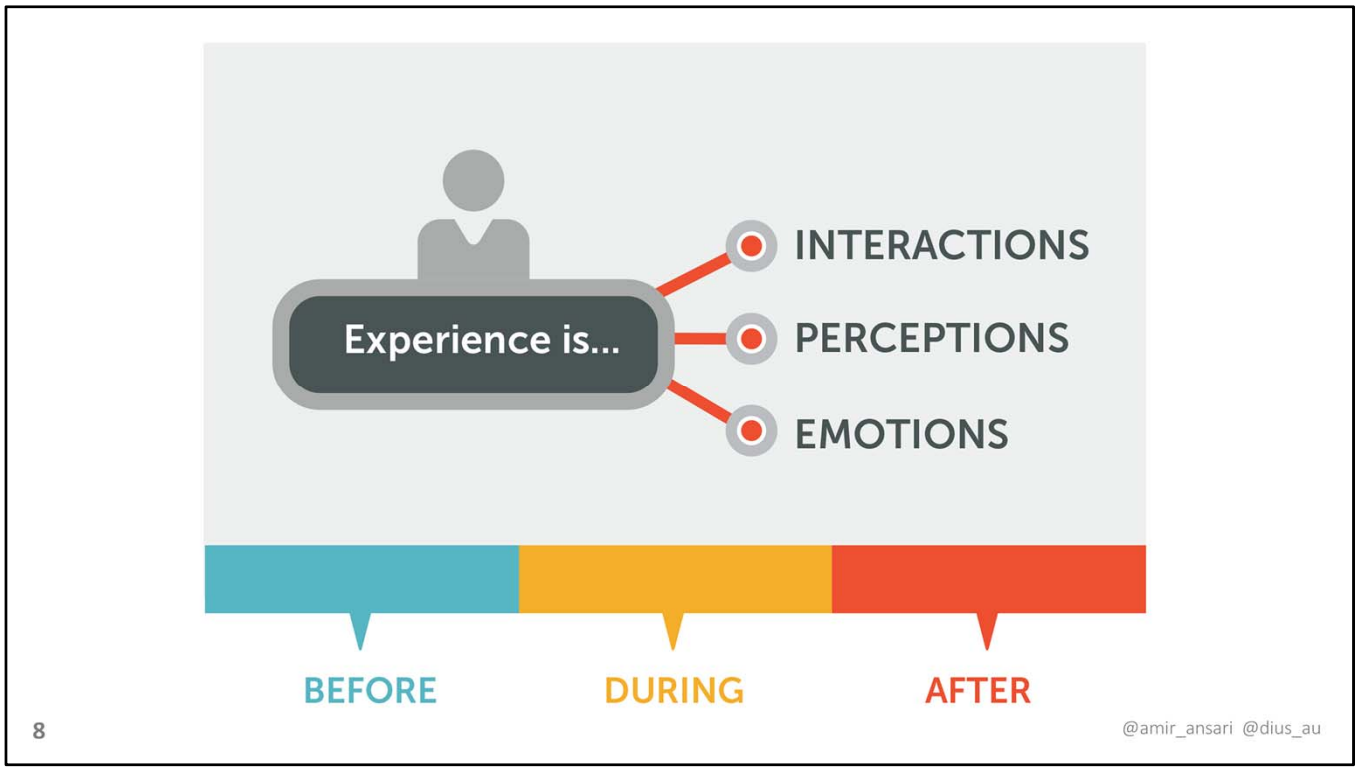
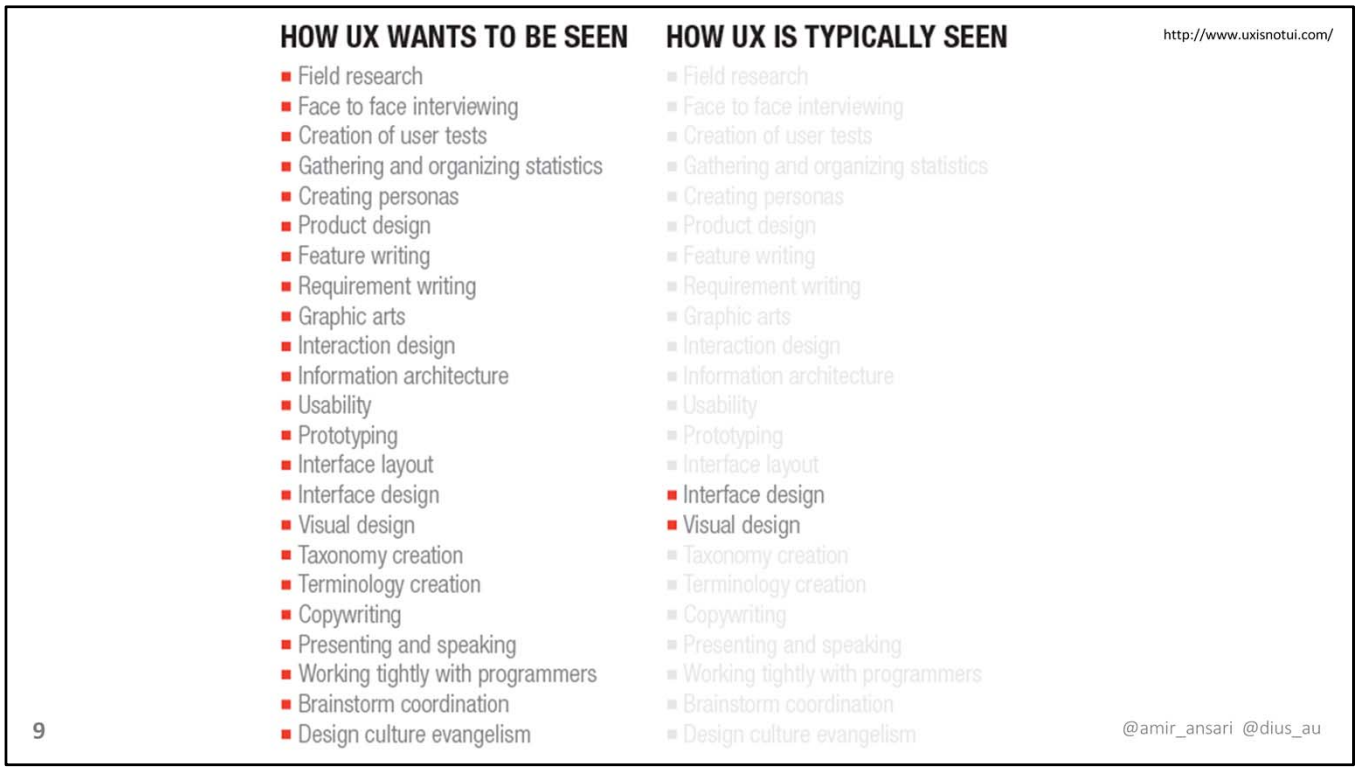
Any uxer's out there? Hands up. Who can confidently define what UX means?

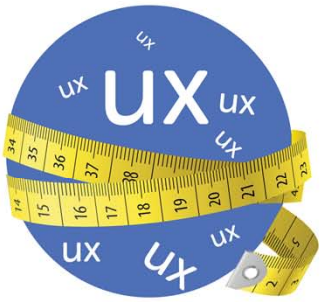




Firstly, most people still don’t know the breadth of user experience skillset (uxisnotui).

Why measure?

- Alternate designs
- Likelihood to recommend
- Current behaviours
- Customer loyalty
- ●
- ●
- ●



- Pain points
- Mental model
- Right direction
- Usability
- ●
- ●
- ●

10

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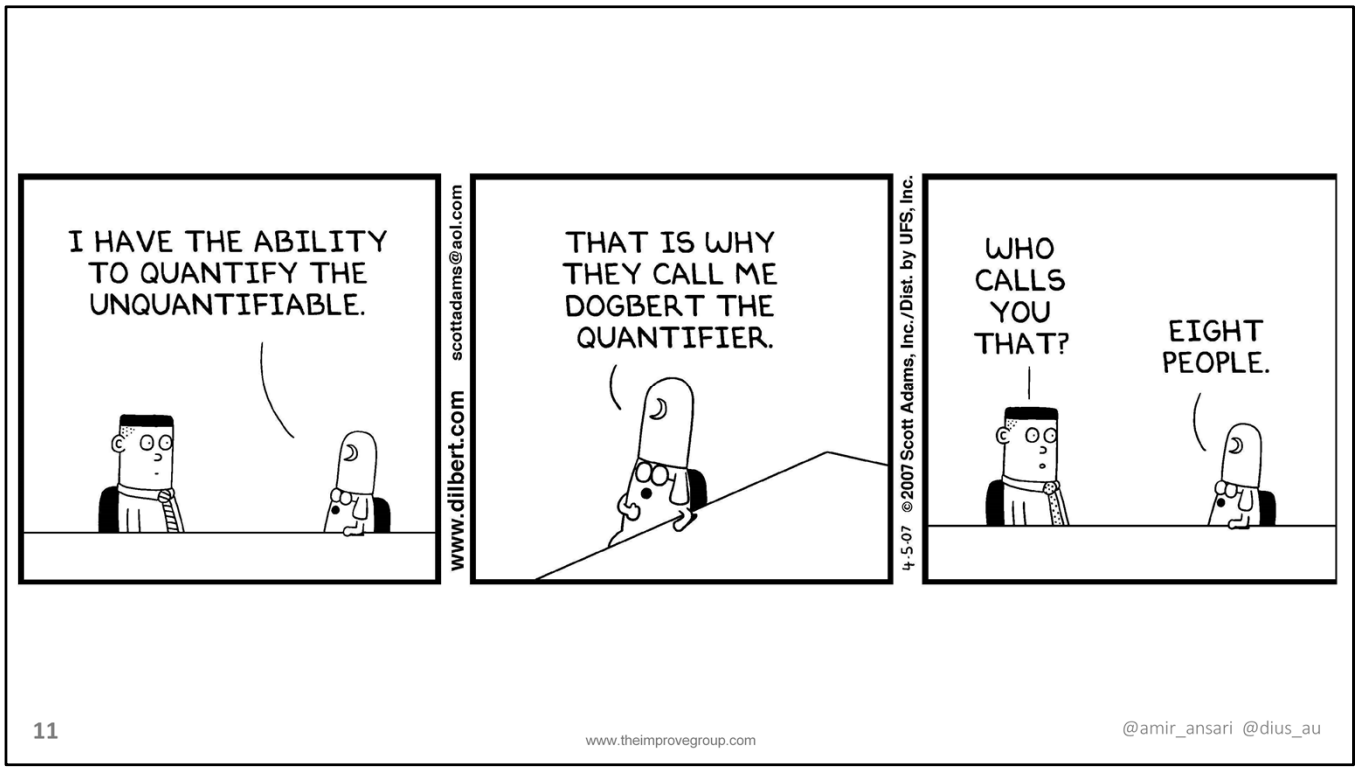
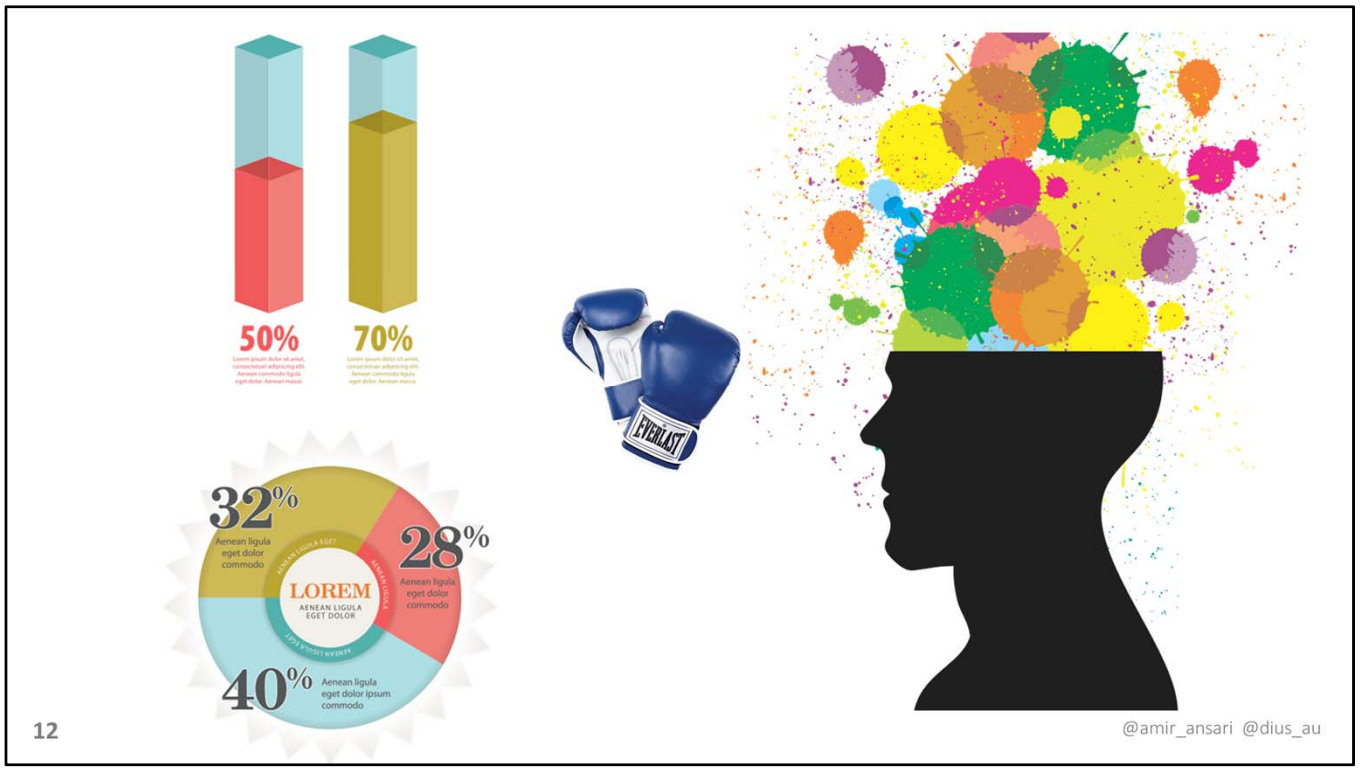
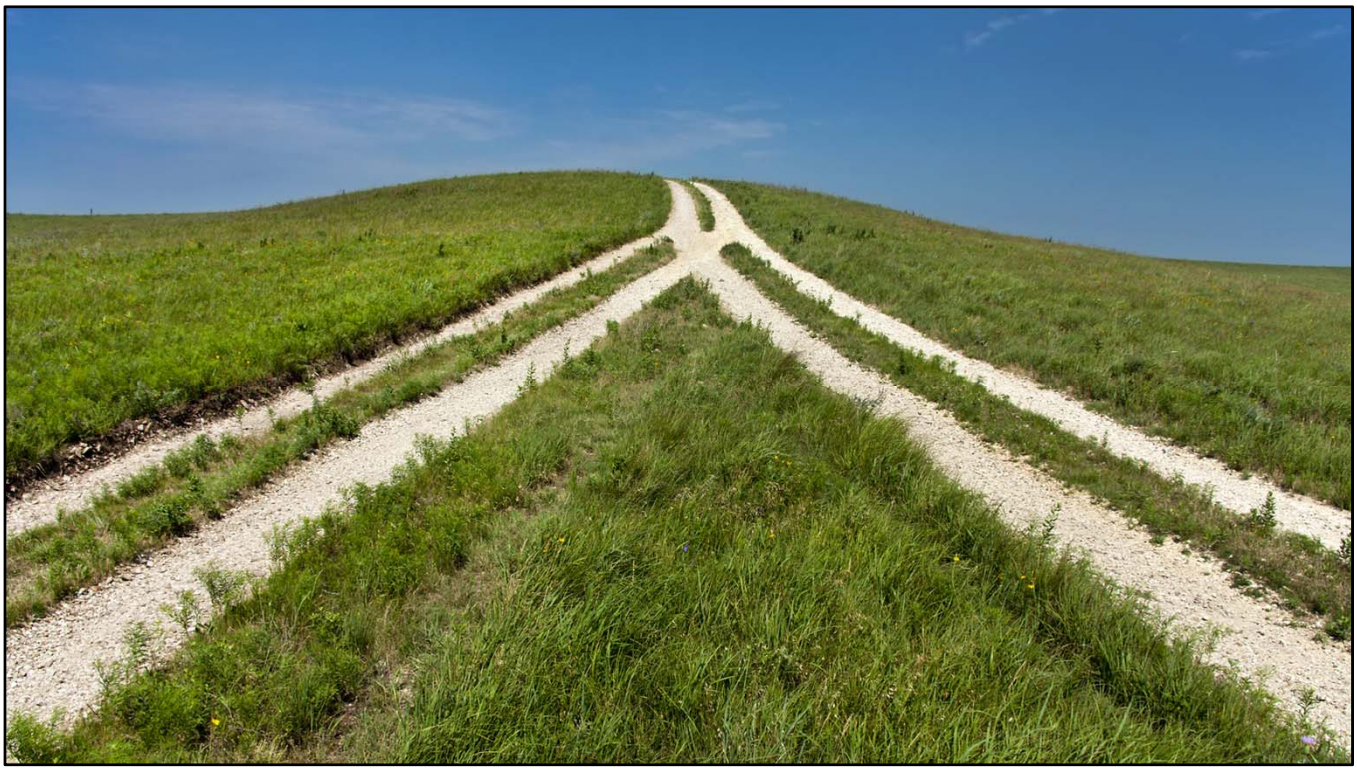


Sometimes confusion between qualitative and quantitative.



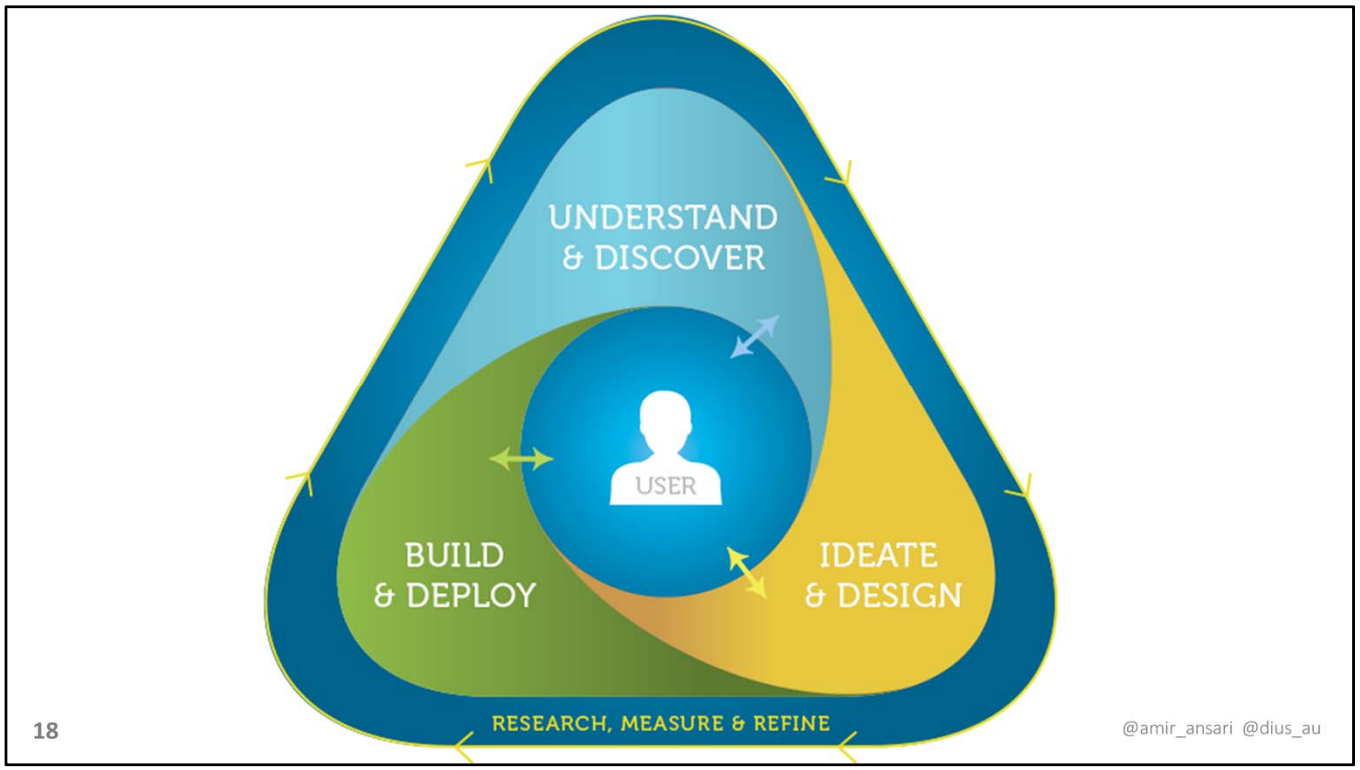
Two approaches to measuring UX.



As different as the two approaches are, we both need each other – so let's all be friends and hug.

My talk - So why the title?

I'm obsessed with **measuring**, **learning** and **iterating** when it comes to UX.



UX has traditionally been waterfall. With Agile and Lean, Lean UX has taken traction. Build, measure, learn is very appropriate to the UX discipline.

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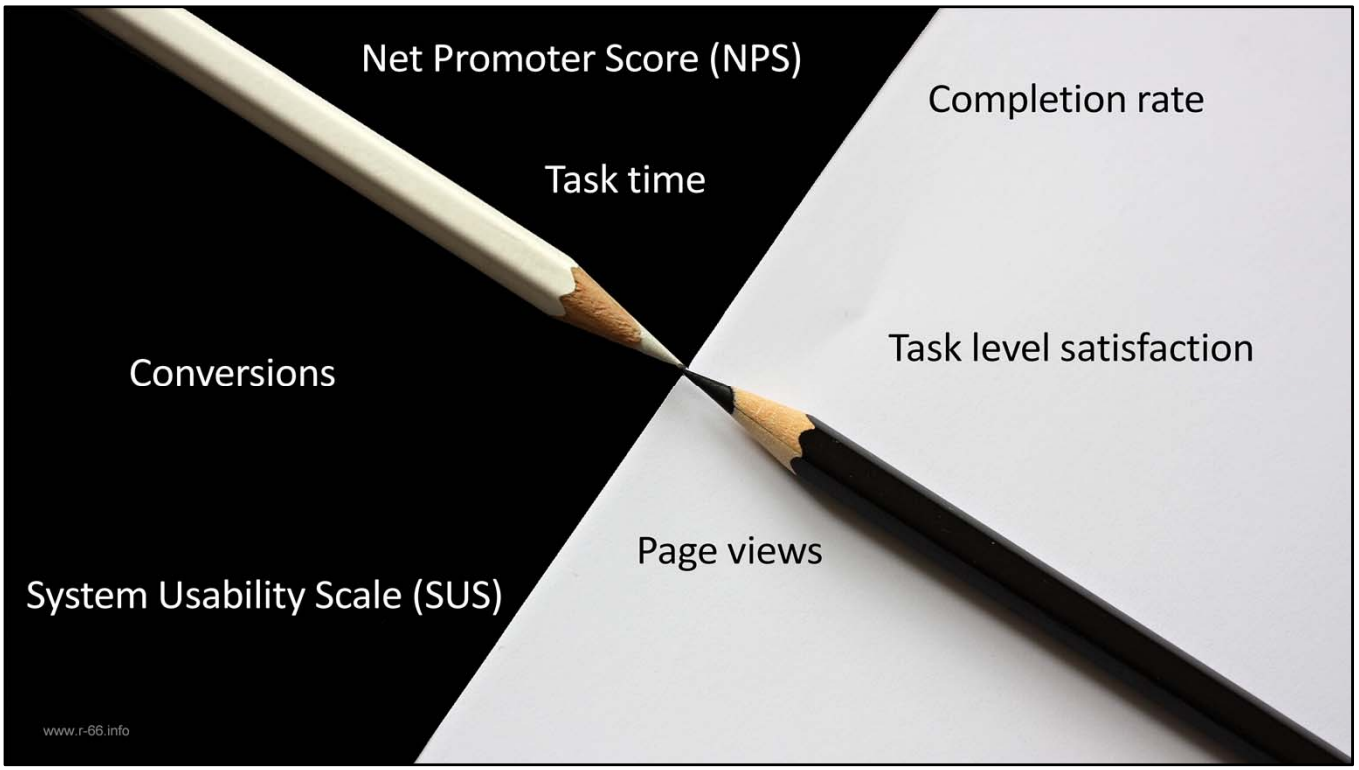
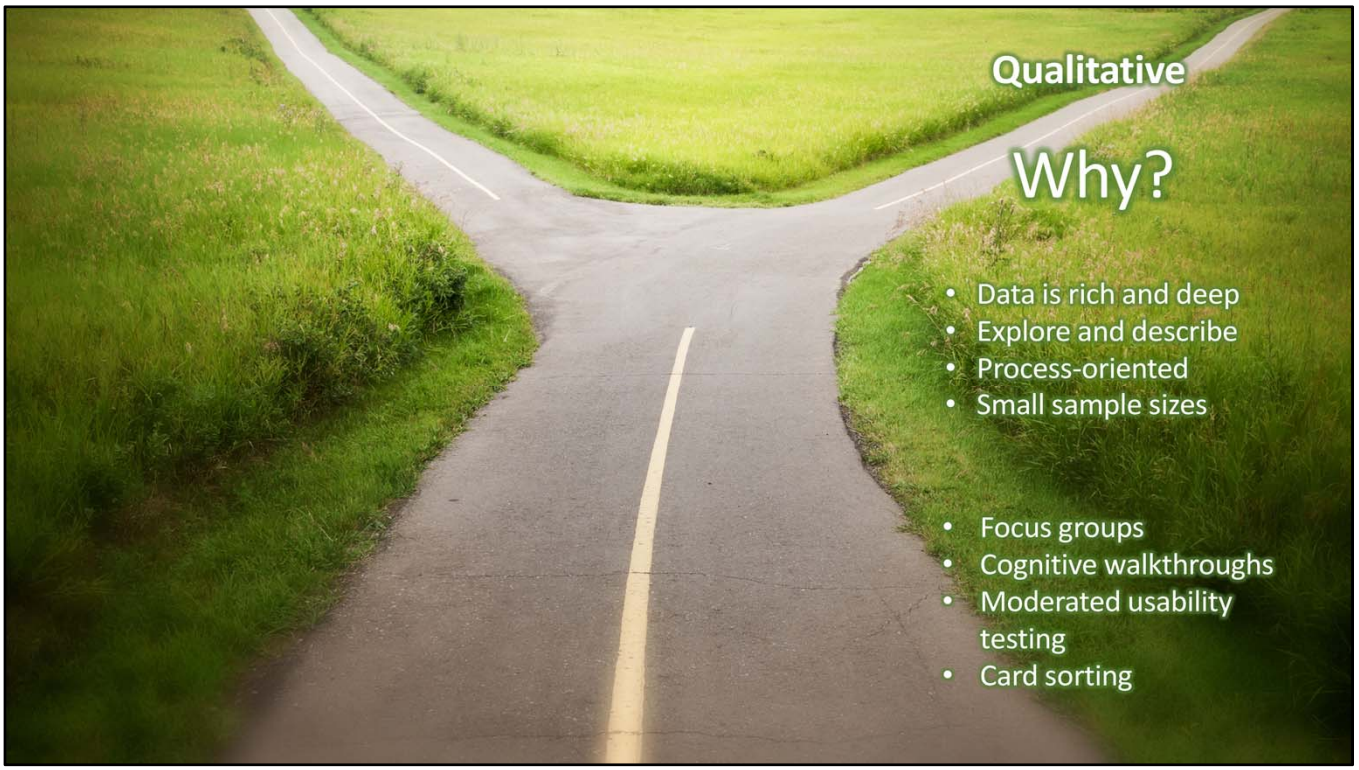
I’m going to talk about some the harder measurements – some of the qualitative techniques and prove how the can provide value through some example case studies. I'm a bit tired of having to sell the importance of UX... Not so much that’s it’s important, but more that it’s not fluffy, design only or that it’s not meant for measuring and driving/impacting decisions. It’s not ALL about SAMPLE SIZE. IT’s qualitative – about the Why, not the what! Most recently I've been trying to bring the Research and Insights team of one of my clients on board. Still get the good old argument of 'why Such a small sample size? And that it's not significant. It's not about sample size and you can still measure UX and give great value back to the project.

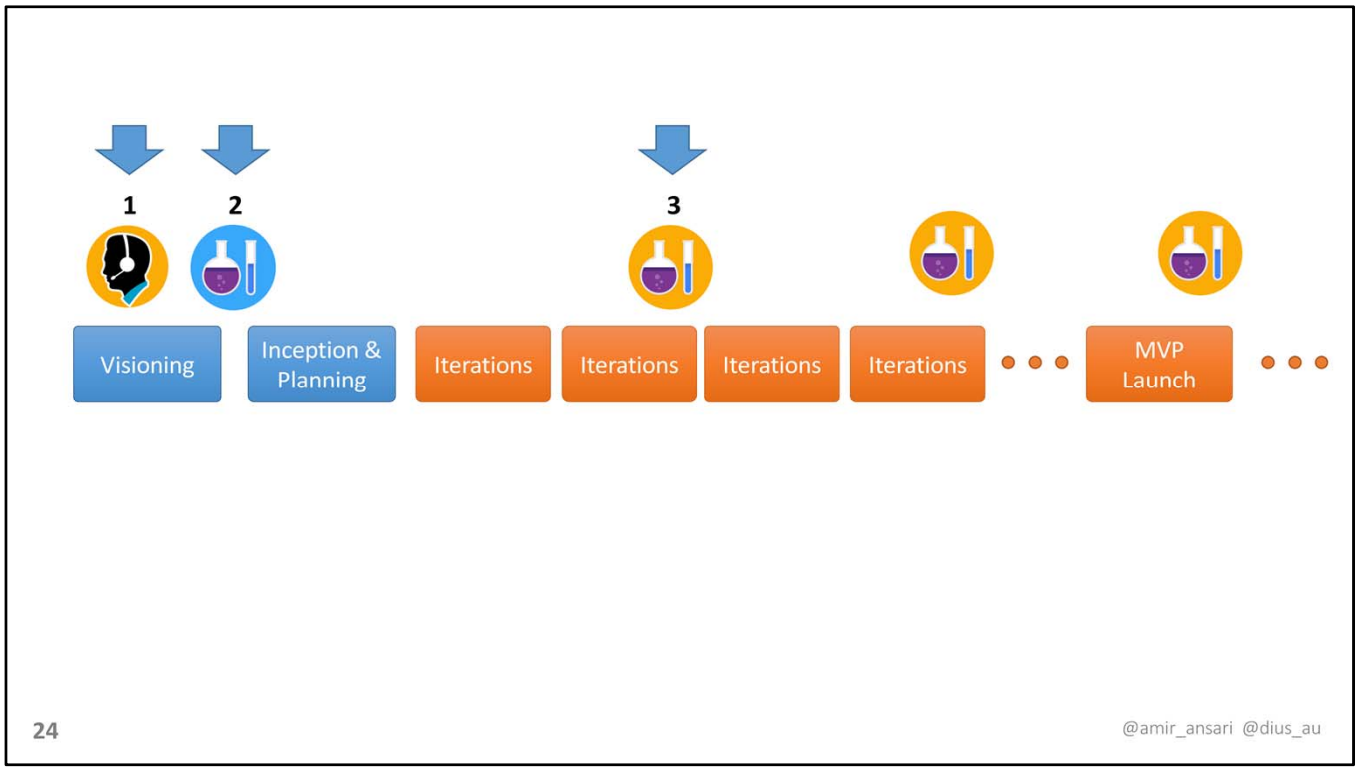


UX metrics are relatively easy and black and white, so I won't be covering them today. You can google and find out all about them.

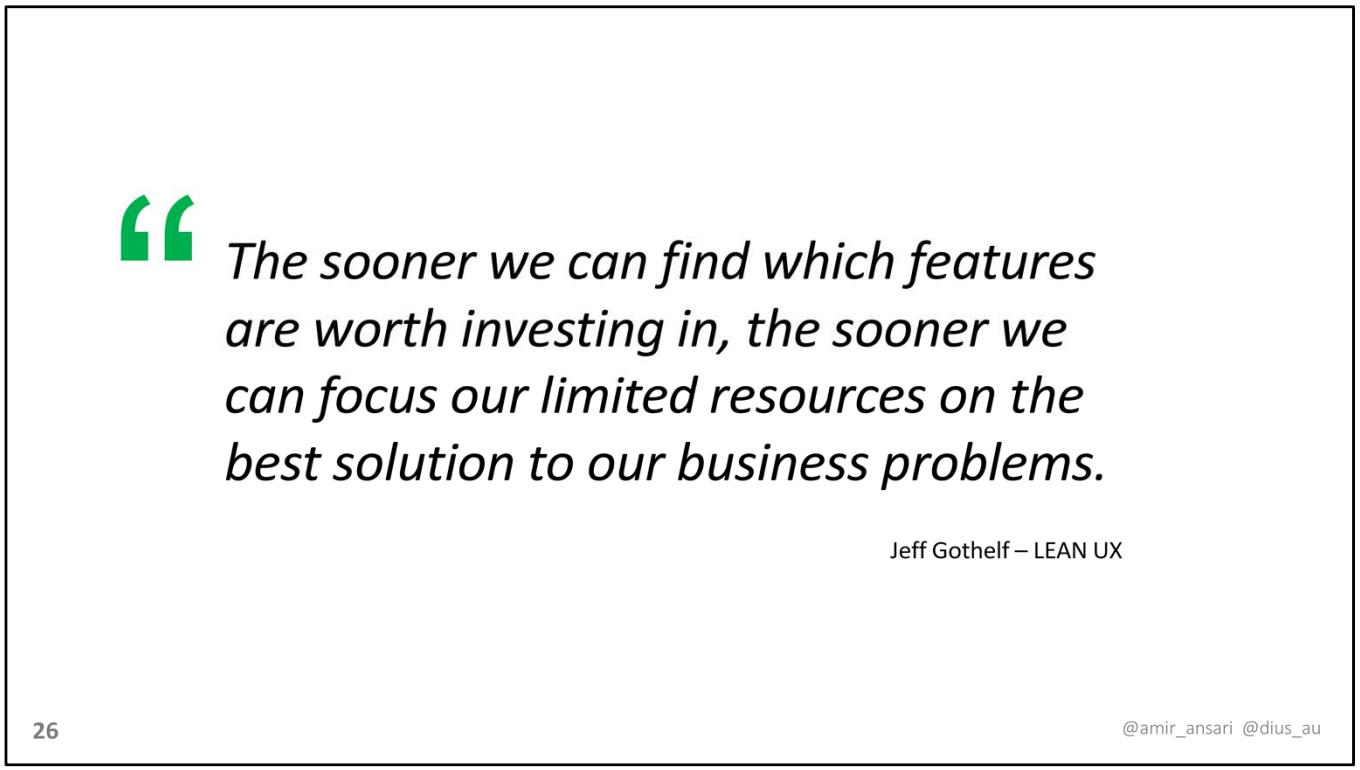


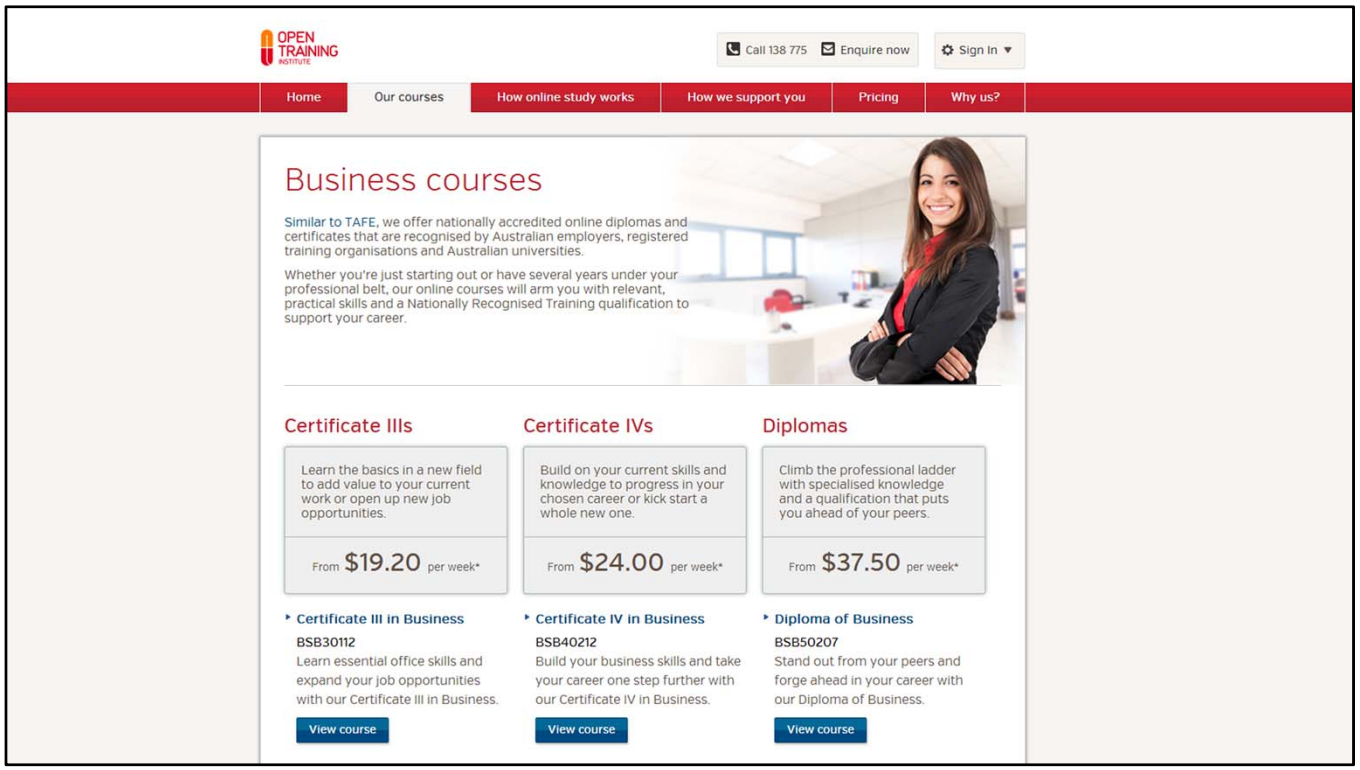
In this presentation, I'm going to cover the qualitative aspects.

So you're probably thinking to yourself: what does Qualitative measurement look like in your agile project?

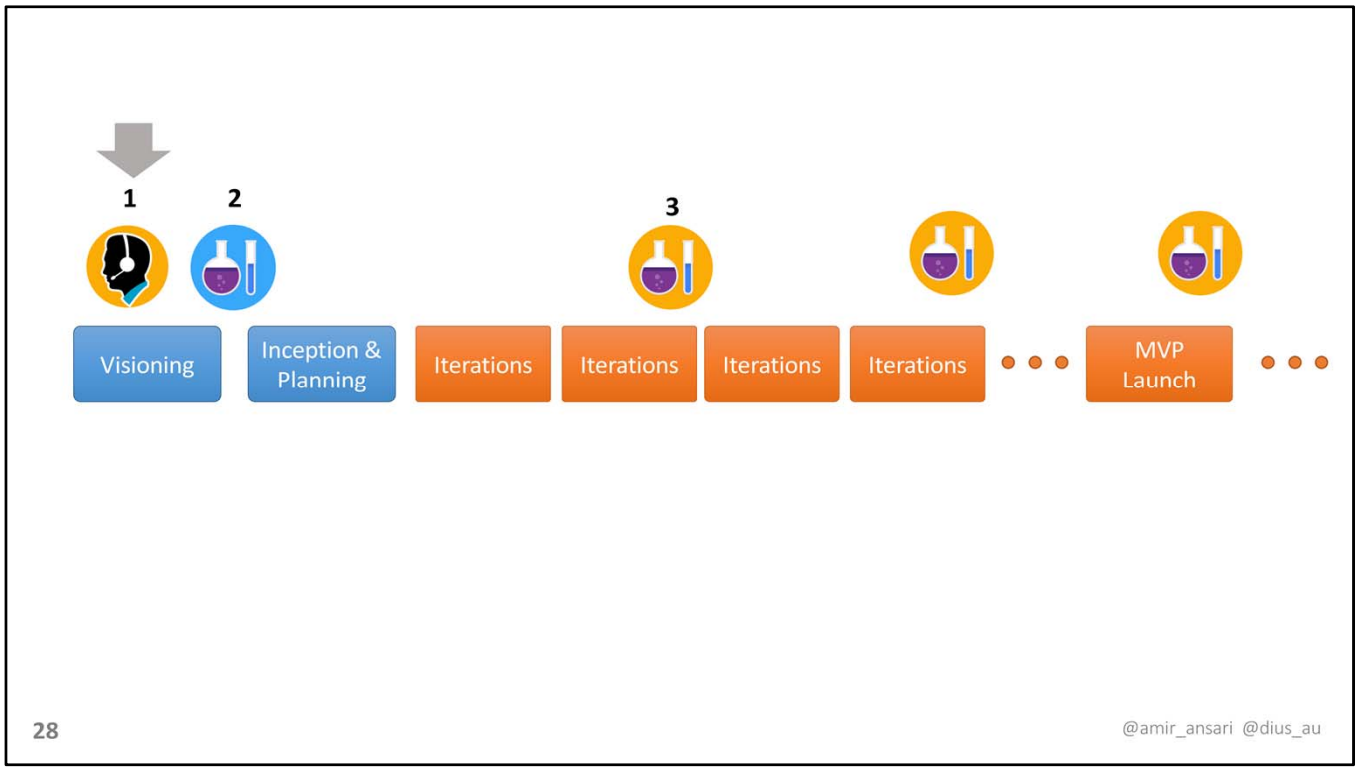


When you don’t have access to users. I used this when working for an enterprise startup – OTI.





Enterprise startup using Lean Startup approach.



OPEN TRAINING INSTITUTE

30 – 60 mins

3

One on one interviews

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Next best thing to users. Managed to capture and count the number of times the following themes occurred: Motivations and expectations to study; Concerns/fears/barriers/pain points; Ideal experience and channel. Outcome: Personas; Feature sets; Hypotheses.

- Stakeholders observing
- Call centre Staff felt engaged and included
- More insights than we had anticipated

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What worked well.

- Some had not come prepared
- Stakeholders wanted to ask 'speculative questions'

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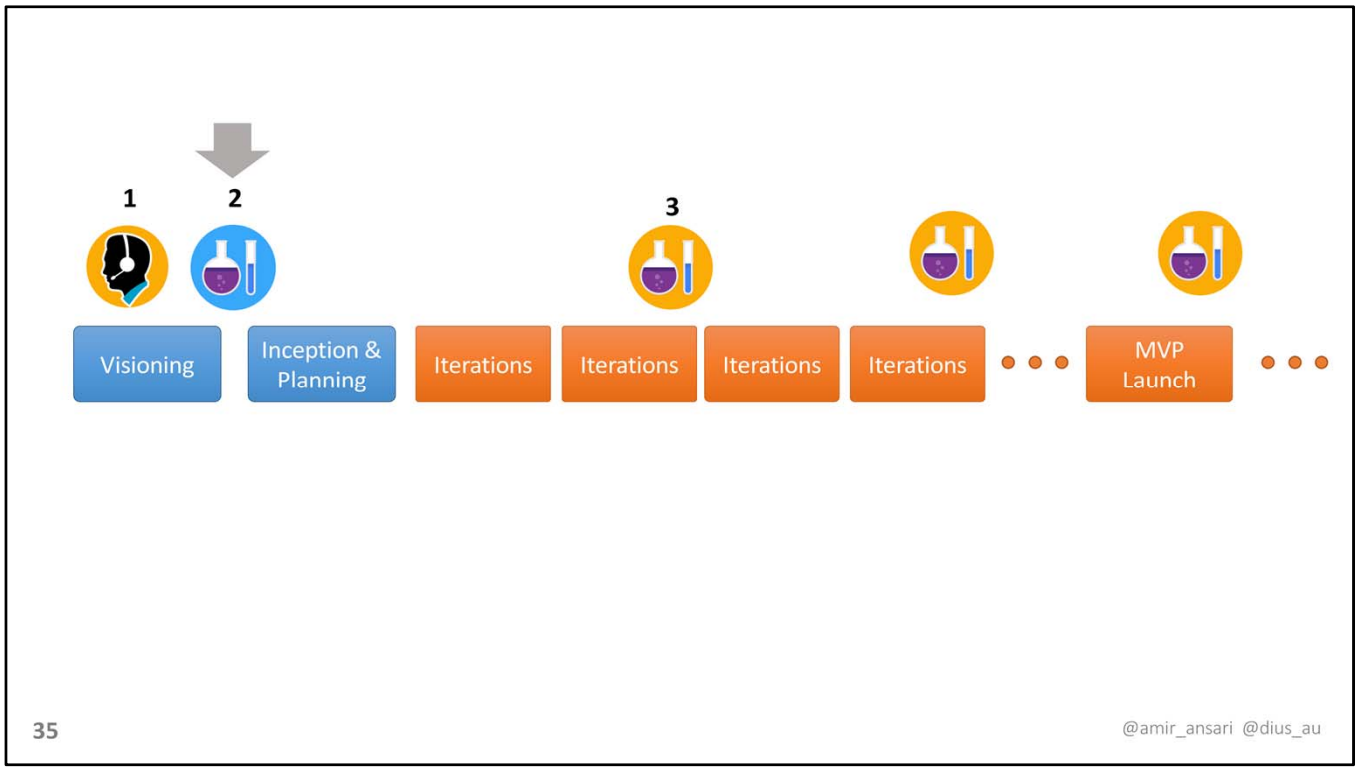
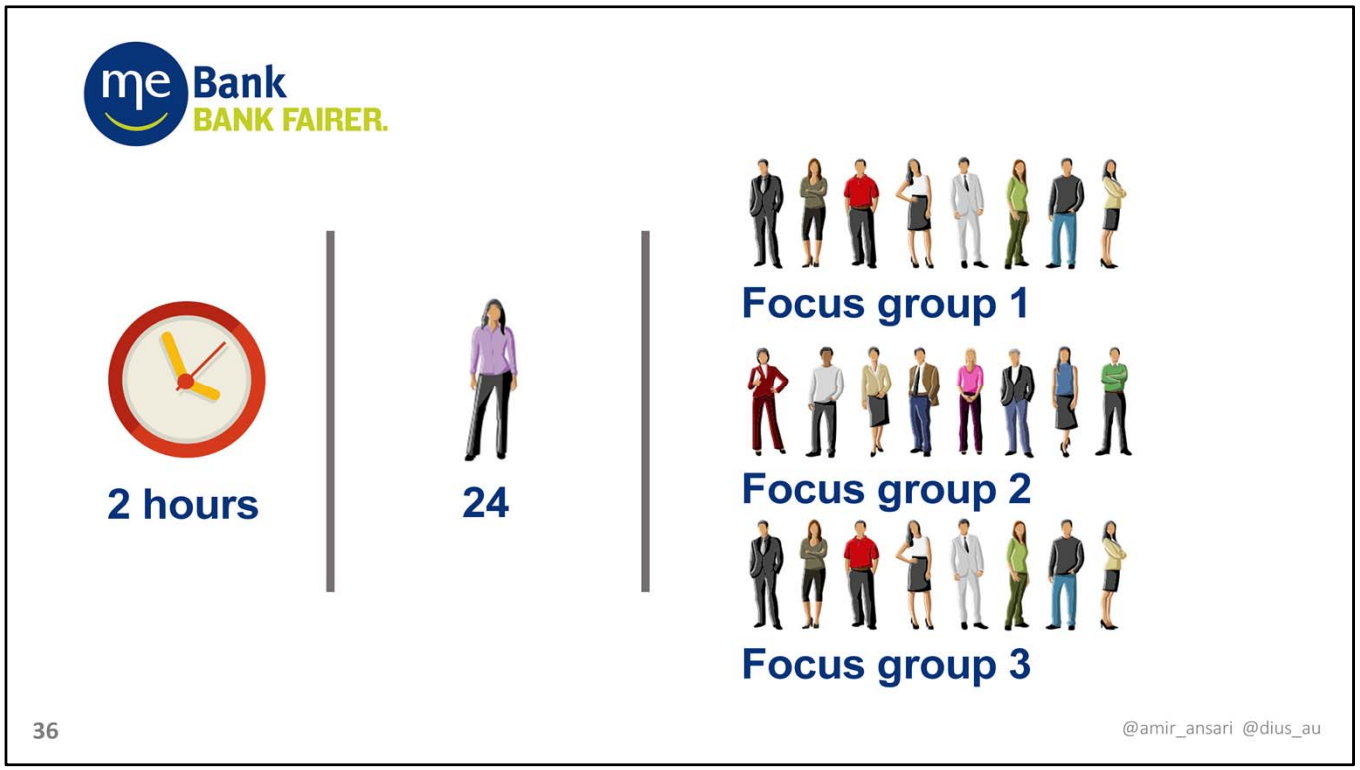
Watch out for anecdotes. Plural of anecdote is anecdotes, not data!





Qualitative, small size but to go deep and understand sentiments, reasons for behaviours and perceptions etc. As we had planned to run experiments throughout the project, keeping it lean and light was important.

Things to look out for when running group-based sessions: poor facilitation, group think. In quant, each data is seen as being independent. In a focus group, the entire session = 1 data point, due to Group Think effect. We split users up and do activities to increase our data points.

Outcomes.

- Stakeholders buy-in through observation
- Validate assumptions
- Client was anonymous

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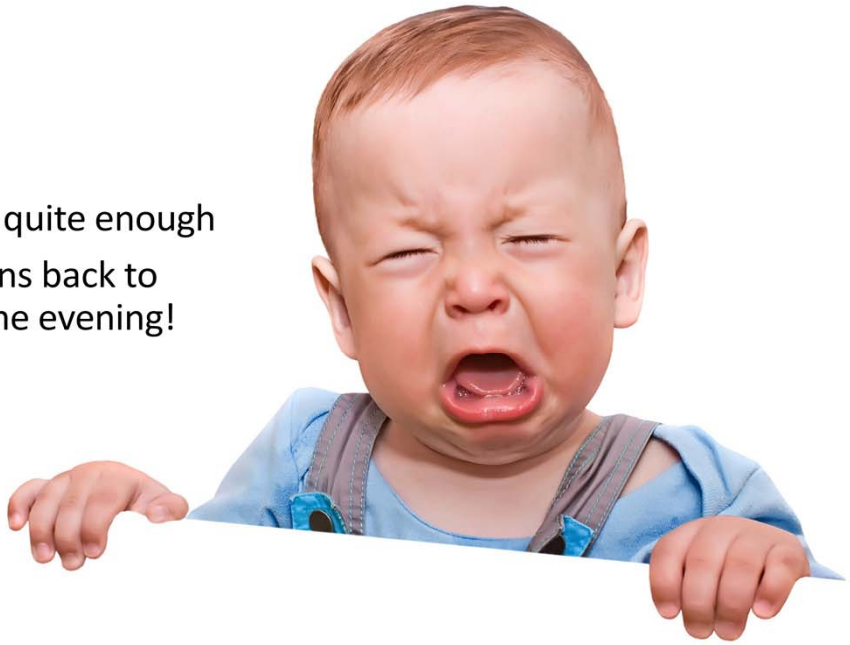
Stakeholders got total buy-in – no barriers to convince re findings.

- 2 hours wasn't quite enough
- Running sessions back to back in the same evening!



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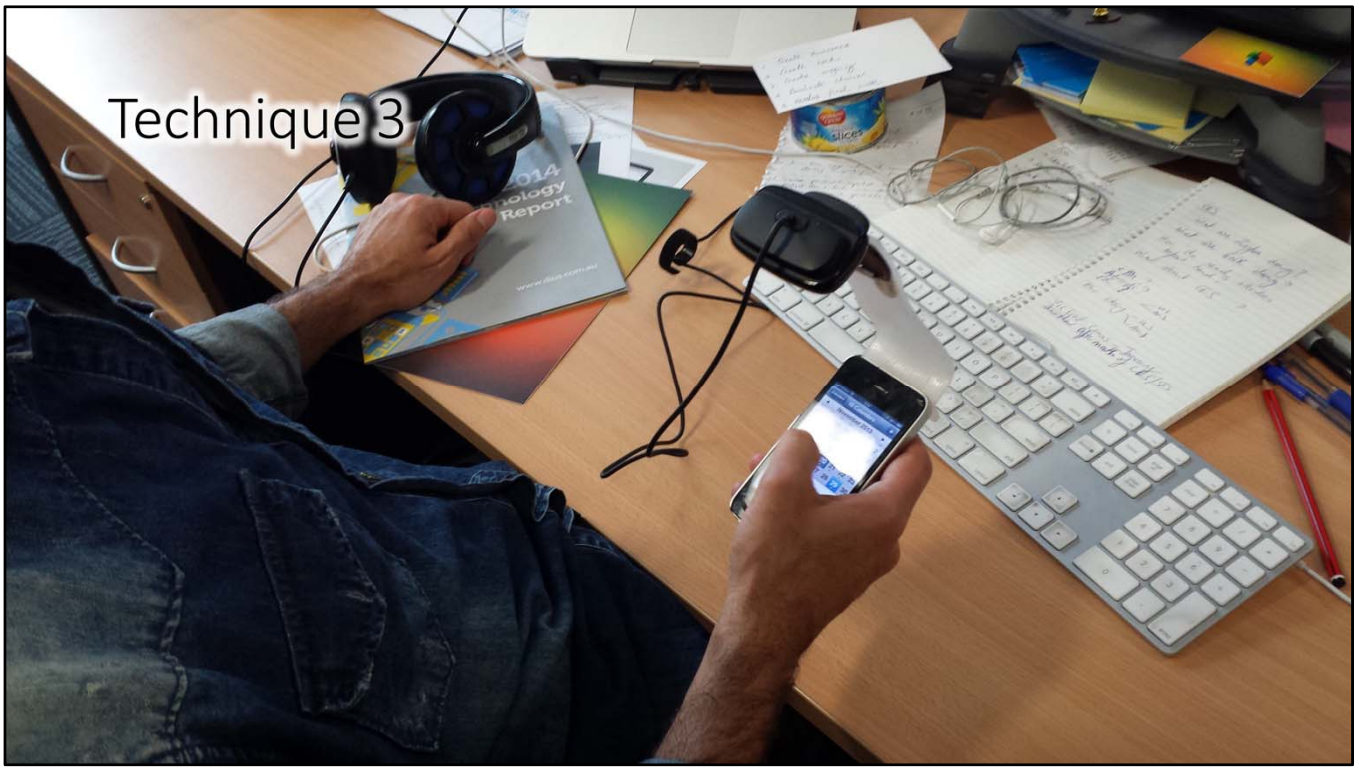
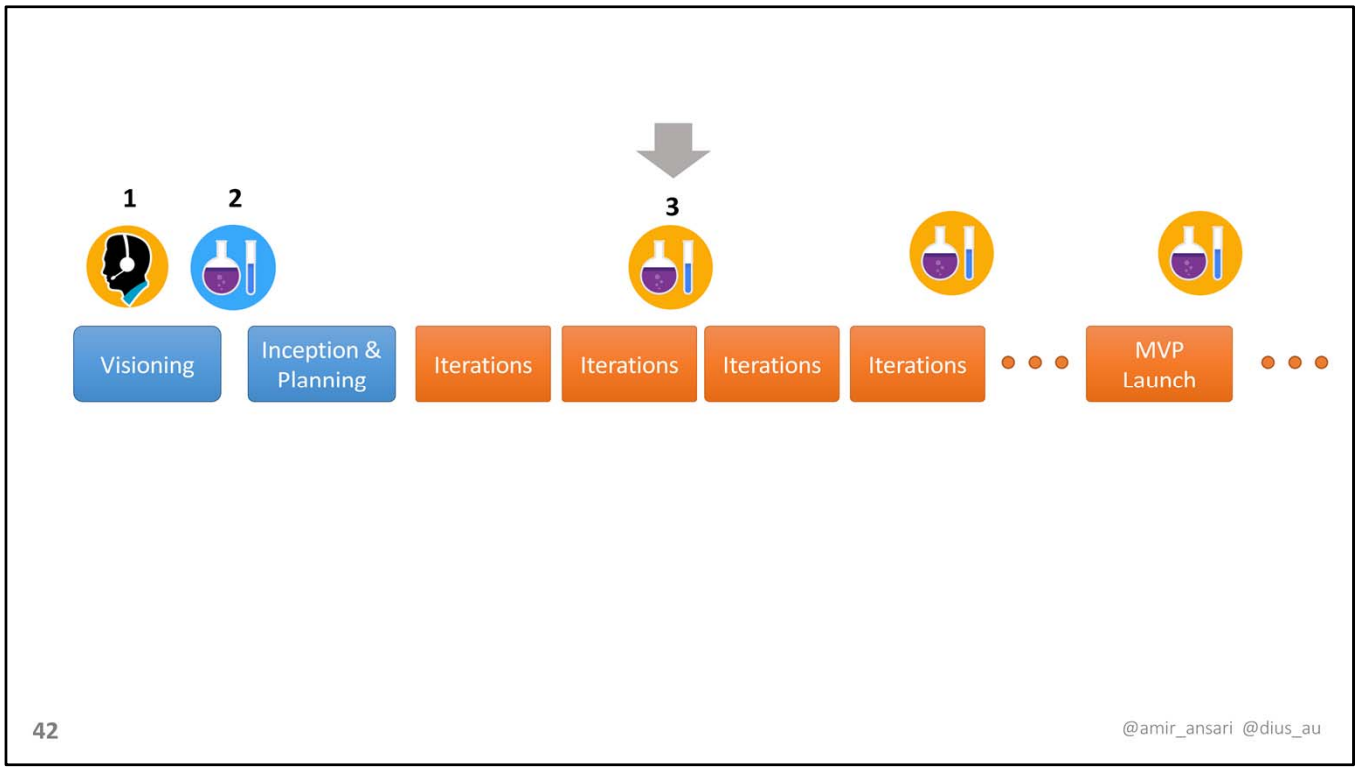
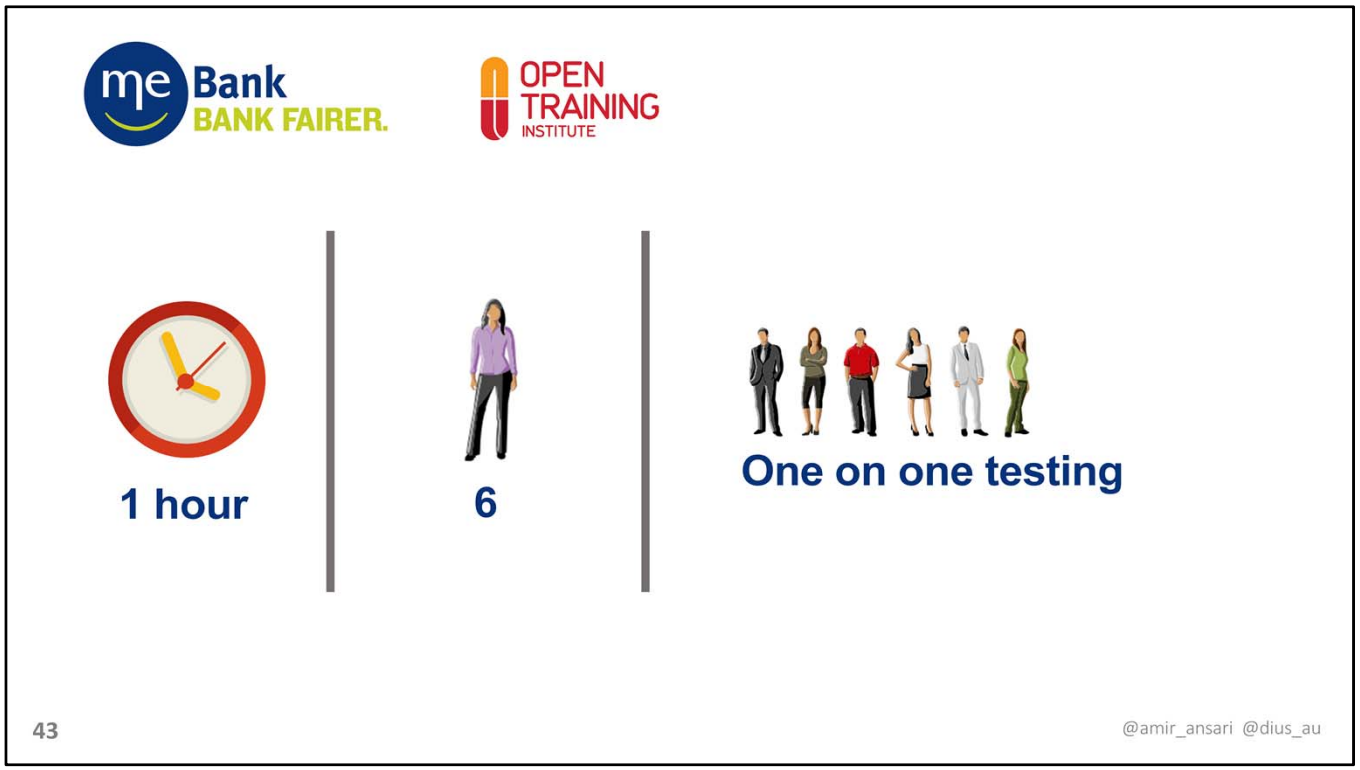
What didn't work so well.

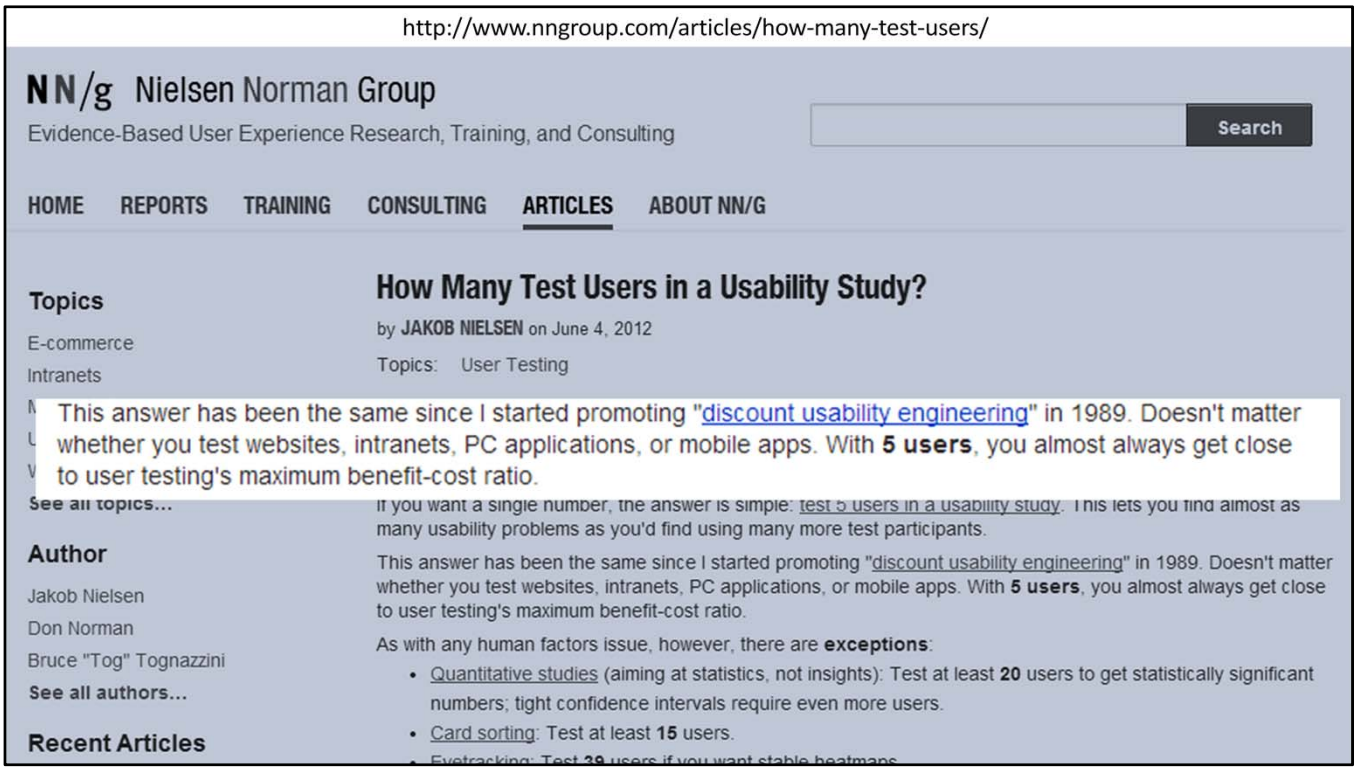


Moderated usability testing.

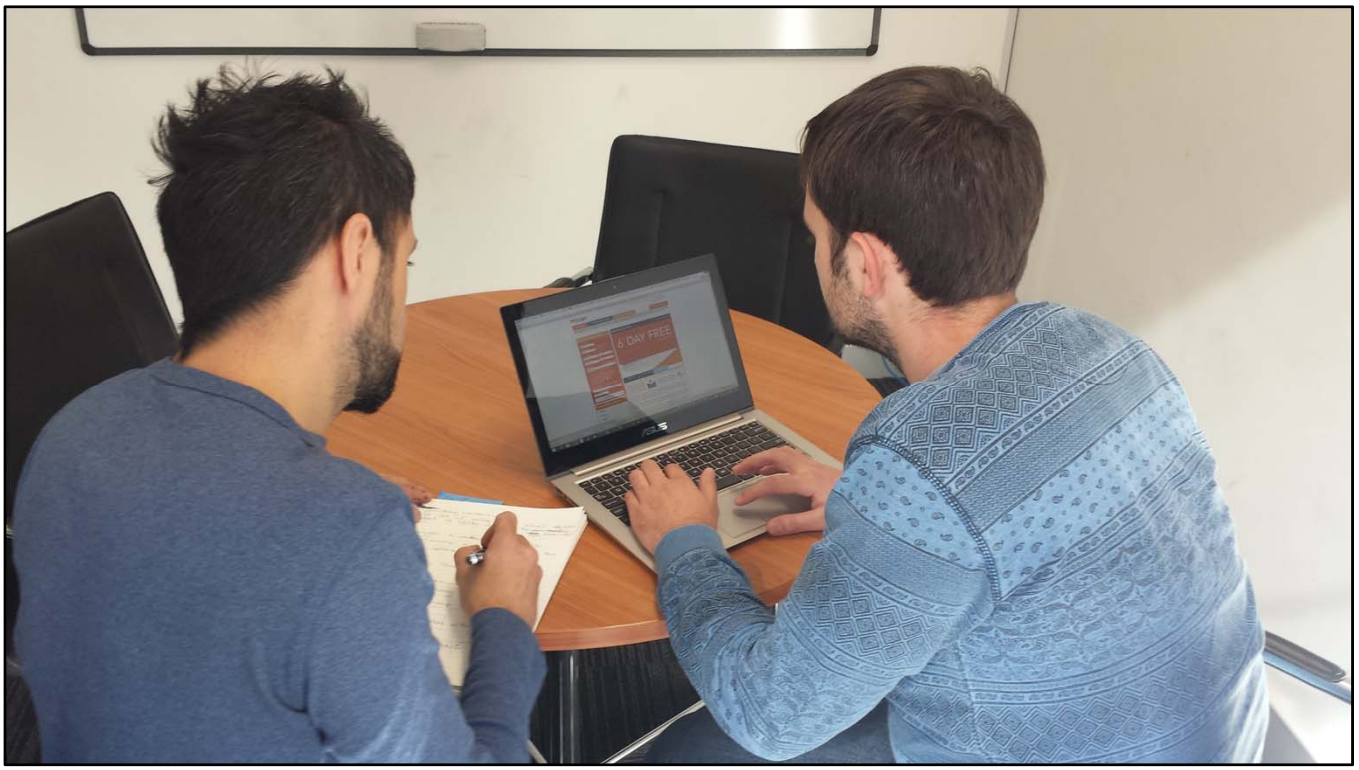


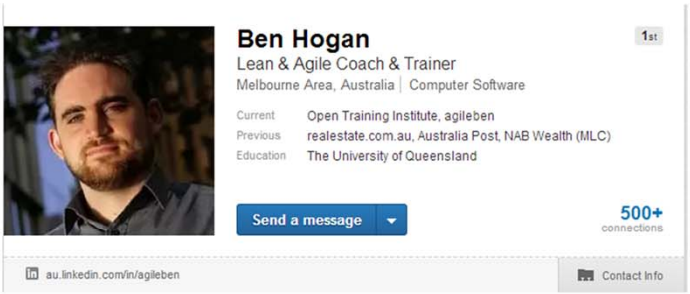


As we had planned to run experiments throughout the project, keeping it lean and light was important.



How many know about the Nielsen Norman Group? Godfathers of usability and UX, especially when it comes to research and field studies.





Lean Stack framework by **Spark 59**
(www.spark59.com/leanstack)

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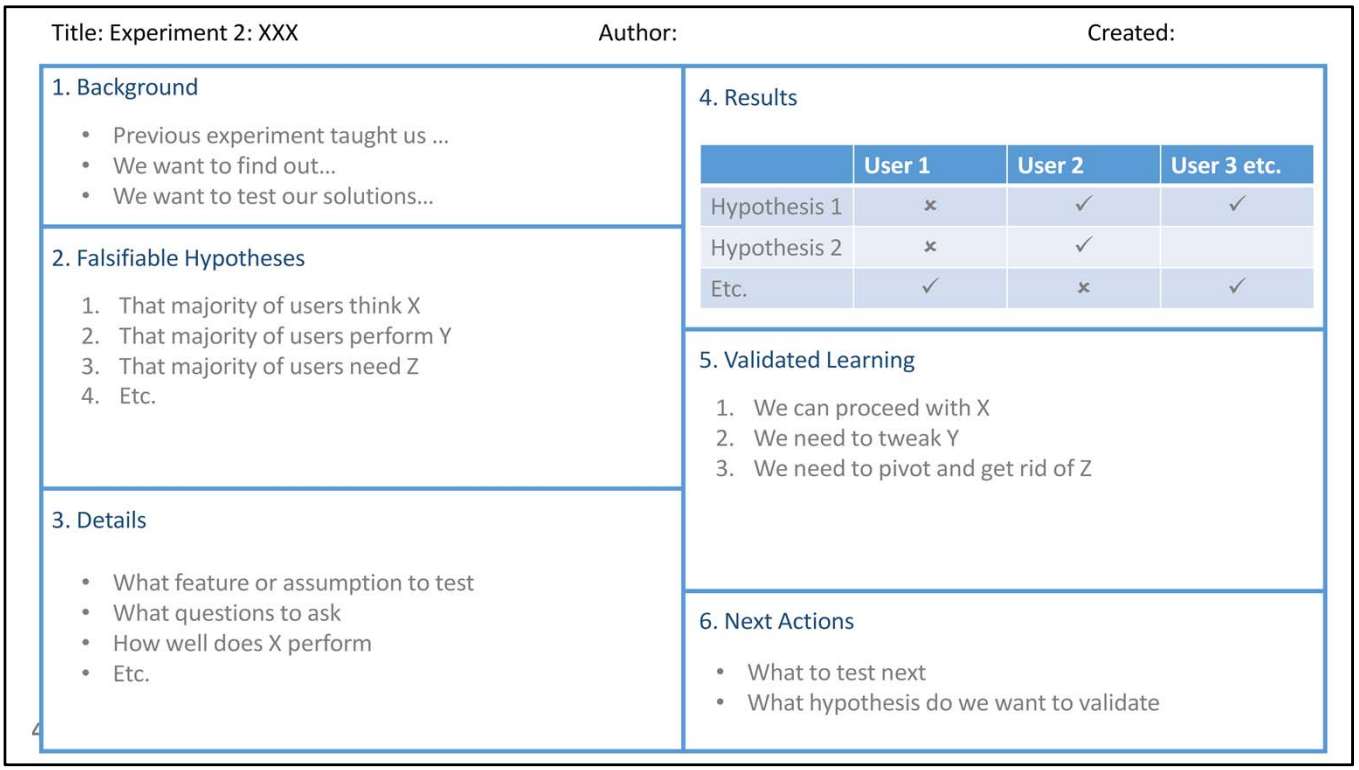


Title: Experiment 2: XXX Author: Created:

1. Background

- Previous experiment taught us …
- We want to find out…
- We want to test our solutions…

2. Falsifiable Hypotheses

1. That majority of users think X
2. That majority of users perform Y
3. That majority of users need Z
4. Etc.

3. Details

- What feature or assumption to test
- What questions to ask
- How well does X perform
- Etc.

4. Results

	User 1	User 2	User 3 etc.
Hypothesis 1	×	✓	✓
Hypothesis 2	×	✓	
Etc.	✓	×	✓

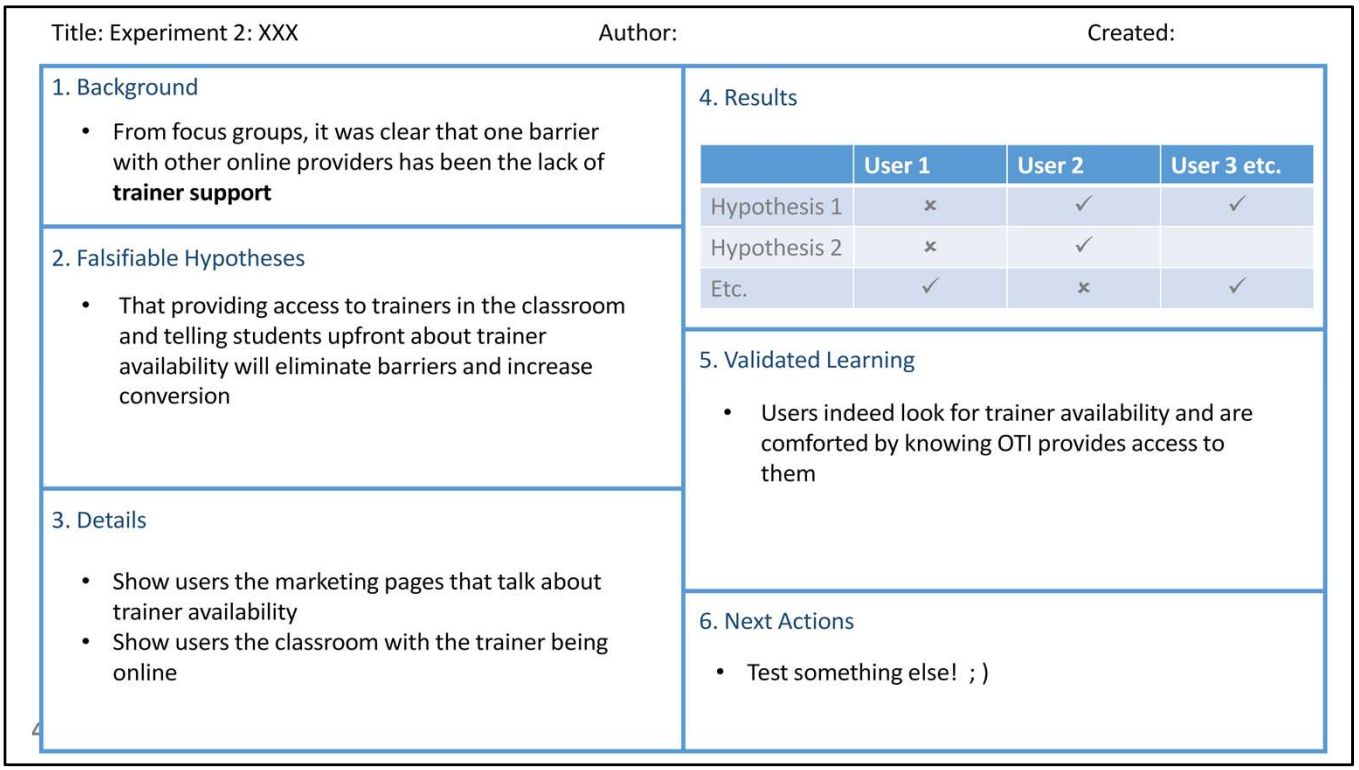
5. Validated Learning

1. We can proceed with X
2. We need to tweak Y
3. We need to pivot and get rid of Z

6. Next Actions

- What to test next
- What hypothesis do we want to validate

Lean experiment report.



Title: Experiment 2: XXX Author: Created:

1. Background

- From focus groups, it was clear that one barrier with other online providers has been the lack of **trainer support**

2. Falsifiable Hypotheses

- That providing access to trainers in the classroom and telling students upfront about trainer availability will eliminate barriers and increase conversion

3. Details

- Show users the marketing pages that talk about trainer availability
- Show users the classroom with the trainer being online

4. Results

	User 1	User 2	User 3 etc.
Hypothesis 1	×	✓	✓
Hypothesis 2	×	✓	
Etc.	✓	×	✓

5. Validated Learning

- Users indeed look for trainer availability and are comforted by knowing OTI provides access to them

6. Next Actions

- Test something else! ;)

Lean experiment report.

The Rapid Debrief

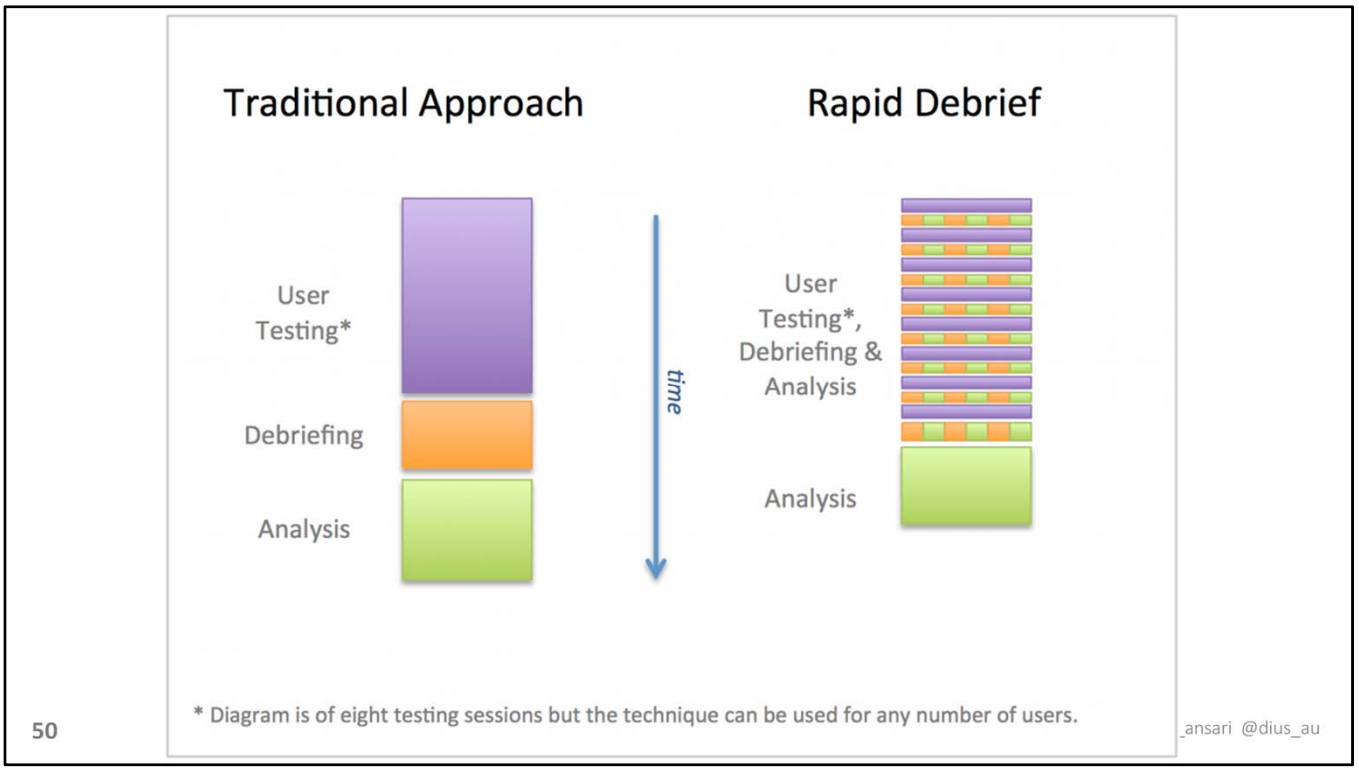
bit.ly/rapid-debrief

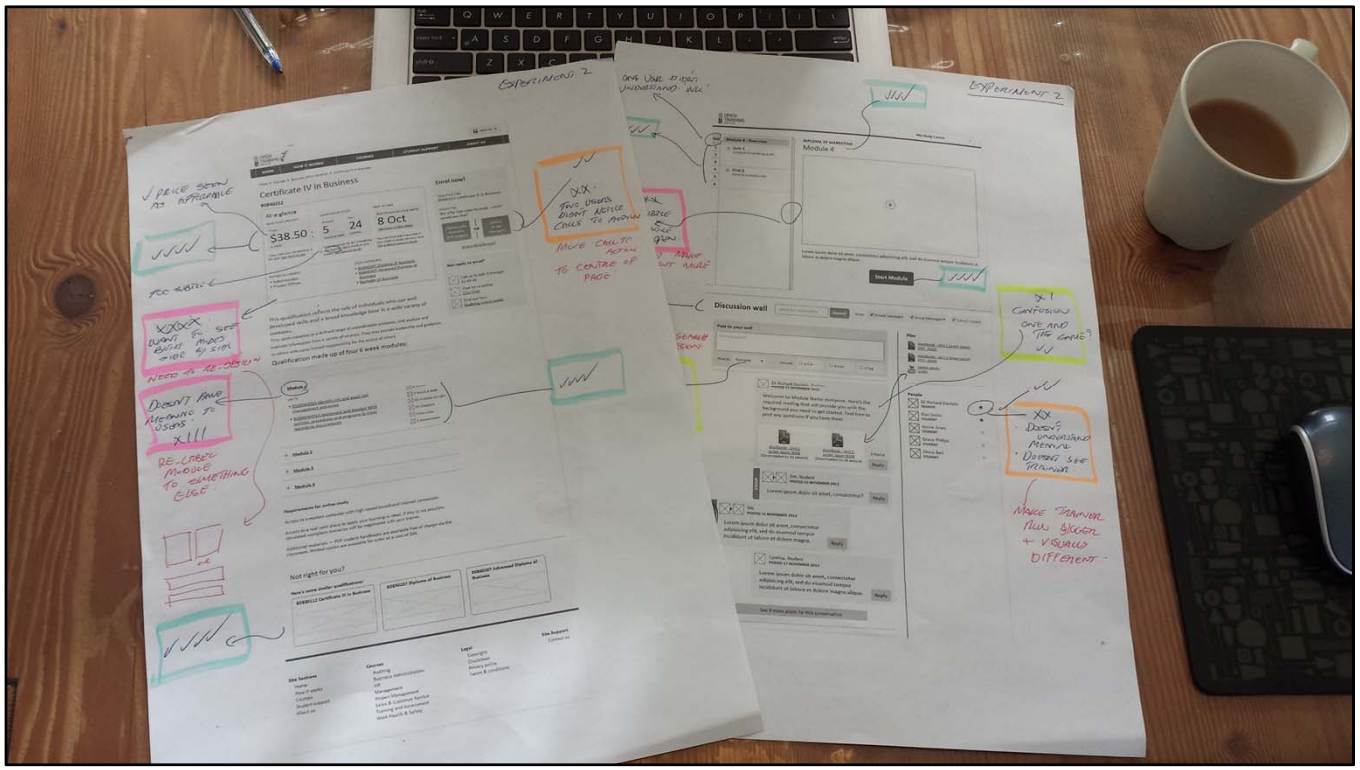
By Leanne Tilmanis
March 17, 2014

There is nothing more powerful than sitting a user down in front of an interface and asking them to try and achieve a task. This is why usability testing (usually conducted on five to ten users) is an essential technique for user-centred design.

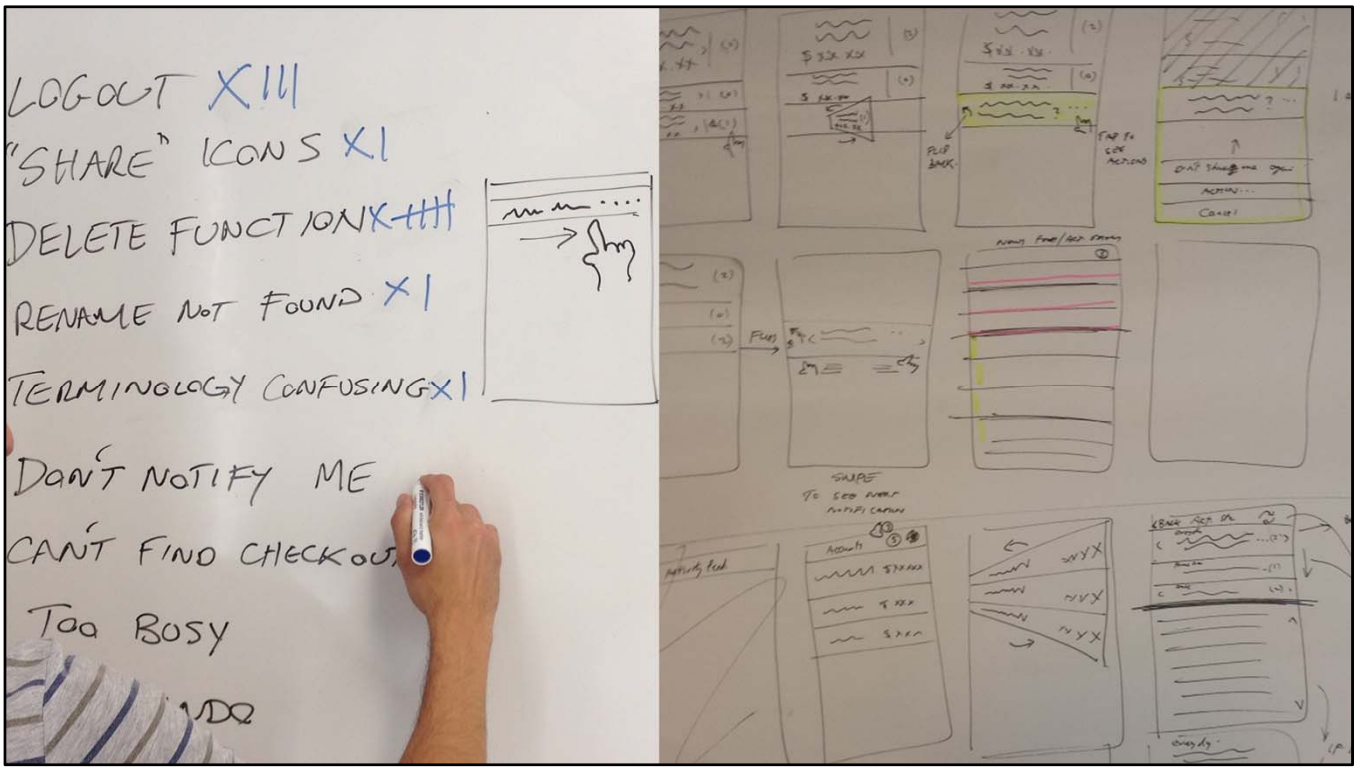
If you've ever conducted usability tests you'll know that the easy part is watching the users. They practically tell you what needs to change with your interface as they 'think aloud' while completing tasks. The hard part is remembering all the little gems you observe during the test sessions! Once all the test sessions are over, you need to work out which issues are the most important (or affect the most users), and then prioritise the issues worth focusing attention on. This can be a challenge when you've just sat through a full day of testing.

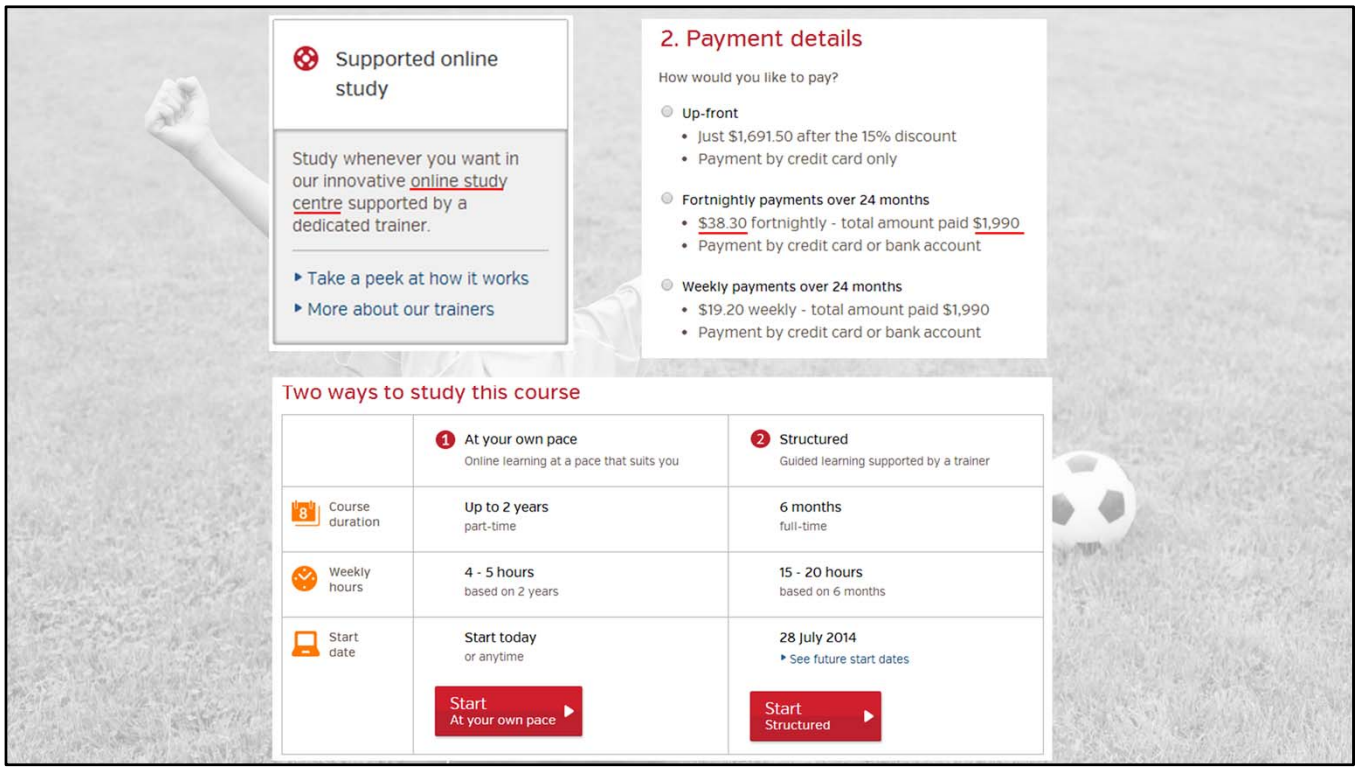
To make the most out of our usability test sessions we use a method we like to call 'the rapid debrief'.





Results annotated, tallied up, prioritised, recommendations made and fed back at the end of that very day.





Online classroom was changed to Online study centre. Seeing two modes side by side preferred over tab. Seeing full course price was still important.

- Speed of testing
- The feedback loop
- Stakeholder buy-in (live stream)
- Rapid de-brief
- One designs and one tests

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What worked well.

- Refinements sometimes not subtle enough
- Design ping pong

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What didn’t work so well.

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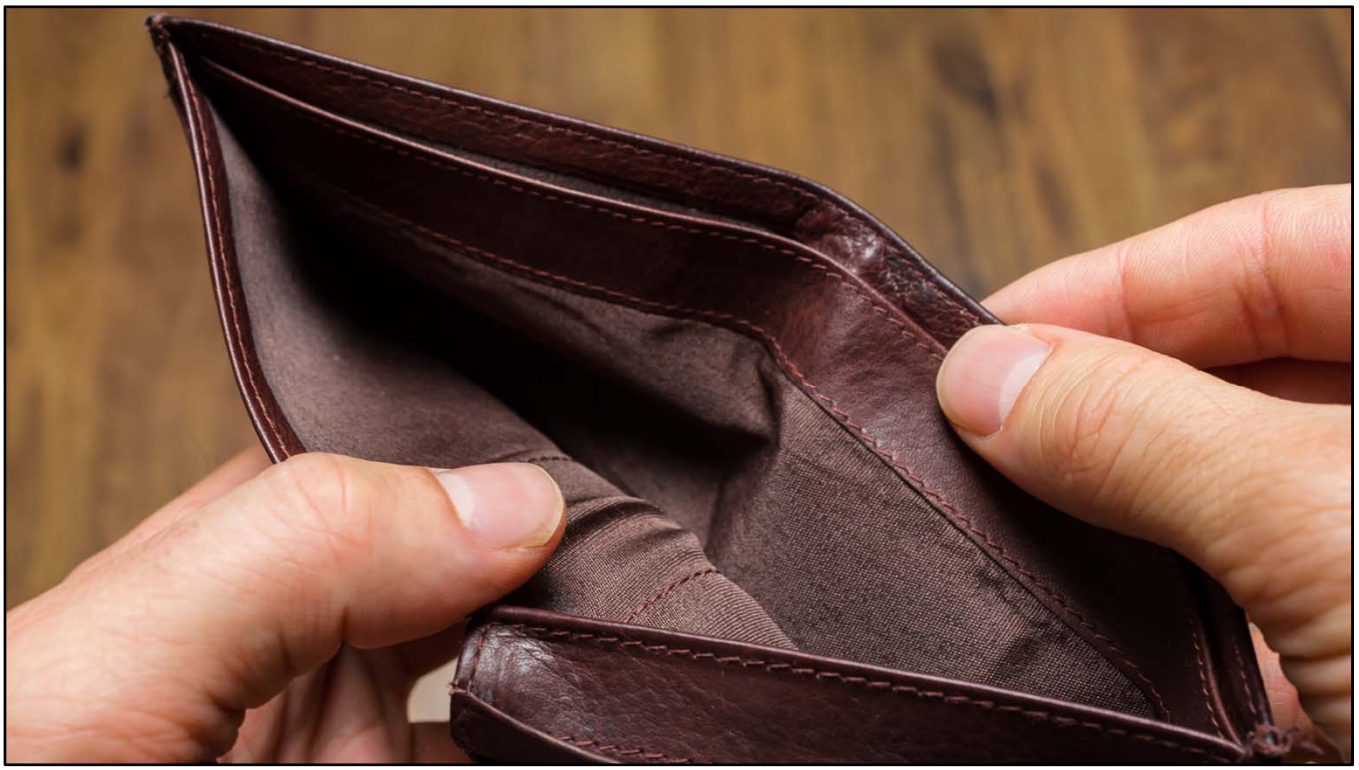
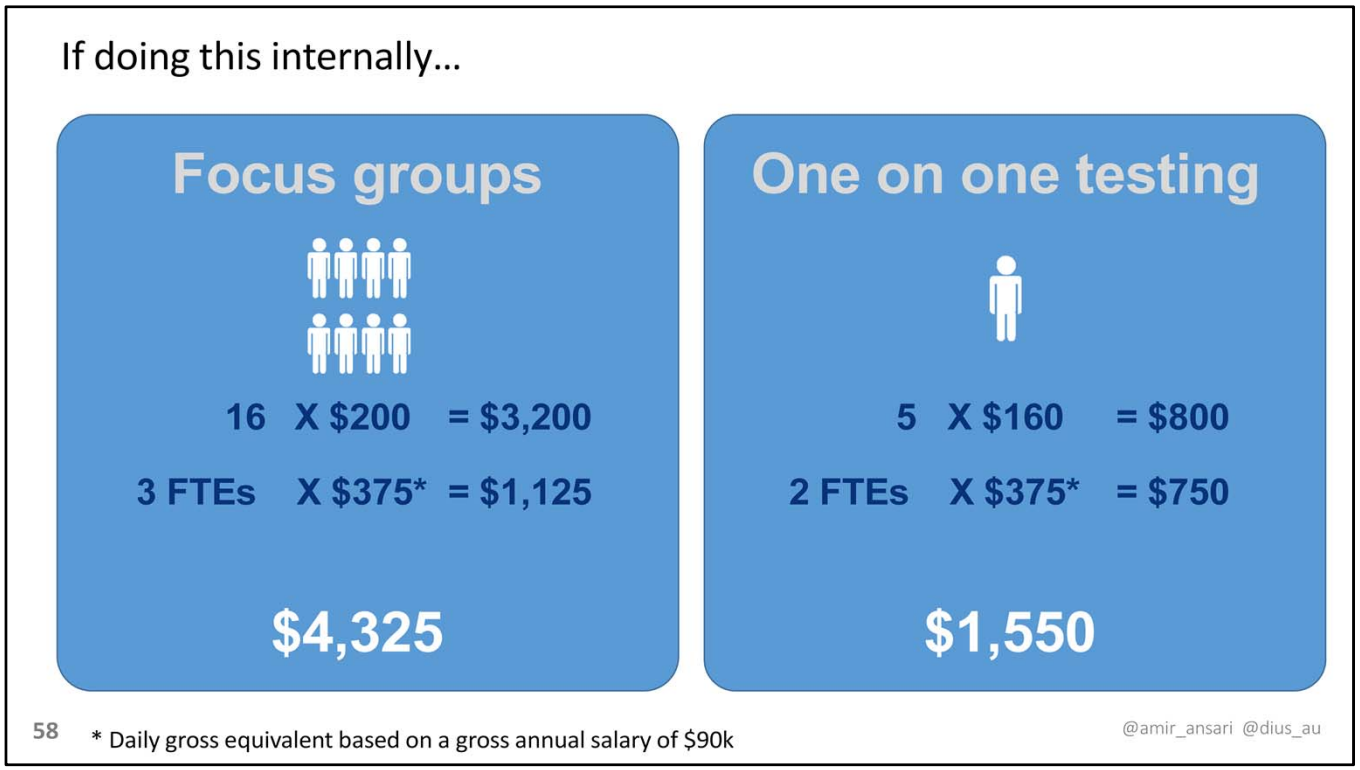
Hand’s up if you’re a product owner, project manager, responsible for the project’s budget?

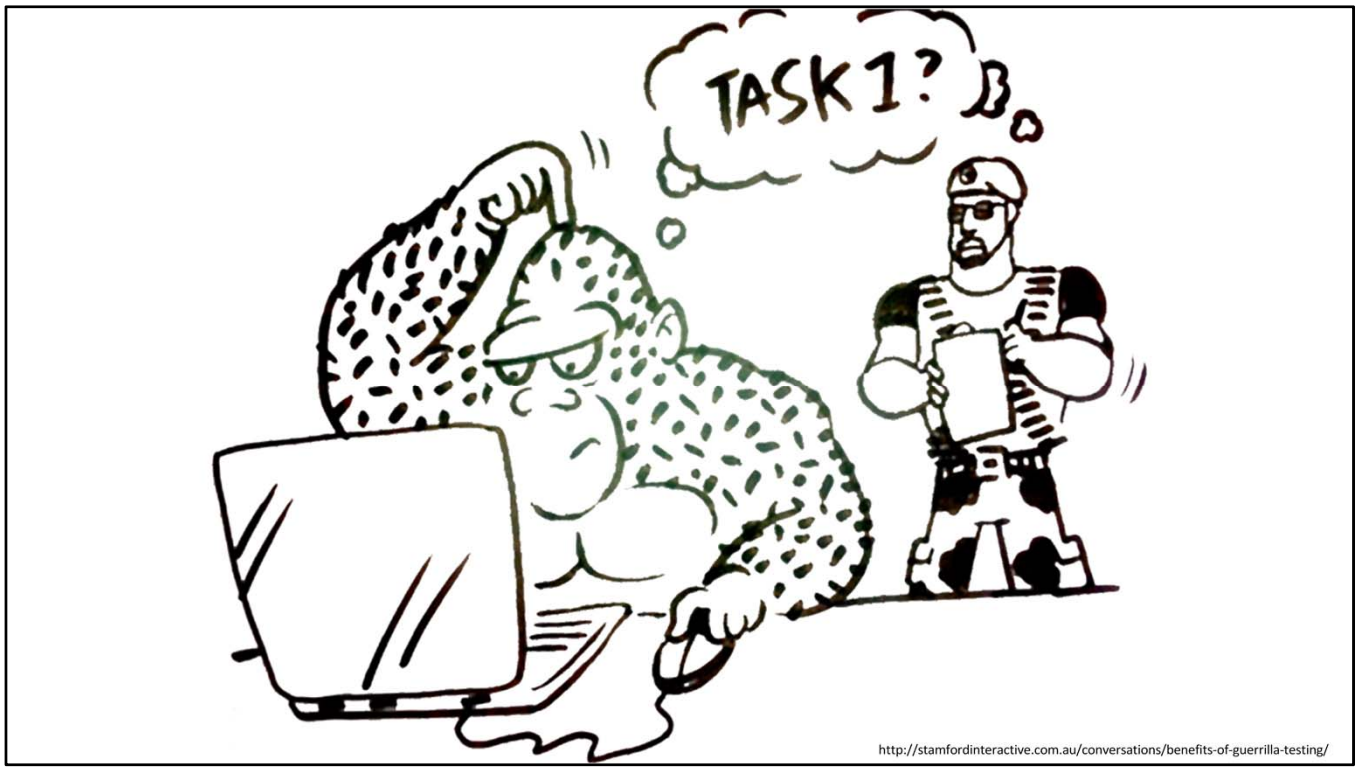


So how much do these activities cost? UX REDUCES COST, INCREASES PRODUCTIVITY, SALES, BRAND LOYALTY AND ADVOCACY. Just to name a few. Research was done by Forrester Research that suggested the cost of fixing code was 10 times the cost of the design activities if done upfront , and up to 100 x when the product was launched.



We have trusted partners / market research recruiters that find our users form a large database.

PM happy.

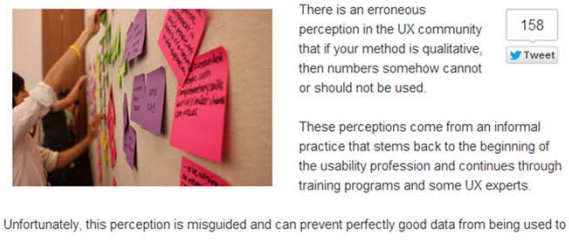


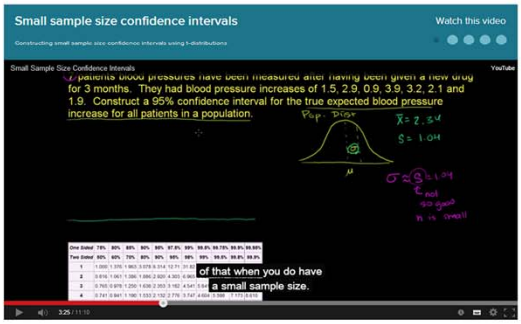
If too expensive, to Guerrilla Usability Testing. Shorter, often 15 – 30 mins. Few features tested. Often, on the road or at the participant's location, and with some training developers can do it (Steve Krug's book – This is not Rocket Surgery). Book by Steve Krug – Rocket Surgery Made Easy provides tips on how anybody can conduct usability testing.

You can quantify qualitative data!

bit.ly/quantifying-qualitative

bit.ly/t-distribution





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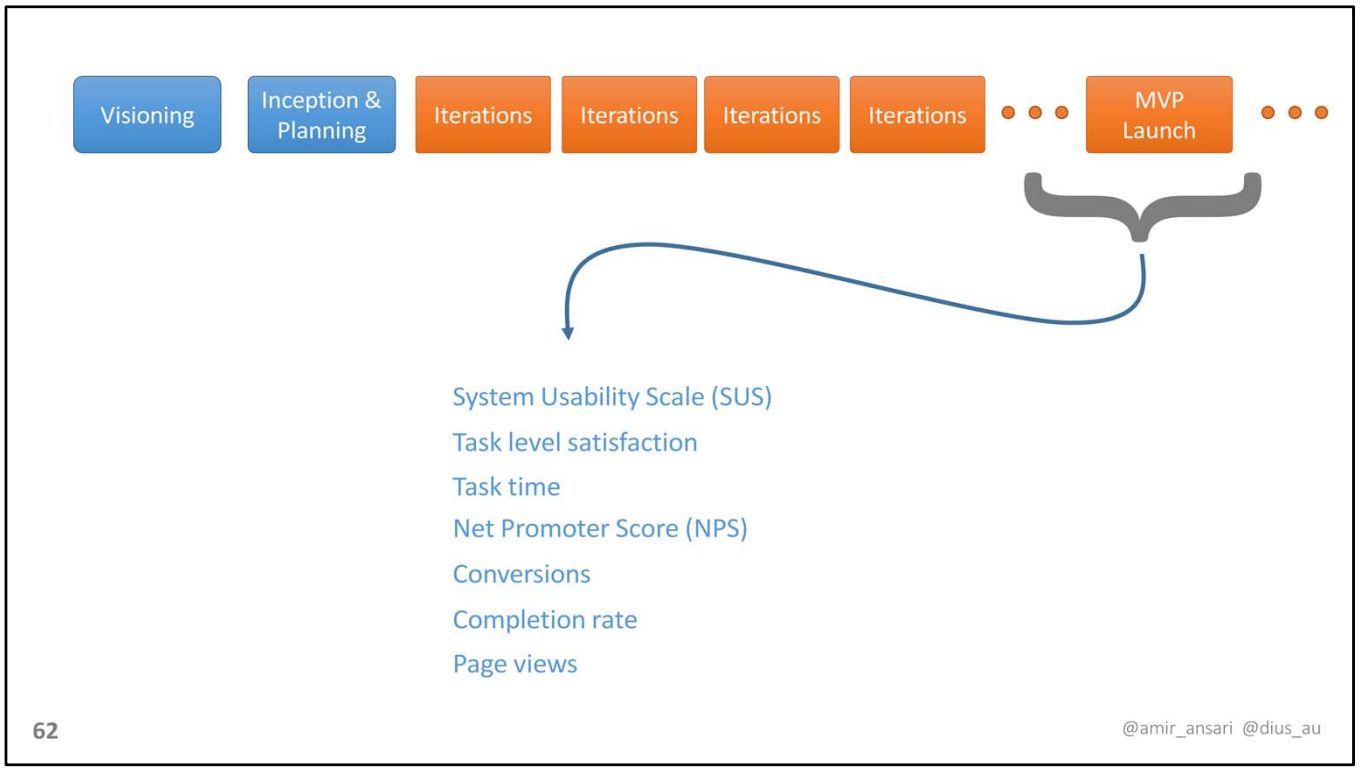
You can convert a usability problem into a frequency, using confidence intervals. Categorizing and counting issues. N= + 30 = good estimate for standard deviations, otherwise stick with t-distribution.



As the product matures, you can introduce more UX metrics and quantitative measurements.

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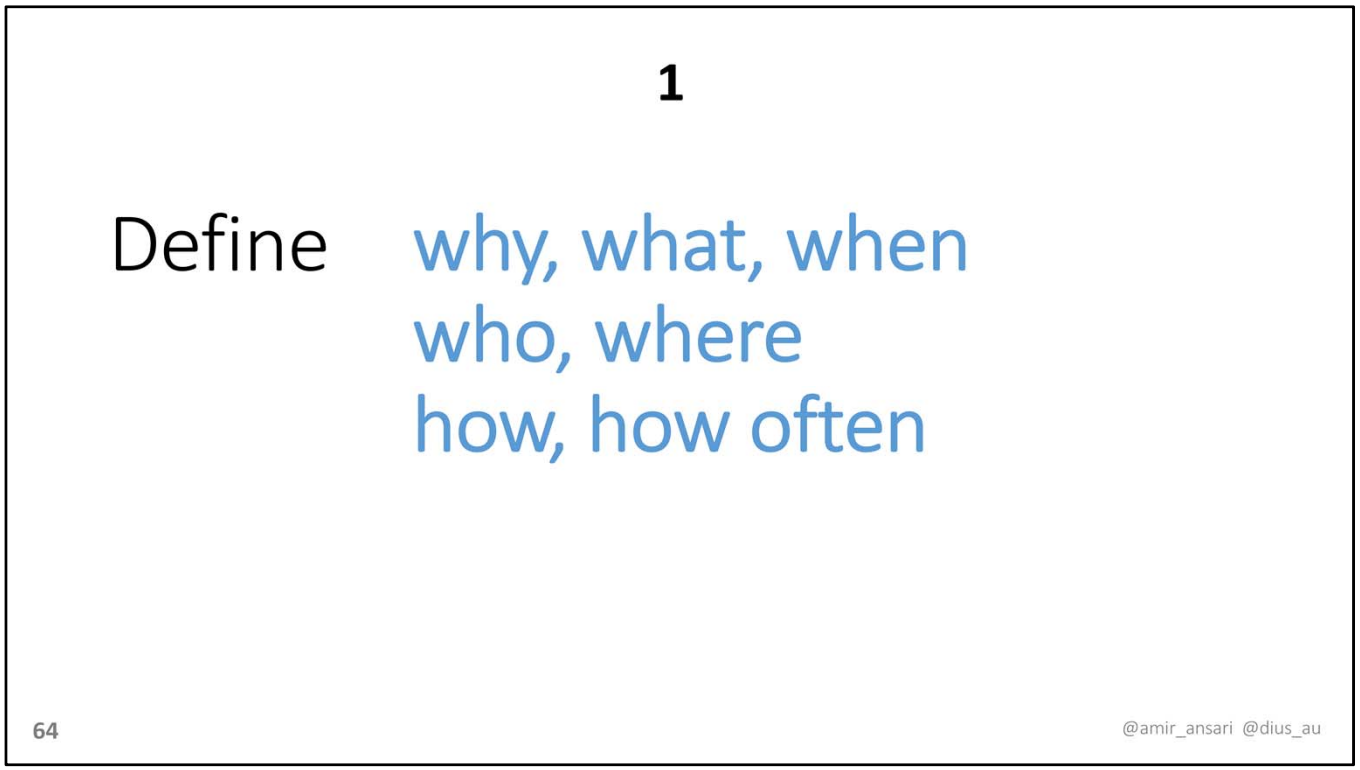
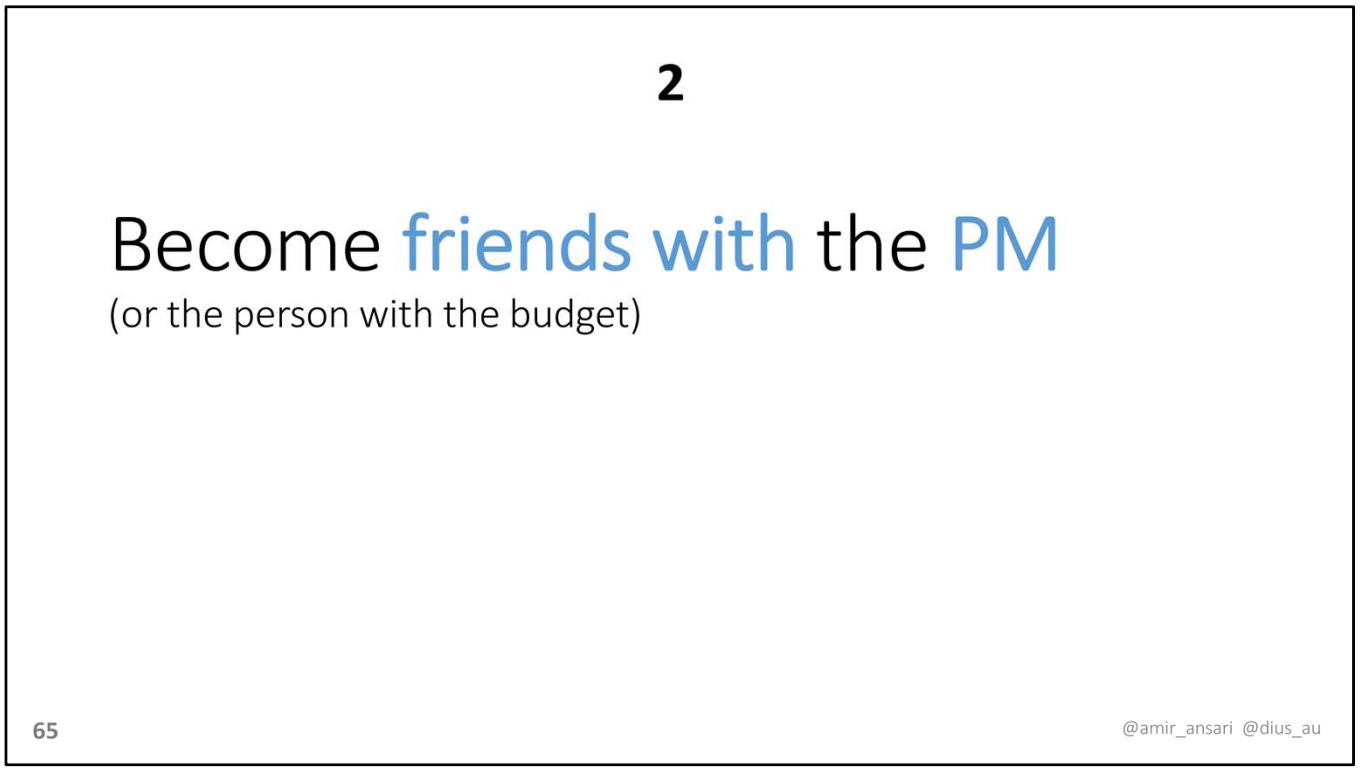
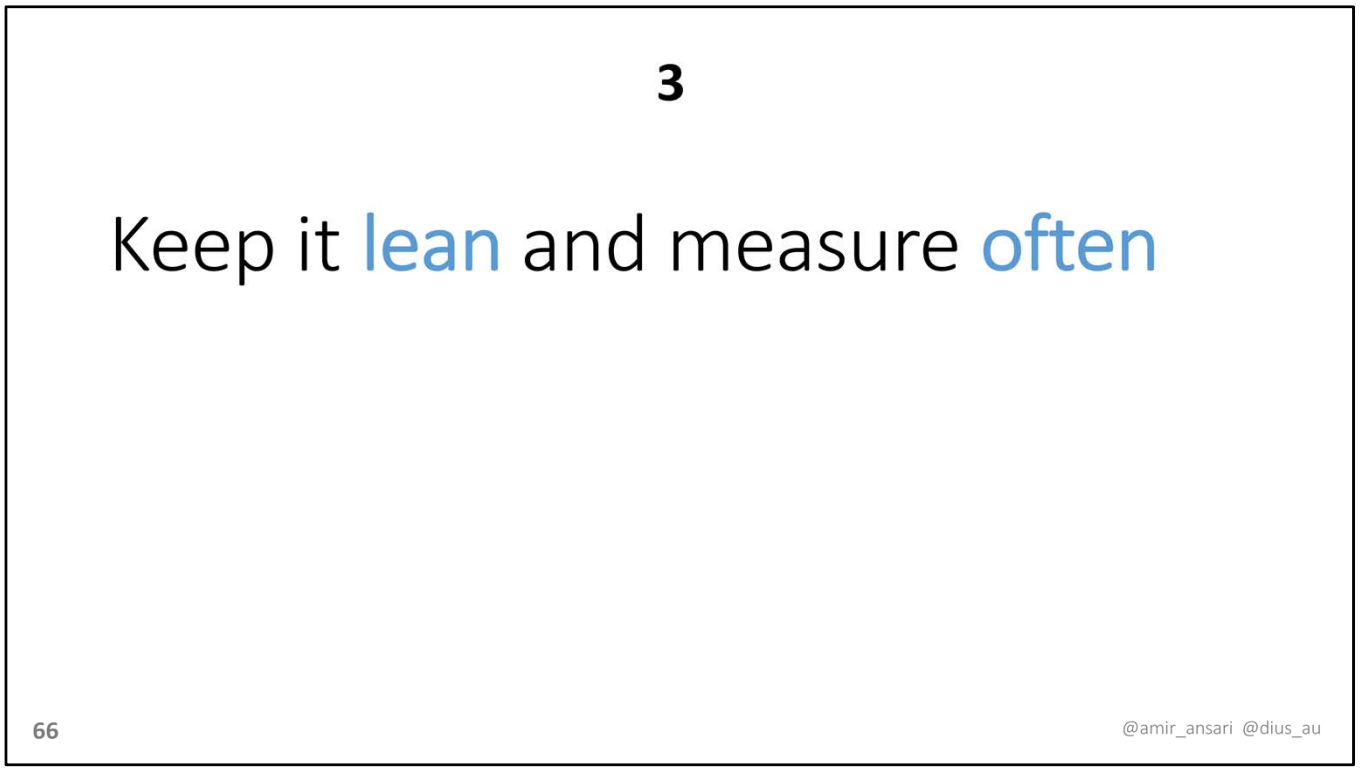


Picking the right technique is very important. And these questions can help you choose and narrow down on the technique you need.

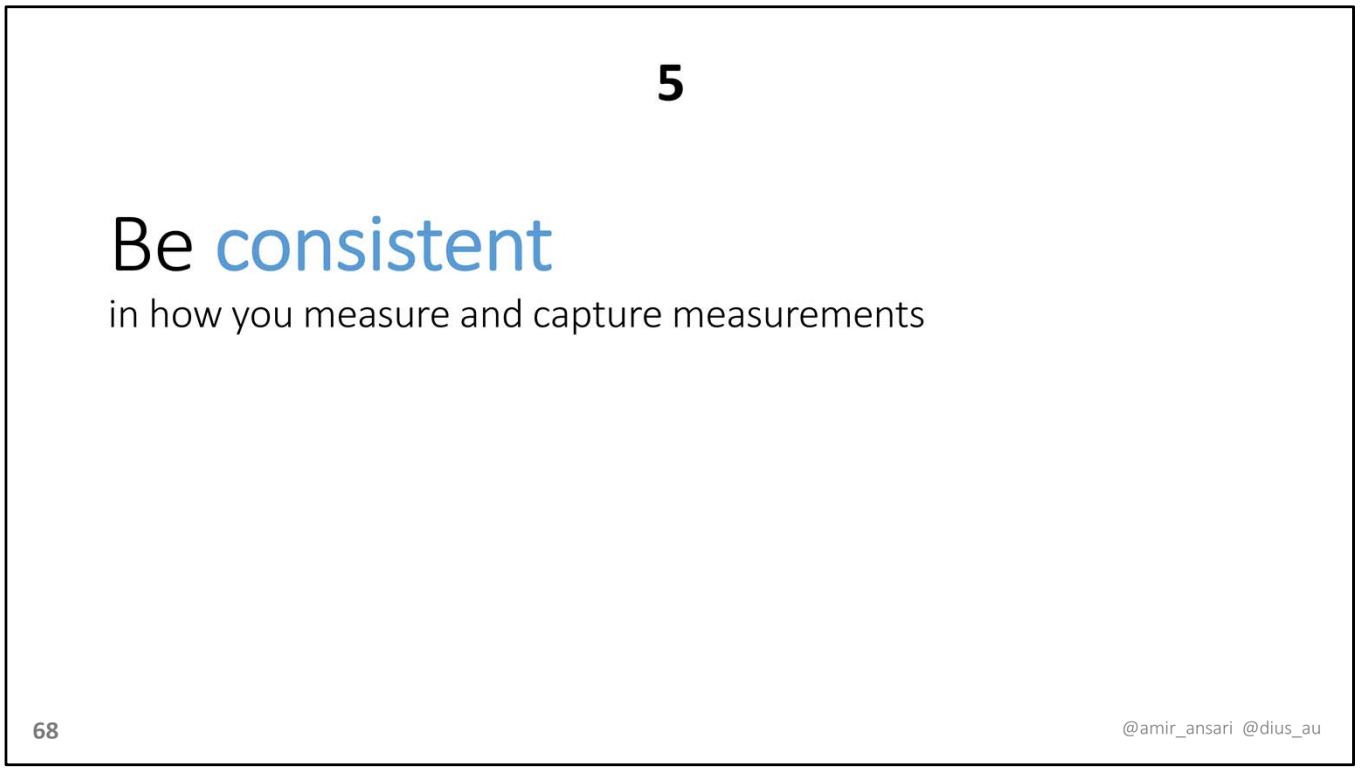


For the OTI project, I spent 1 hour very early on defined the research/experiment approach, costed it and put it to the PM. It was included in the budget and signed off. Now some of you may not have access to the person with the wallet, or the budget may have already been allocated prior. In this case, you may have to take a more guerrilla approach to your experiments, OR find an advocate who can play in your team to try and convince a minimum number of user sessions.

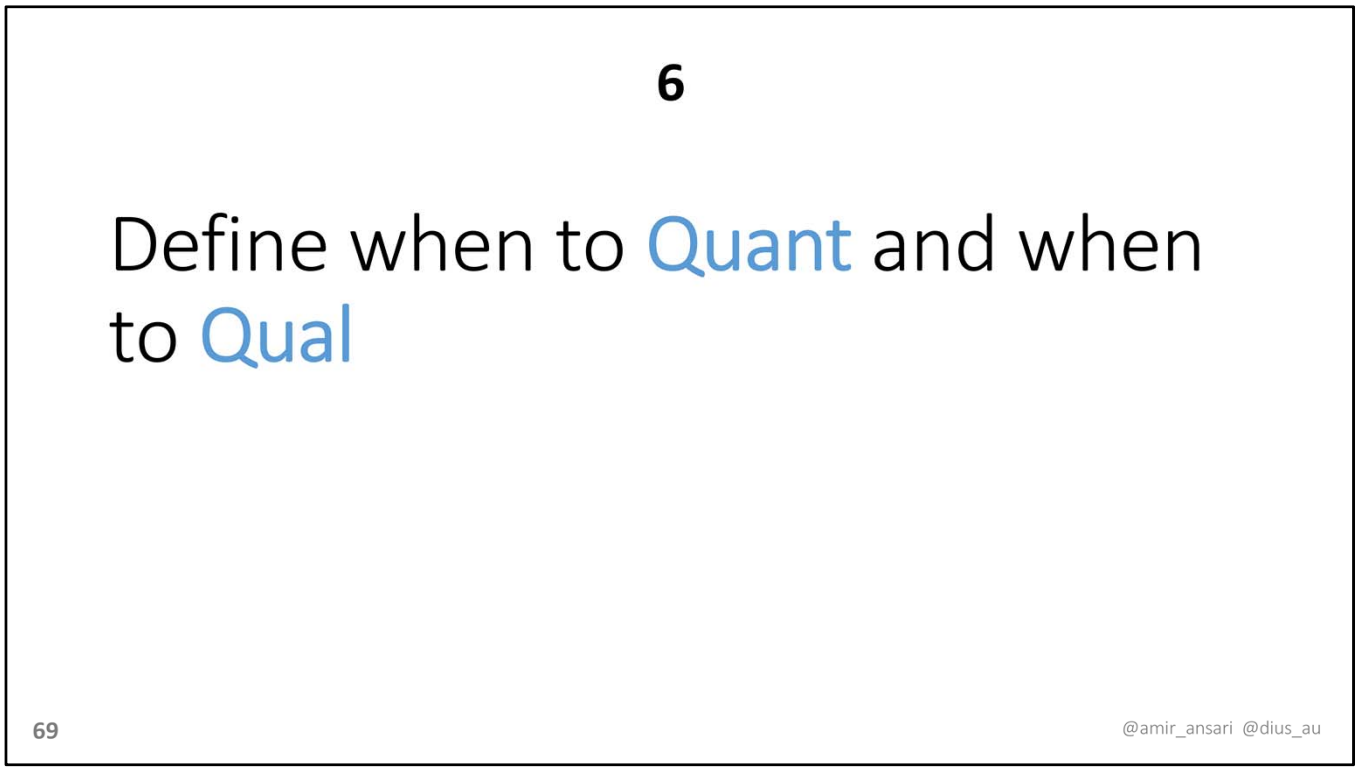


Keep it lean, quick and fast. 5 – 6 users per experiment. Prioritise issues. Feedback quickly. You don't want to be seen as been the bottleneck – pragmatism is important.

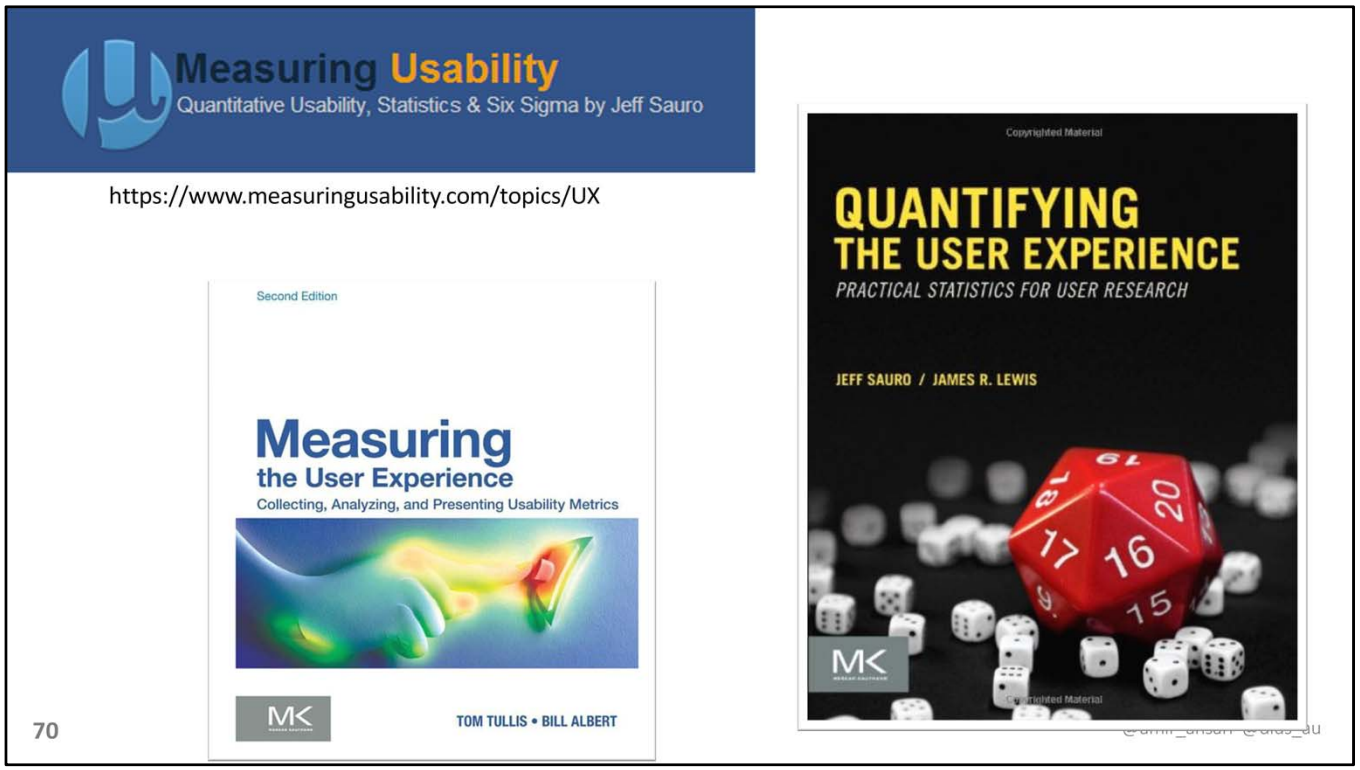
Get them to observe. If not, make sure you run through your issues. Agree on pivots and recommendations.



Use consistent approaches to test and report. Consider using templates. Benchmark as design matures for future measurability.

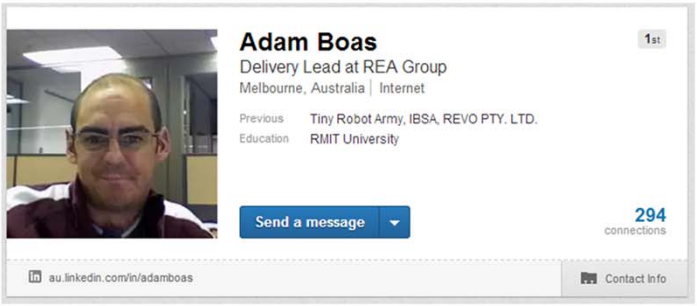


Use consistent approaches to test and report. Consider using templates. Benchmark as design matures for future measurability.



Measuring the User Experience is more statistical, and assumes you have an existing product or service.

Thanks to



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