

User Testing Tips



Prototype to Learn, not Validate

Don't approach testing as simple validation of your idea

Show Don't Tell

Don't over explain your prototype

Put Your Prototype in Users' Hands

Watch how they use and misuse it

Bring Multiple Prototypes

It is easier to compare multiple objects than to comment about a single object

Cherish Misunderstandings

The user is always right (not stupid!)

Only Test One Aspect at a Time

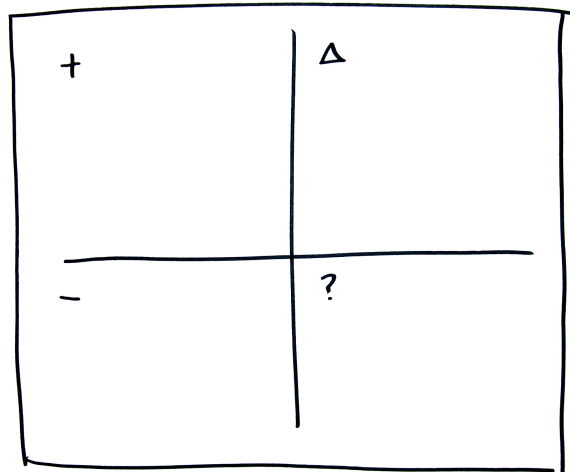
Tease out thoughts regarding individual aspects of your prototype

Test with Real Users, In Their Real Lives

Allow your user evaluate your prototype as they continue through life

An Approach to User Testing

1. Determine how you want to present your prototype and what you want to learn from the users.
2. Choose ONE team member to present the prototype. The presenter should let the concept or prototype do the talking and use as little airtime as possible.
3. Prepare some open-ended questions like “what did you think?”, “how do you think you would use this when you are shopping?” so you can spend most of the time listening to the users’ thoughts.
4. During the testing have all of the non-presenting team members pay special attention to the following reactions from the users: actions, body language, words, & omissions.
5. All of the non-presenting team members should write on post-its notes about what worked [+], what did not work [-], what changes you could make [Δ], and new questions the testing brought up [?].



6. Verbally share your post-it note thoughts as you populate a [+ , - , Δ , ?] grid, to reflect upon and synthesize the learnings.