

USER TESTING

# MYTHS VS FACTS

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CXO at **preely**.

Driving IT, 2021



# MYTER

#1: Brugertest giver ikke meget værdi

#2: Brugertests tager lang tid

#3: Brugertests koster meget

#4: Brugertests passer ikke ind i agil udvikling

#5: Man skal være professionel for at udføre brugertests



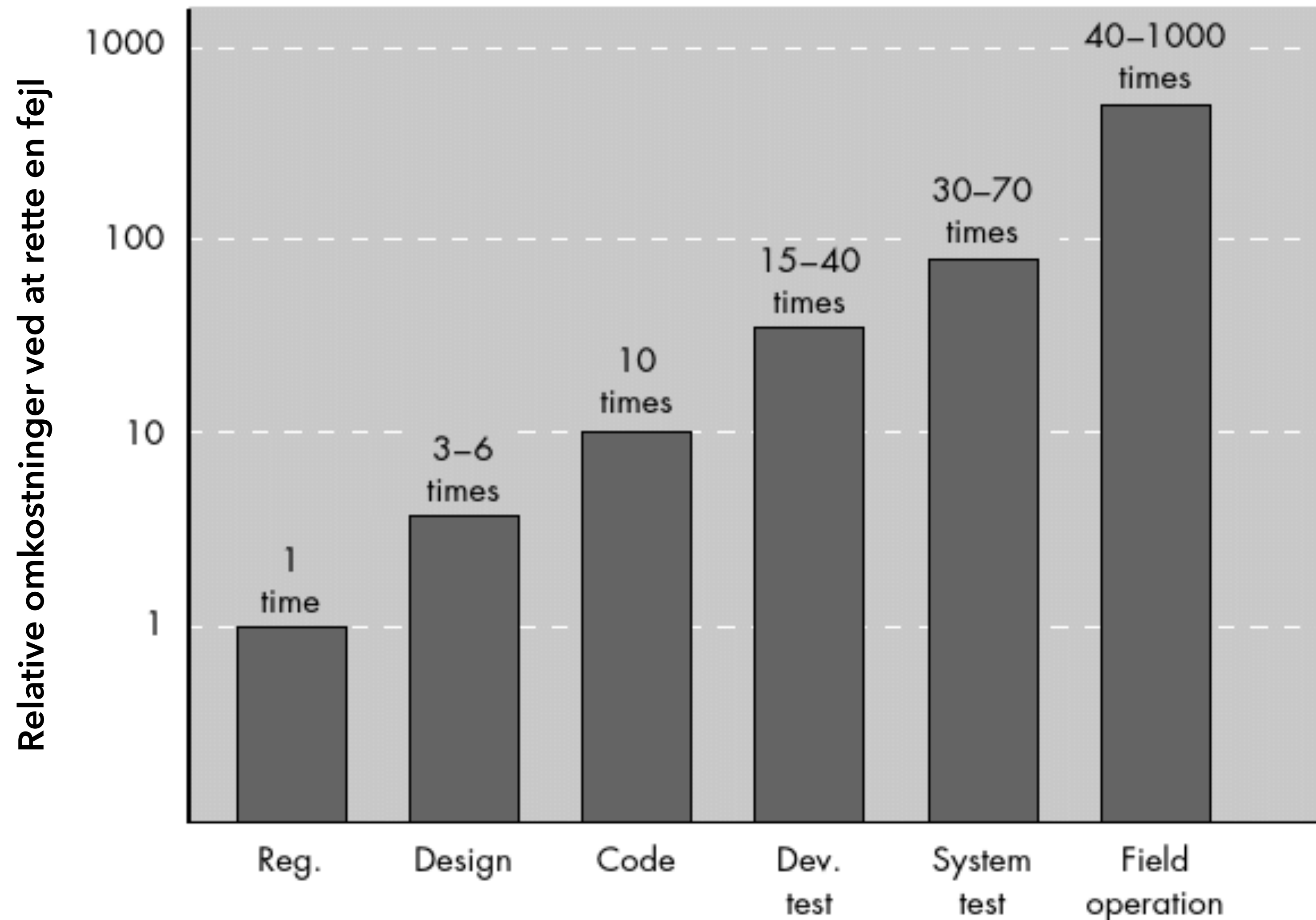
**Myte #1**

**Brugertest giver ikke  
meget værdi**



## Myte #1

# Brugertest giver ikke meget værdi







**46%** stigning i omsætningen

**76%** fald i churn rate

**800.000** månedlige transaktioner i Lotto-appen

**Myte #2**

**Brugertests tager  
lang tid**

Myte #2

# Brugertests tager lang tid

**Unmoderated, remote test**



9 hours



**Moderated, in-person  
Think-aloud test**



50+ hours



**Myte #3**

**Brugertests koster  
meget**

### Myte #3

# Brugertests koster meget

Type	Think-aloud, in-person test (5 - 7 deltagere)	Preely (12 deltagere - kan være ∞)
Planlægning, gennemførelse og analyse	52-64 timer = <b>DKK21.060 - DKK25.920</b>	9 timer = <b>DKK3.645</b>
Deltagere	Normalt: <b>DKK375/person</b> Op til: <b>DKK2.200/person</b>	Fra eget test panel: <b>DKK0</b>
Potentiel lokation (e.g. AirBnB)	<b>DKK0 - DKK7.500</b>	<b>DKK0</b>

\*Gennemsnitlig user researcher løn DKK 720.000/år

**Myte #4**

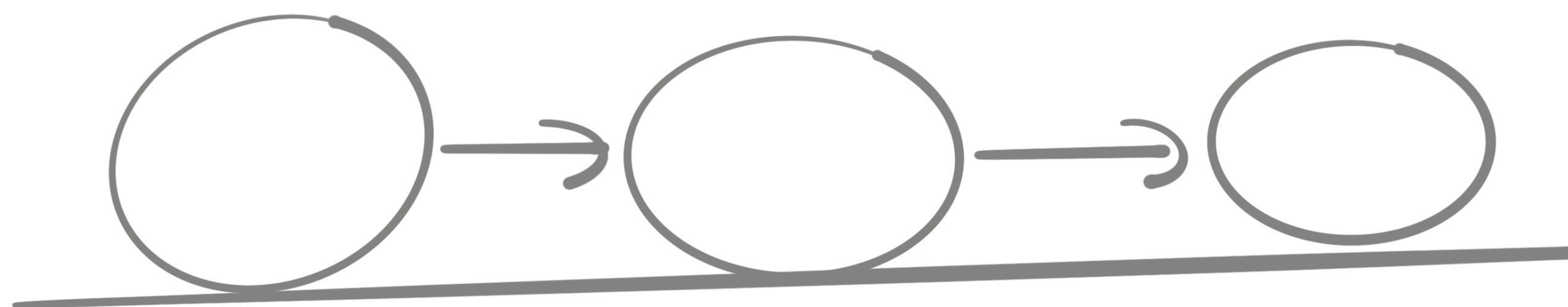
**Brugertests passer ikke  
ind i agil udvikling**



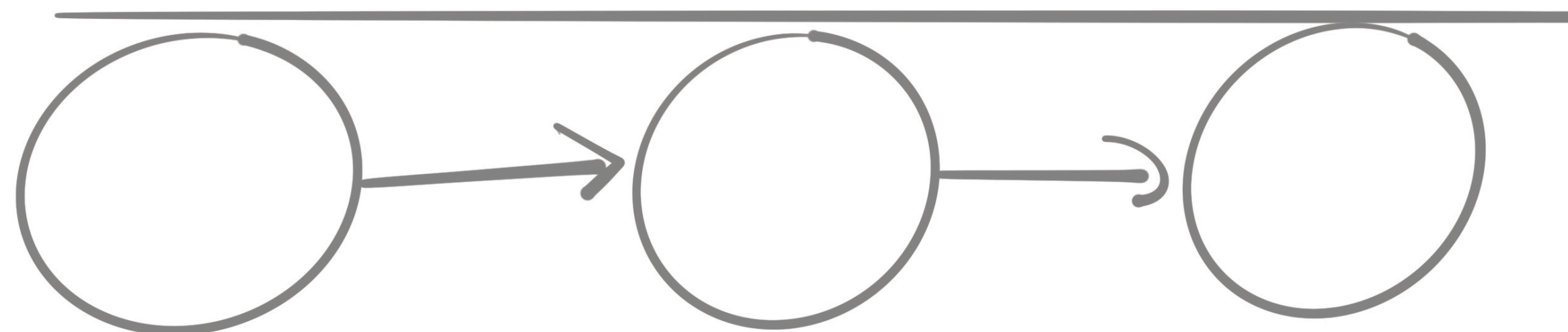
Myte #4

# Brugertests passer ikke ind i agil udvikling

Design



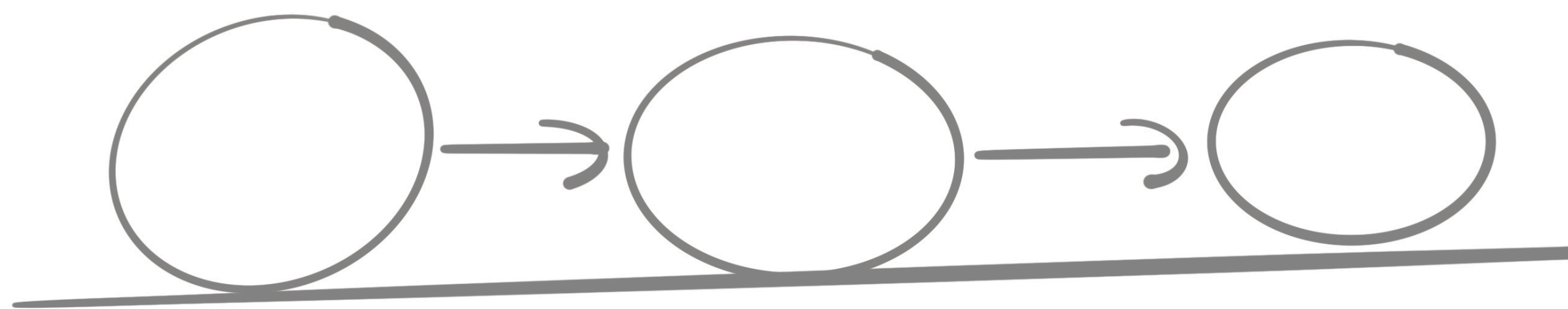
Develop.



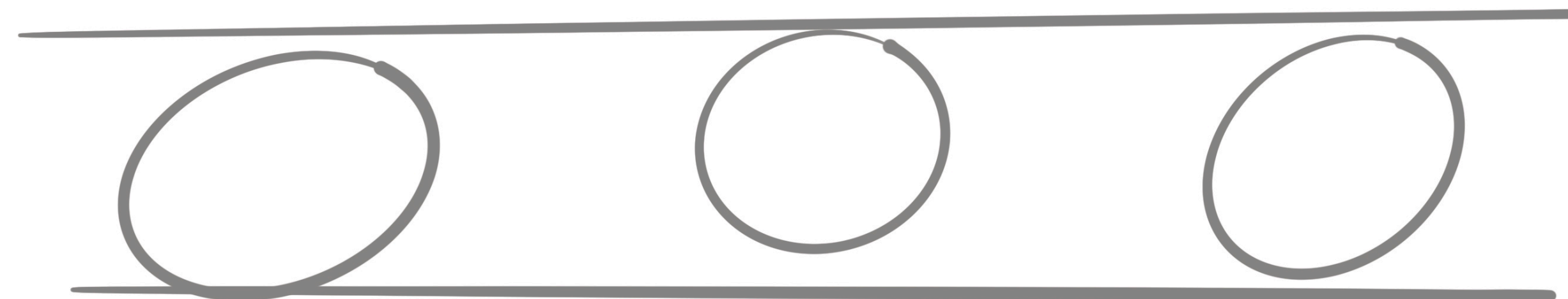
Myte #4

# Brugertests passer ikke ind i agil udvikling

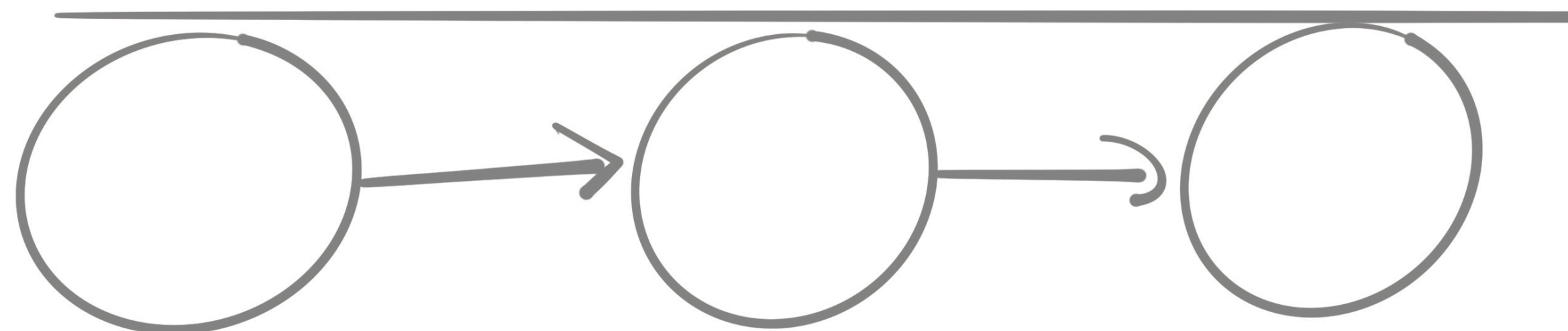
Design



User test

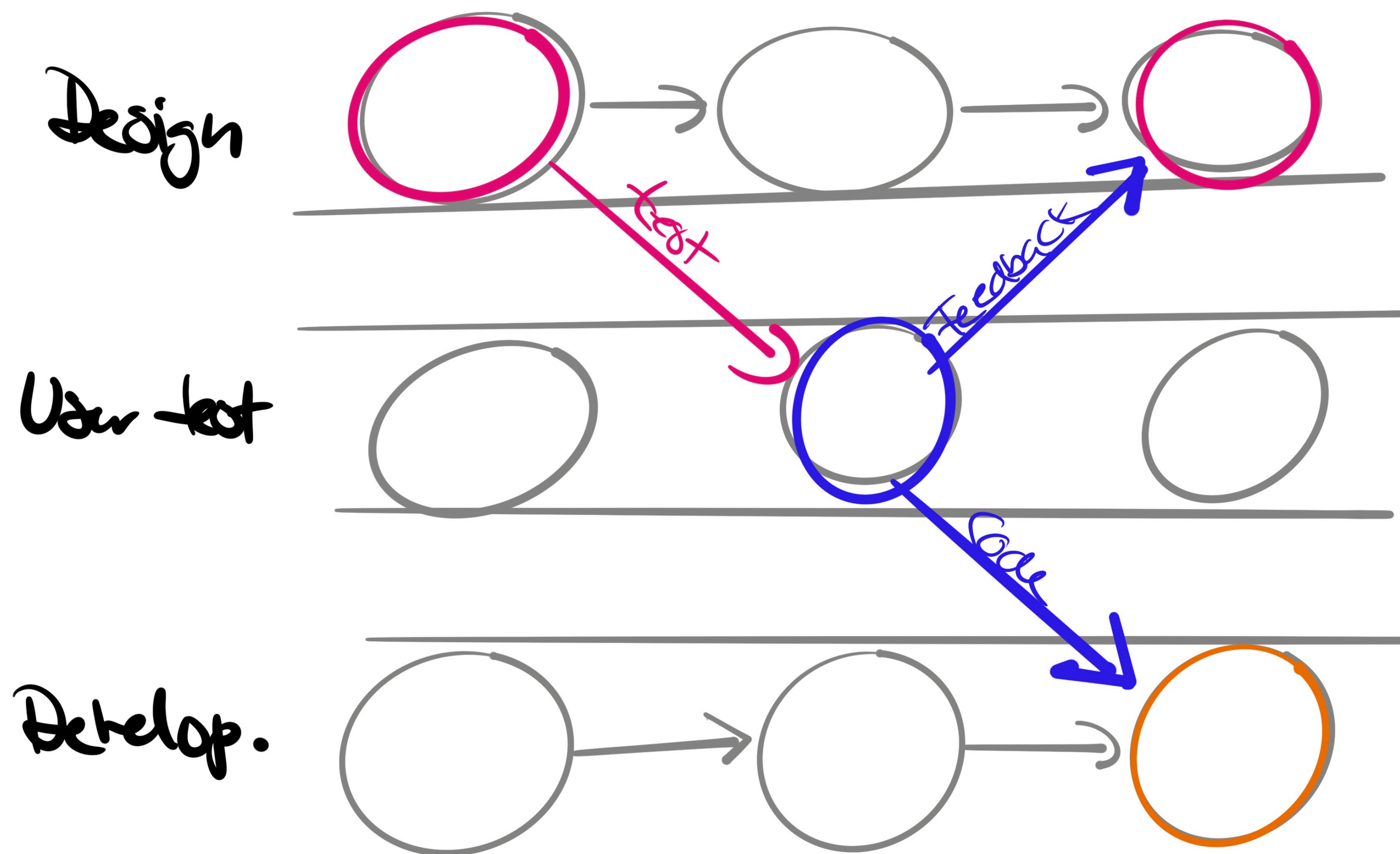


Develop.



Myte #4

# Brugertests passer ikke ind i agil udvikling





**Myte #5**

**Man skal være professionel  
for at udføre brugertests**

## Myte #5

# Man skal være professionel for at udføre brugertests

**MATERIALS**

Three levels of guidance

**1**

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**2**

**Date of the Contextual Interview:**

**Location of the Contextual Interview:**

**Participants:**

**Names and initials of the interviewer and interpretation team:**

**Planning of the Contextual Interview(s) Concerning**

**Focus and participants:**

**Focus:**

- How do nurses interact with an ABL90 in a real work environment?
- How can this be handled in the design of the ABL900?

**Participants:**

See Guidelines for Conducting a Contextual Interview, section: Find participants for the Contextual Interview for more details.

**Interview style:**

See Guidelines for Conducting a Contextual Interview, section: Interview style for more details.

**Standard:** \_\_\_; **Intermittent:** \_\_\_; **Uninterruptible:** \_\_\_;

**Retrospective:** \_\_\_; **Extremely focused:** \_\_\_; **Environment centered interviews:** \_\_\_;

**3**

**CONTEXTUAL INTERVIEW (CI)**

— A BRIEF WALKTHROUGH

**1. PLANNING**

- Find participants (page 5)
- Decide on an interview style (page 5)

**2. CONDUCTING**

introductions, set up the site visits, set expectations, set up the mentor/mentee role, describe your confidentiality policy, get permission to record, etc. (page 9 + 24 + the 50's and 60's (page 26 + 30))

**Remember:** The transition — from questions to CI (page 10)

**3. ANALYZING**

REMEMBER THE INTERVIEWER NOTES (PAGE 13 - 15)

CAPTURE THE USER AND ORGANIZATION PROFILES (PAGE 15 + 31)

WRITE NOTES (PAGE 16 - 17)

**Caution:** Interpretations of events, use of artifacts, problems, and opportunities, important characteristics of the work, breakdowns in the work, cultural influences, design ideas (flag with CI), questions for future iterations (flag with a CI, include)

preely. Test / Test PREVIEW TEST

TEST

SHARE TEST

ANALYTICS

WELCOME: Test

Hi, You are invited to test our prototype. Thank...

TASK: Task

Create a profile and sign up for our newsletter.

QUESTION: Task

empty

TYPE

INSERT ELEMENT

Demographic data Enabled

THANK YOU

Your feedback is highly appreciated. It is of gr...

**QUESTION**

QUESTION TYPE

CHOOSE QUESTION TYPE

**Rating scale**

Use numbers or smiley rating to assess participant's opinions to your question.

**Likert scale**

Likert scale measures agreement to a statement.

**Semantic differential scale**

Semantic differential scale measures where the participant's view lies on a bipolar adjective scale.

**Yes / No**

Let your participants answer yes or no to your statements.

**Single Ease Question (SEQ)**

SEQ focuses on ease of use and gives a snapshot of your participant's attitude towards the task.

**Multiple choice**

Ask your participants multiple choice questions.

**Open-ended question**

Ask open-ended questions, where your participants can write a free response.

**Net Promoter Score (NPS)**

Net Promoter Score (NPS) is used as a metric of customer loyalty.

PROTOTYPE

SETTINGS

SUPPORT



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