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# Drive-Thru User Testing

Jessica D. Gilbert Redman
*University of North Dakota*, j.gilbertredman@und.edu

Kelicia Christianson
*University of North Dakota*, kelicia.christianson@und.edu

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# DRIVE-THRU USER TESTING

User testing doesn't have to be expensive or tedious.

# NCompass Live

#NCompLive

#DrivethruUX

## KELICIA CHRISTIANSON

Web Designer & Developer

## JESSICA D. GILBERT REDMAN

Online Resources & Services Librarian

@MLISrevenge

**University of North Dakota**

**Grand Forks, ND**

# AGENDA

01 **INTRODUCTION**
Let's talk about research

02 **ACCESSIBILITY**
It's a huge part of user experience!

03 **UX TESTING**
Here's what you can do, quick and easy.

# WHAT RESEARCH IS NOT

—ERIKA HALL / ***Just Enough Research, 2nd ed.***

**ONE**
It's not asking people what they like.

**TWO**
It's not about looking smart.

**THREE**
It's not about being proven right.

**FOUR**
It's not better just because you have more data.

# ASSUMPTIONS ARE INSULTS

—ERIKA HALL / ***Just Enough Research, 2nd ed.***

To know what users are thinking, you need to ask them. Otherwise, you're assuming things about the people you're serving and you will probably end up being wrong in some areas.

Accept no substitute for listening to and observing real people who need to do the things you're designing a thing to help people do.

—ERIKA HALL / ***Just Enough Research, 2nd ed.***

**Usability is the absolute minimum standard for anything designed to be used by humans. If a design thwarts the intended user who attempts the intended use, that design is a failure from the standpoint of user-centered design.**

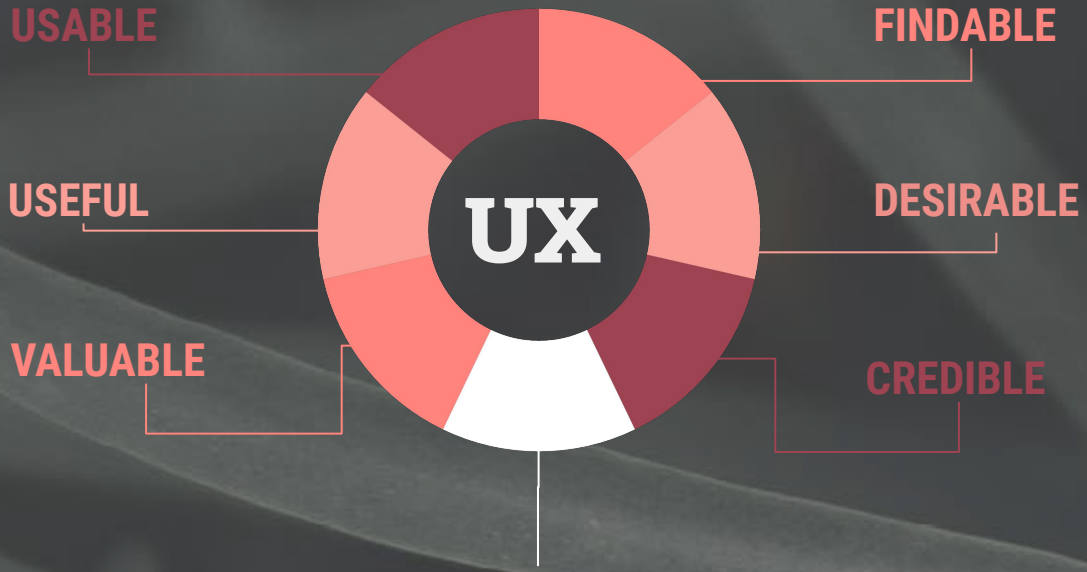
—ERIKA HALL / ***Just Enough Research, 2nd ed.***

# ACCESSIBILITY
# FOR HUMANS

Step beyond
automated audits into
accessibility testing
**with people**

paciellogroup.com/ux-series-usability-testing-and-digital-accessibility/

# ACCESSIBILITY IS KEY




*Inspired by Peter Morville's UX Honeycomb*

## AUTOMATED

WebAim's WAVE tool is a good first step. WebAim focuses on issues that are likely to have the most impact on many users.

wave.webaim.org

## STYLE GUIDE

Lay the groundwork by creating and using a diversity, equity, and inclusion style guide.

campus.und.edu/brand/diversity

## TOOLKIT

Get started with the Microsoft Inclusive Design Toolkit.

microsoft.com/design/inclusive

# REPRESENTATIVE USERS MEANS ALL USERS

## DON'T SEPARATE

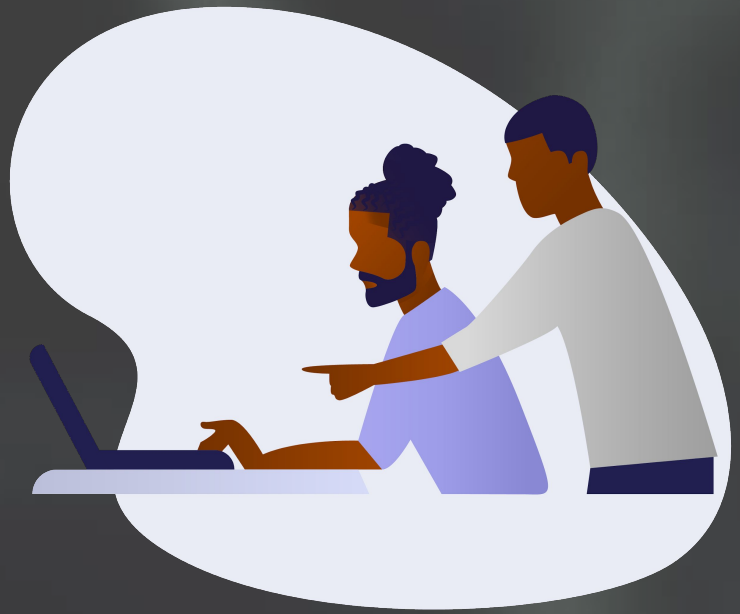
It is not necessary nor beneficial to perform user testing for people with disabilities separately.

## PURPOSEFUL INCLUSION

Ensure that people with disabilities are not excluded when gathering perspectives.

Early evaluation of digital products with disabled users means we can identify and resolve accessibility issues before it’s too late to address them.

—DAVID SLOAN / "UX Series: Digital Accessibility and the UX Testing Process"
The Paciello Group, the accessibility experts



# ACCESSIBLE USER TESTING

Considerations for doing user testing with accessibility in mind.

- Don’t make your users start at zero! Fix the known issues first.
- Check ALL your materials for accessibility.
- Physical location or technology for remote sessions must be accessible.
- Recorded data should have context, for instance which assistive technologies were used?

# EVALUATE & ITERATE

INCLUSIVE REPRESENTATION

EVALUATE BY OBSERVATION

REPEAT!

ITERATE

# AUTOMATED TESTING
# TAKE-OUT VS DINE-IN

## TAKE-OUT

You get a delicious meal with very little effort but not the full experience.

## DINE-IN

You get a delicious meal as well as a pleasant and unique experience.

# ACCESSIBILITY
# NOW HOW?

Biggest impact: **observe** your users interact with your service.

- A survey or interview may not reveal your user's true perspective or problems.
  - Users may focus more on the questions asked of them than any barriers they encountered during the session.
- Observing your participants reduces the effort required by the user during testing but also gives the most informative feedback.
- Observing your participants also ensures you are clued in to their real experience rather than what you assume their experience to be.

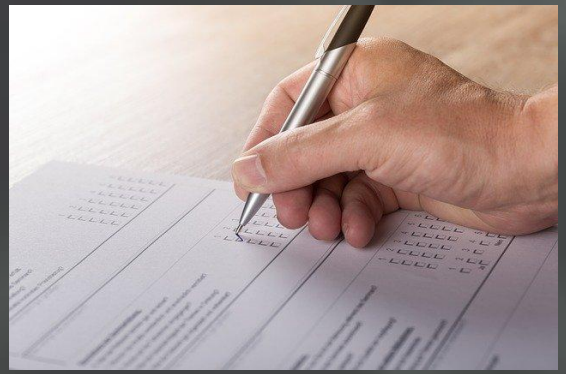
# USER TESTING, QUICK & EASY

A few ways that you can do user testing without breaking the bank or your back!

# STARTING EASY: WHAT ARE OTHERS DOING?

Websites don't exist in a vacuum! Get out of your own bubble:

- Look at other library sites to see what others are doing. This can help you be the user with fresh eyes on similar sites.
- What goes well? What troubles do you have? Think about these as user tests -- with you as the user!
- And remember - don't just look at the shiny objects! Everything needs to function well.

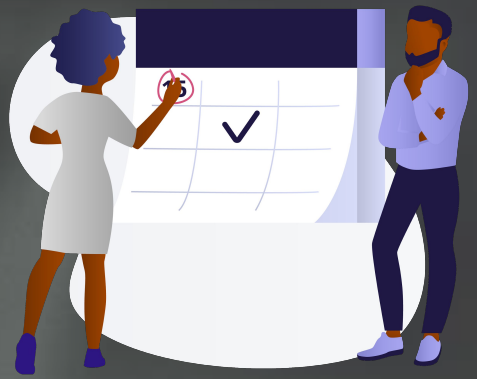


# TOO TEMPTING: SURVEYS

Surveys seem easy, but can be costly in unseen ways:

- Leaning too hard on survey results (and quantitative data in general) blocks us from the actual work of talking to real users and paying attention to what they are telling us.
- Bias can creep into the survey itself in addition to the data analysis without the researcher even being aware of their own biases.

It’s much harder to write a good survey than to conduct good qualitative user research -- something like the difference between building an instrument for remote sensing and sticking your head out the window to see what the weather’s like.



—ERIKA HALL / ***Just Enough Research, 2nd ed.***

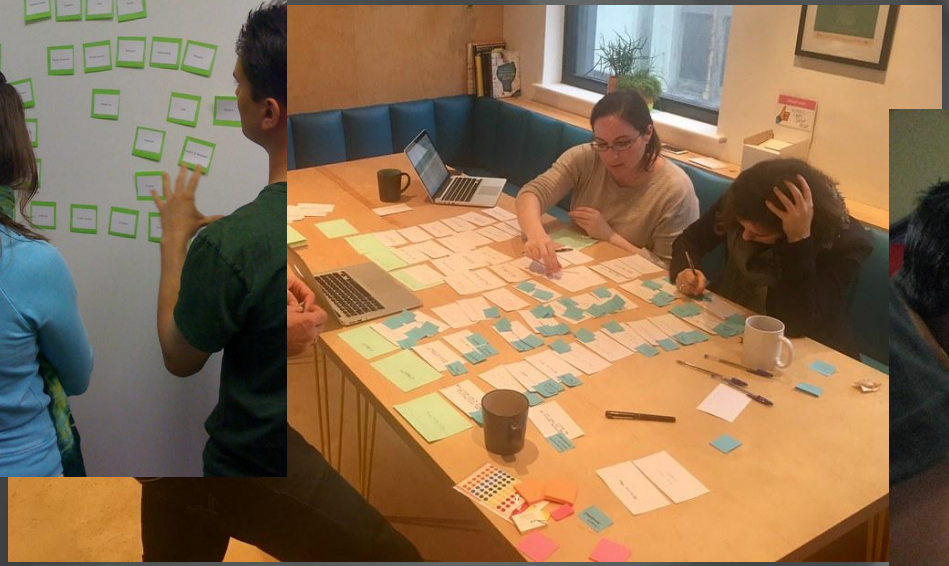
# ORGANIZING AND SORTING:
# CARD SORTS

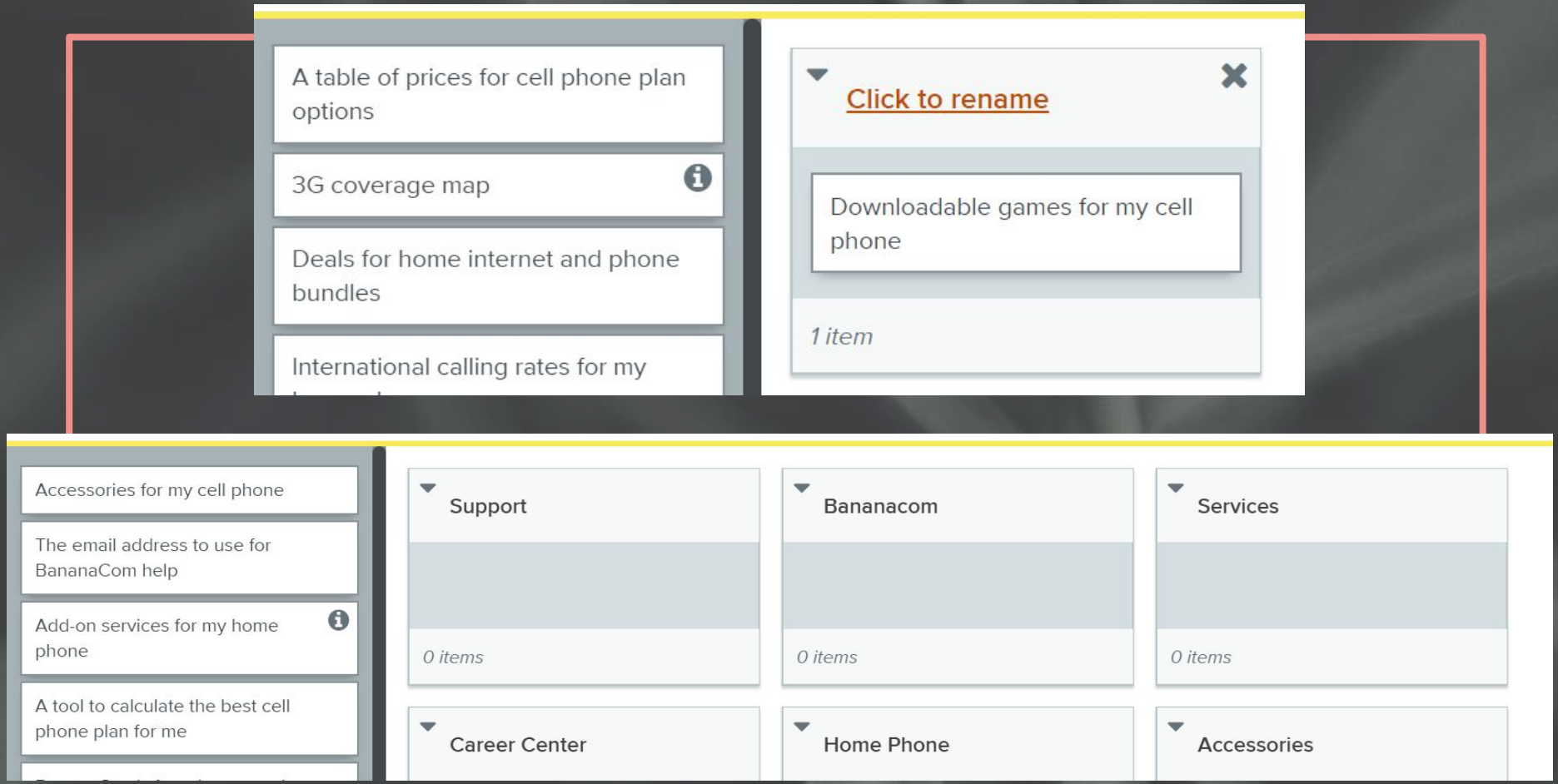
## PAPER-BASED

Use note cards or post-it notes to create easy-to-move and inexpensive card sorts that many users can take over time, moderated or unmoderated.

## ONLINE

Low-cost online alternatives do exist, but it will always depend on your budget and your needs.




A table of prices for cell phone plan options
3G coverage map
Deals for home internet and phone bundles
International calling rates for my
Click to rename
Downloadable games for my cell phone
1 item
Accessories for my cell phone
The email address to use for BananaCom help
Add-on services for my home phone
A tool to calculate the best cell phone plan for me
Support
0 items
Bananacom
0 items
Services
0 items
Career Center
Home Phone
Accessories

# TYPES OF CARD SORTS

## OPEN

All labels are user determined

## CLOSED

All labels are creator determined

## HYBRID

Some are creator determined, but users can create some as well

# STEP BY STEP

1. Get your cards ready. If you are doing a closed sort, you'll also need heading cards in addition to the content cards. Try to keep content cards to no more than 50-60.
2. Set up the sort area. If doing a physical sort, make sure users have a lot of room to move around and to place piles of cards (or to stick them on the wall or board).
3. If you are doing in-person sorts, make sure you have a facilitator to explain and then take notes. (No hints!)
4. Users should think aloud as much as possible.
5. Multiple separate individuals or small groups (2-3) should complete the sort.
6. Prepare a spreadsheet of the sort orders for each group that completes the testing.

# ON THE FLY: GUERRILLA TESTING

Guerrilla testing, hallway testing, pop-up testing: whatever you call it, it's on the fly.

- Names universities have given these pop-up shops: Tiny Cafe, User Cafe, UX Cafe
- Create very specific scenarios that you want to see users attempt.
- Train your note taker and/or facilitator.
- Set up shop in a well-trafficked (but not overwhelmingly busy) area.
- All testing combined should not be more than 5-15 minutes of a user's time.
- If possible, offer coffee, bottled water, tea, snacks, etc. for their time.

# CREDITS

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# THANKS!

Does anyone have any questions?


## Kelicia Christianson

kelicia.christianson@UND.edu

Web Designer & Developer
University Information Technology

University of North Dakota

## Jessica D. Gilbert Redman

j.gilbertredman@UND.edu

Online Resources & Services Librarian
School of Medicine & Health Sciences
Library Resources

University of North Dakota