SPOTLIGHT ℠

Exploring User Experience Design
August 1, 2018

UX Feedback: Practical Tips for Evaluating and Improving Your Designs

Becca Wilson, IBM

August 1, 2018

UX Feedback

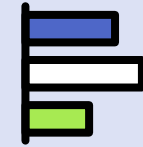Practical Tips for Evaluating and Improving Your Designs

Hi, I'm Becca.

- NYC-based product manager, designer, and facilitator

- Currently the Program Leader for Advancing AI Skills at IBM

- Former Education Product Manager and Lead Learning Experience Architect at General Assembly
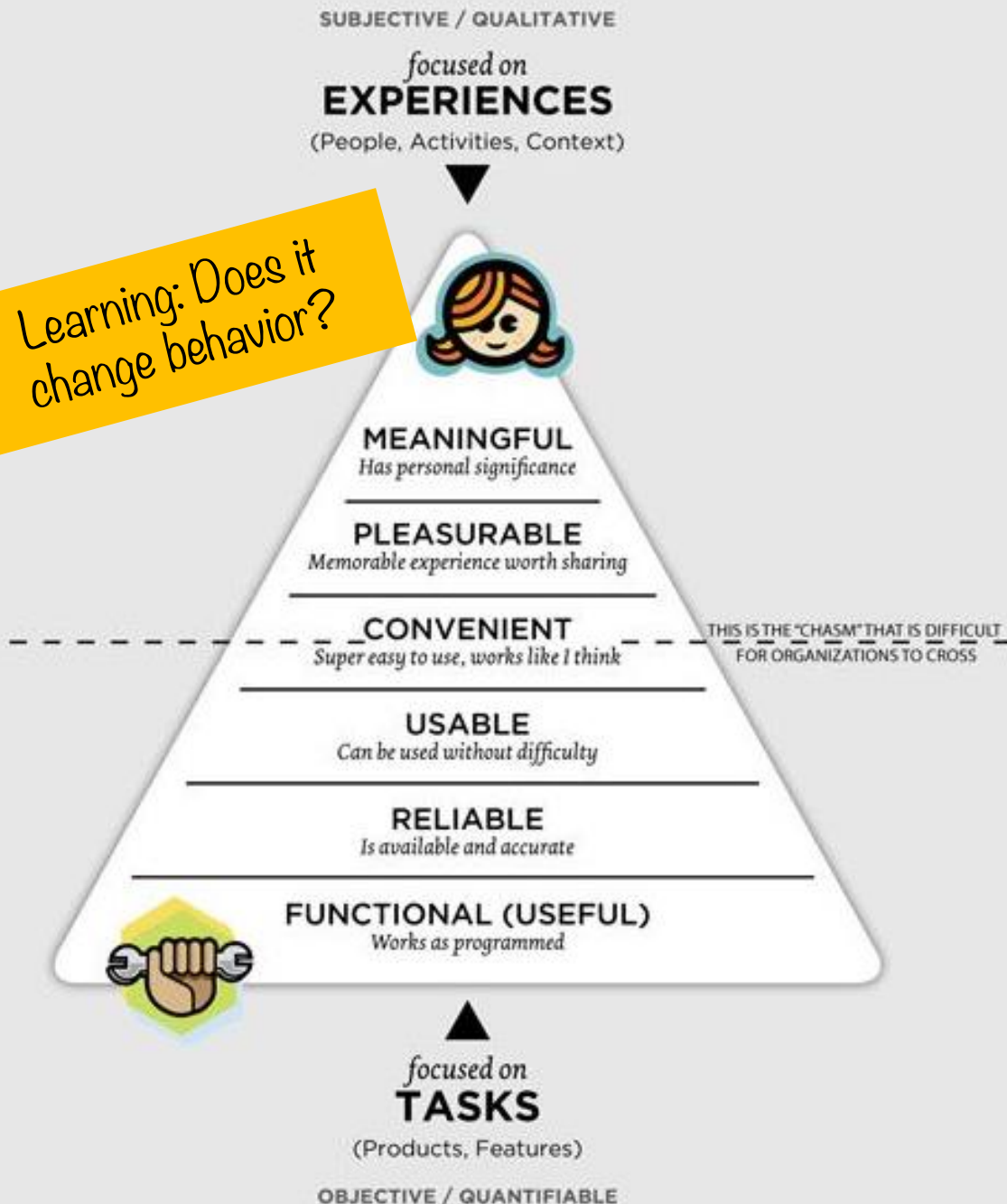
- Previously at Getty Images and Wyndham Worldwide

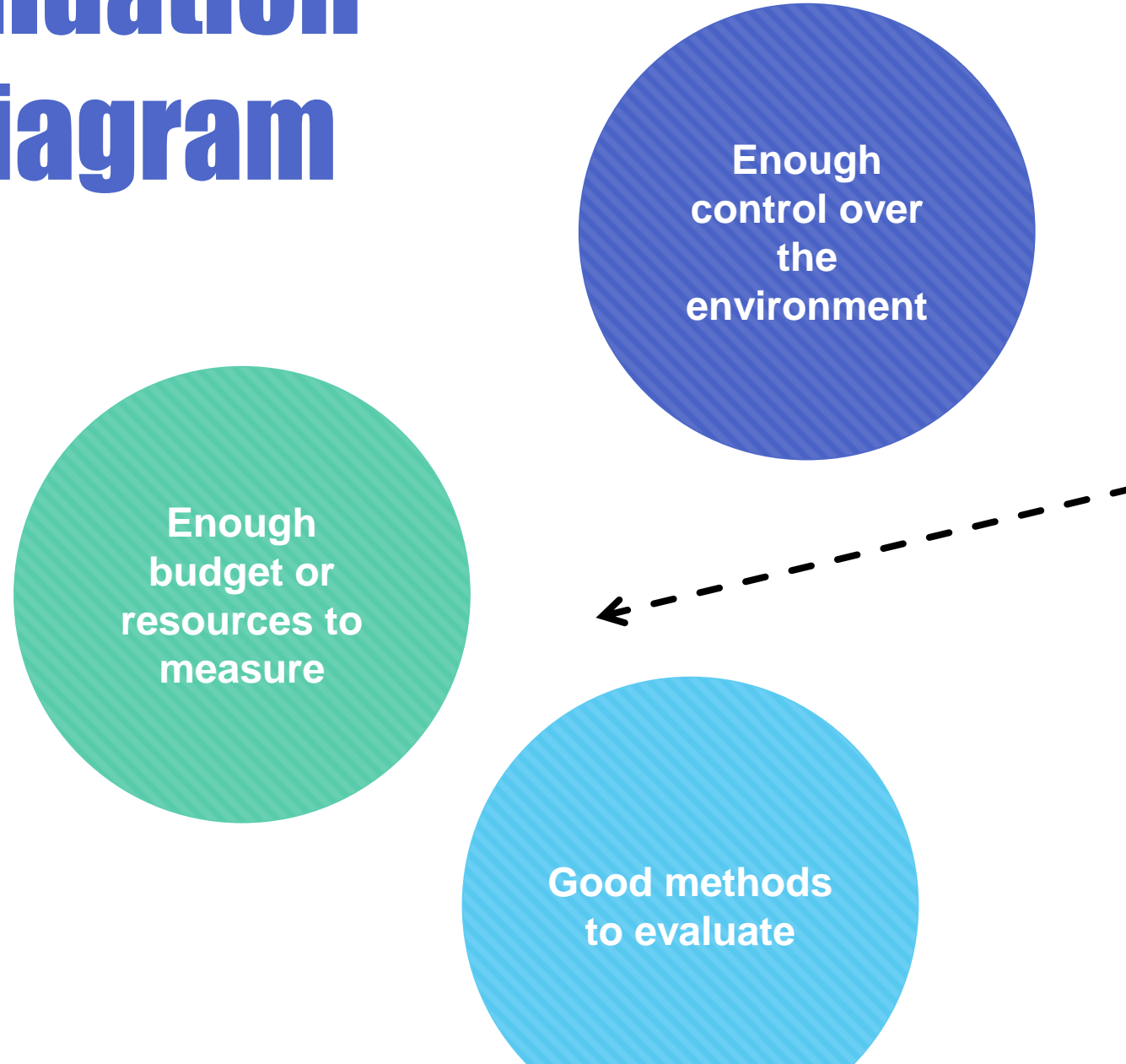What are the top reasons that eLearning has such a

BAD REPUTATION?

The Evaluation Venn Diagram

Enough control over the environment

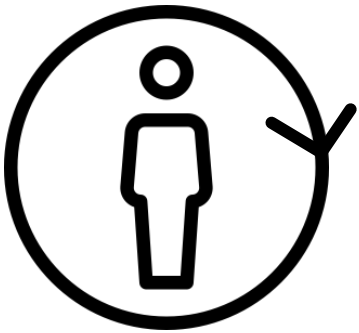Enough budget or resources to measure

Good methods to evaluate

All too often, they don't overlap *at all.*
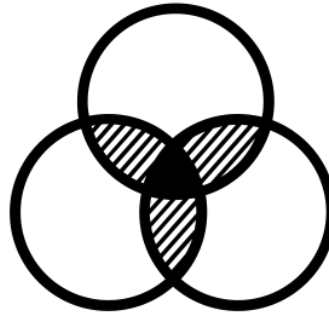
Have you ever heard of feedback loops?

Designing feedback systems as part of your development process reduces risk of technical errors, user frustration, and learner drop off rates.
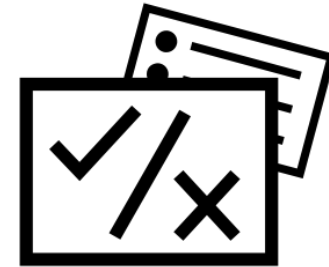
Today's Learning Outcomes:

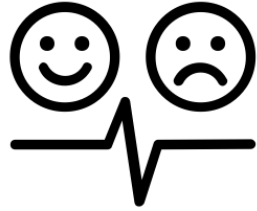I can design feedback loops to collect and act on user feedback.

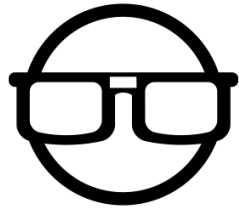I have a useful framework for evaluating and critiquing user experience.

I can apply best practices for setting up and running usability tests.

Create a Feedback System of Record

Student feedback

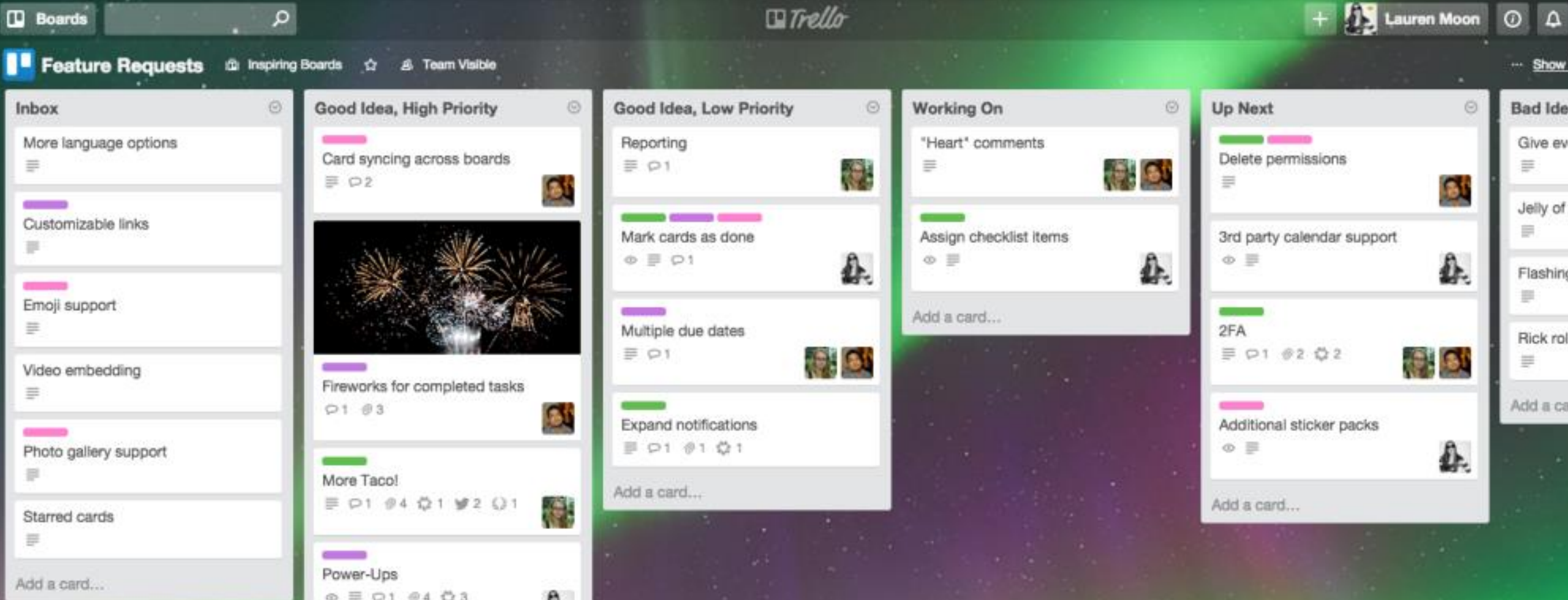completion data, quiz scores, pre/post knowledge change, open comments, ratings or NPS scores

SME feedback

content accuracy, lesson structure, external references and support materials

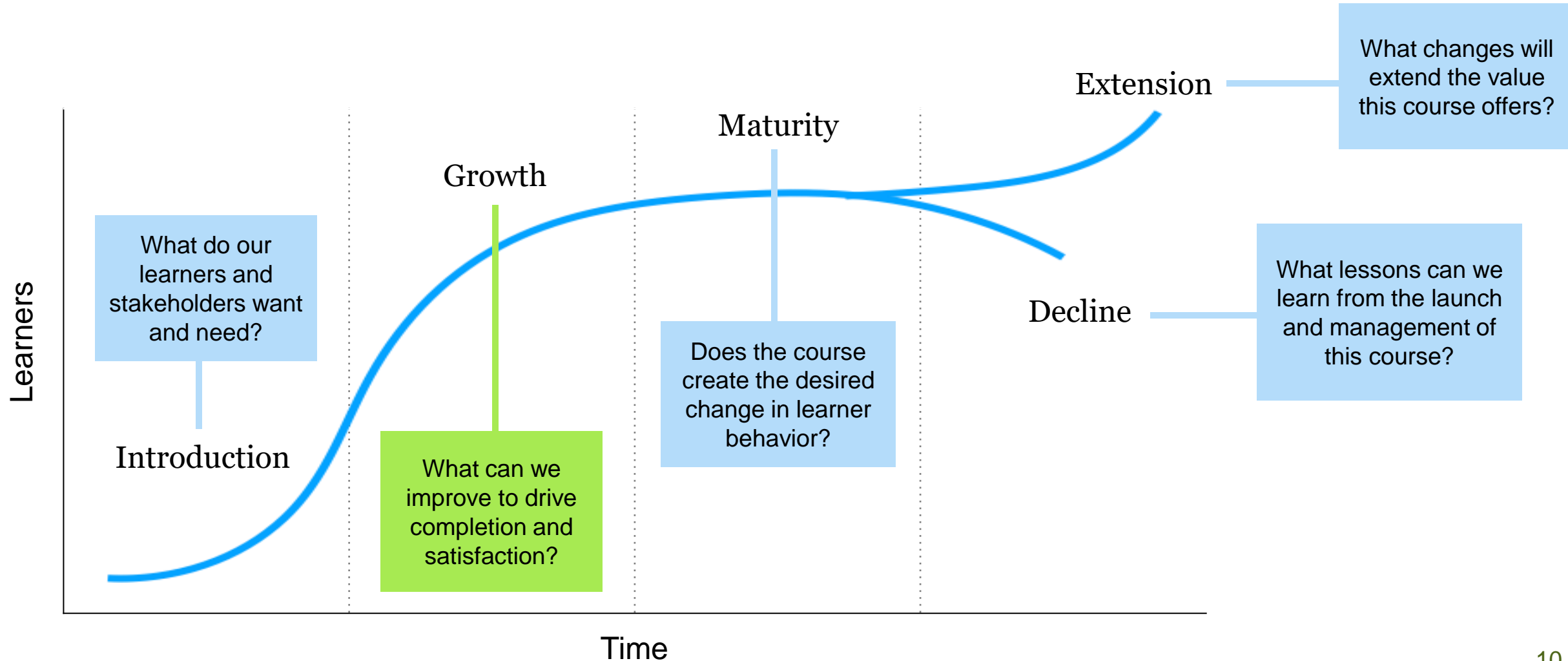**Stakeholder feedback**

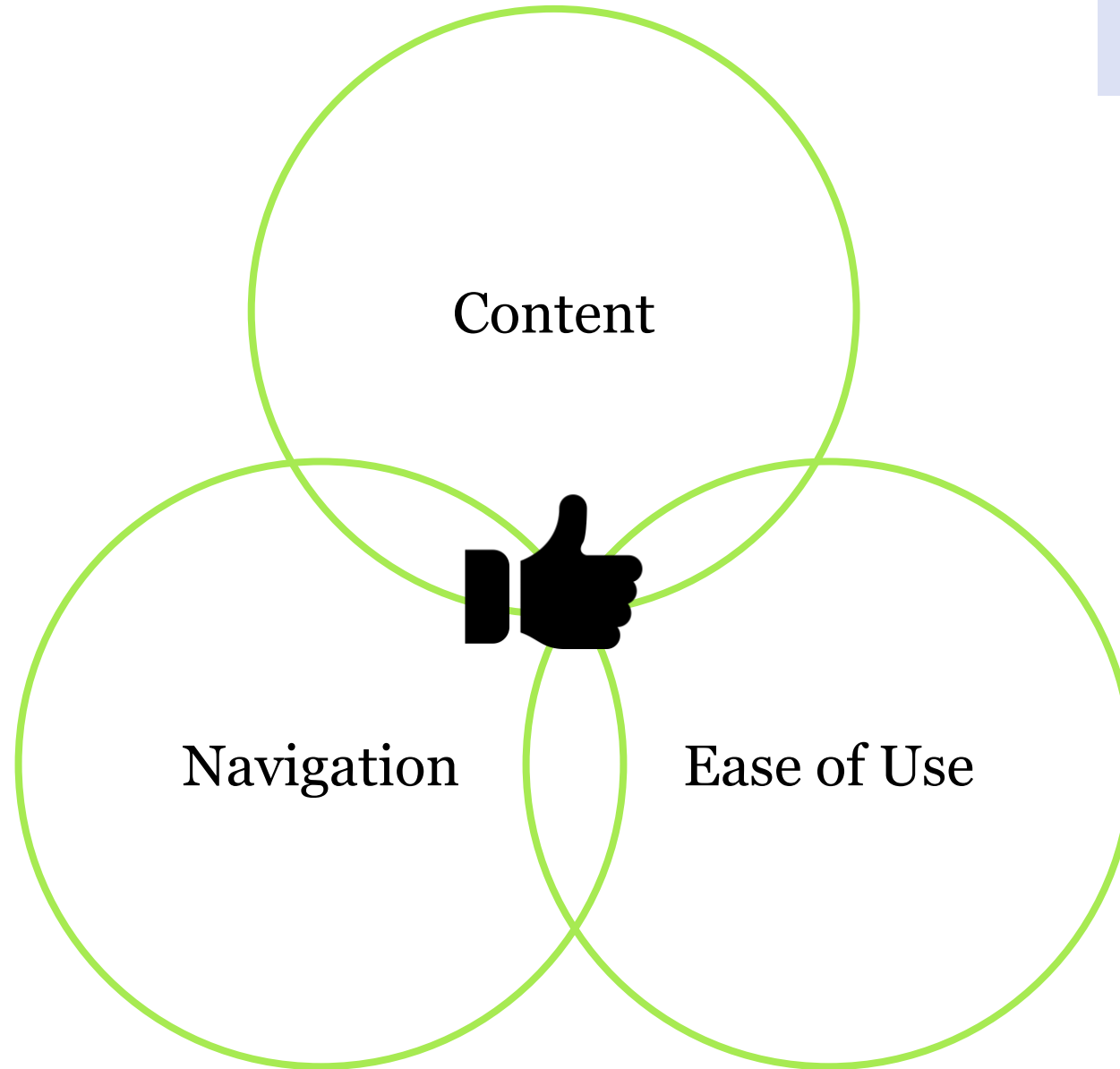expected outcomes, desired change in learner behavior, branding/style guides, engagement strategy

Trello

https://trello.com/guide

Incorporate Feedback into Your
Planning and Processes

Content

Navigation

Ease of Use

Heuristic Evaluation

(n) a usability engineering method for finding the usability problems in a user interface design so that they can be attended to as part of an iterative design process.

Content – Users are at your site for the content – make it easy for them to find and use

Major headings are easy to understand	☆	✓	✗	
Easy to scan	☆	✓	✗	
Minimal text/information presented	☆	✓	✗	
Clear terminology, no jargon	☆	✓	✗	
Links are clear and follow conventions	☆	✓	✗	
Help is available on every page	☆	✓	✗	
Important content is above the fold	☆	✓	✗	
Search box is easy to identify and easy to use	☆	✓	✗	

Navigation – Makes getting around your site easy and takes out the guess work of a user's

Consistent Navigation	☆	✓	✗	
Easy to identify your location on the site (breadcrumbs, headers, colors)	☆	✓	✗	
Consistent way to return Home	☆	✓	✗	
Limited number of buttons & links	☆	✓	✗	
Organization of information makes sense	☆	✓	✗	

Efficiency/Functionality – Following basic rules will keep user frustration to a minimum.

Website loads quickly	☆	✓	✗	
Custom 404 errors	☆	✓	✗	
Error messages are meaningful	☆	✓	✗	
Login is in upper right corner of page	☆	✓	✗	
Proper etiquette for links off site	☆	✓	✗	
Contact information is easy to find	☆	✓	✗	
Login is easy to find	☆	✓	✗	
Hours are easy to find	☆	✓	✗	

Step-by-Step Guide to
Usability Testing

Create a
test plan

Write user
scenarios

Recruit
your users

Run the
usability test

Identify themes
+ prioritize

13

Step-by-Step Guide to
Usability Testing

Create a
test plan

Write user
scenarios

Recruit
your users

Run the
usability test

Identify themes
+ prioritize

Create a test plan

What is the Purpose?

Will users easily find the 'mark course complete' button in its present location?

Who are your Participants?

5 participants from the global sales organization, geo not relevant

Recruit on slack in #global-sales channel and offer $5 Starbucks gift card to volunteers

What are their Tasks?

Typically, for a 60-minute test, you should end up with ~10 tasks.

- Navigate to the course from the content catalog.
- Launch the relevant course for your geography.
- Complete and submit the certification quiz.

Step-by-Step Guide to
Usability Testing

Create a
test plan

Write user
scenarios

Recruit
your users

Run the
usability test

Identify themes
+ prioritize

What's a user scenario?

User scenarios provide context and structure to guide what the user does during the test.

Who is the user?

You're a new hire at IBM and you've just completed your new hire orientation.

What is the setting?

You've been given a checklist of mandatory activities and trainings to complete within your first 7-30-90 days.

What is the goal?

GOAL = TASKS

Two types of tasks:

Use the Search function on YourLearning to find the Business Conduct Guidelines Training.

Show me how you would research IBM's policy on receipt of gifts from a contractor.

Closed tasks test features.

Open tasks test how they think.

Which is better?

When you reach the end, think out loud as you complete and close the course.

When you get to the end of the course, click the correct button to mark it complete.

Which is better?

When you reach the end, think out loud as you complete and close the course.

When you get to the end of the course, click the correct button to mark it complete.

Provide goals, not instructions.

Step-by-Step Guide to
Usability Testing

Create a
test plan

Write user
scenarios

Recruit
your users

Run the
usability test

Identify themes
+ prioritize

Jakob Nielsen's Rule of 5:

Alternatively...
there's guerilla user testing!

(not gorilla...)

Step-by-Step Guide to
Usability Testing

Create a
test plan

Write user
scenarios

Recruit
your users

Run the
usability test

Identify themes
+ prioritize

Interview Roles

Interviewer

Your role is to set up the scenario and make sure the user is clear on the goal of the task. You want to make users feel comfortable and at ease.

Interviewee

Their role is to be as authentic and true-to-life as possible. Don't ask them what they want or how they would fix it—they'll only tell you what you want to hear.

Note Taker

Your role is to take observational notes and capture what people say or do during the test. Keep any overall insights or personal ideas separate from your notes.

25

What does "good" look like?

Example Usability Test with a Paper Prototype

Keep 'em talking...

Why did you do that?

What did you expect to happen?

What are you thinking?

What would you want to happen?

Is there anything else you want us to know?

28

Step-by-Step Guide to
Usability Testing

Create a
test plan

Write user
scenarios

Recruit
your users

Run the
usability test

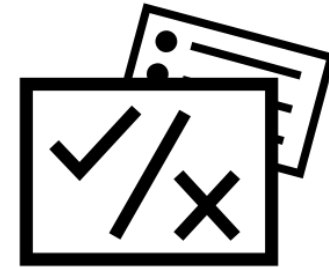Identify themes
+ prioritize

Bring it on home

I can design feedback loops to collect and act on user feedback.

I have a useful framework for evaluating and critiquing user experience.

I can apply best practices for setting up and running usability tests.

Finish that sentence!

I learned...
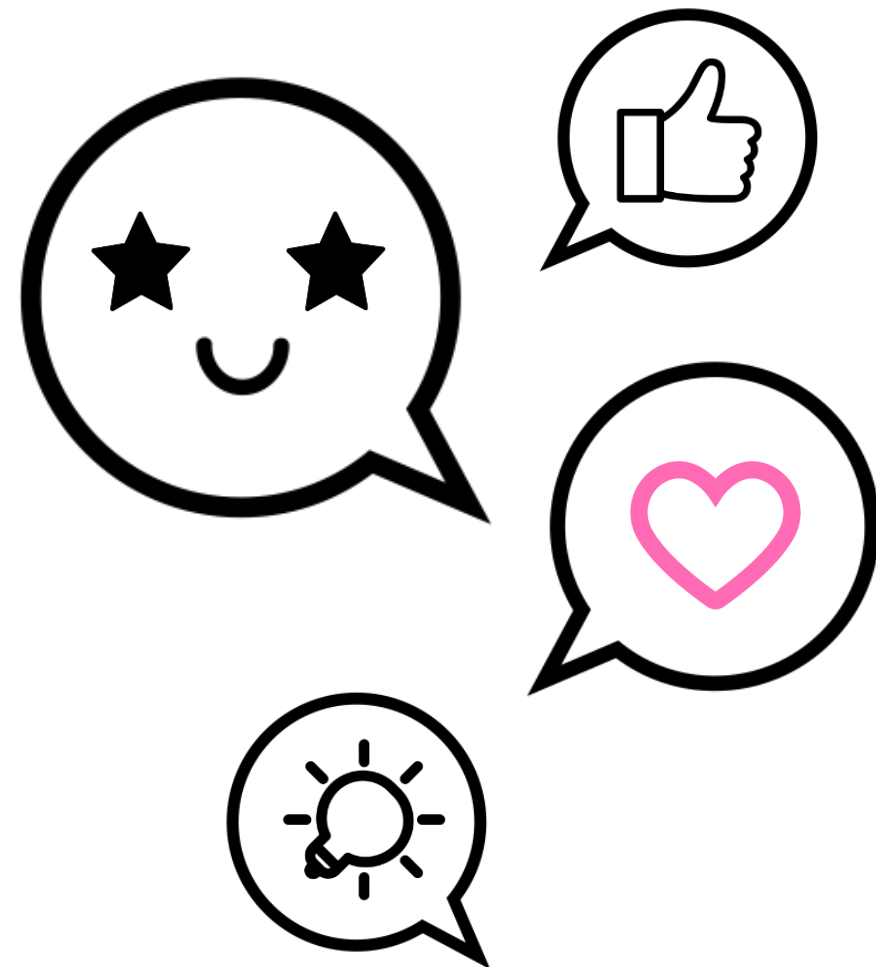
I'm beginning to think that...

I wonder if...

I rediscovered...

I was surprised that...

Take the 30 Day Challenge!

Make it stick!

How will you apply what you learned today?

References and Resources

Loren Baxter, "Designing Great Feedback Loops" https://www.smashingmagazine.com/2013/02/designing-great-feedback-loops/

Stephen Anderson, "UX Pyramid" http://www.slideshare.net/stephenpa/creating-pleasurable-interfaces-getting-from-tasks-to-experiences

Julie Dirksen, "UX for Learning Design" https://www.slideshare.net/usablelearning/ux-for-learning-design

Heuristic evaluation templates: https://www.sampletemplates.com/business-templates/sample-evaluation.html

Sachin Rekhi, "Designing Your Products Continuous Feedback Loop" https://medium.com/@sachinrekhi/designing-your-products-continuous-feedback-loop-4a7bb31141fe

Jacob Nielsen, "Why You Only Need to Test with 5 Users" https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/

Ellie Martin, "Why 5 is the magic number for usability testing" https://www.invisionapp.com/blog/ux-usability-research-testing/

Nick Babich, "A Guide to the Art of Guerilla UX Testing" https://medium.springboard.com/a-guide-to-the-art-of-guerilla-ux-testing-69a1411d34fb