“DIY” Usability Testing
Add user research to your web process without breaking your budget

#DIYusertesting
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One way to incorporate user discovery into your ongoing website improvement process
digitalwave

Web strategy, development, & support since 1993

Logos of Allstate, Penn, Robert Wood Johnson Foundation, George Mason University, Rutgers, Virtua, Jefferson, American Board of Internal Medicine, American Board of Family Medicine, and American Board of Obstetrics & Gynecology.
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FIVE STEP PROCESS

Step 1  PLAN
Step 2  DEFINE
Step 3  PREPARE
Step 4  TEST
Step 5  APPLY
Step 1: PLAN
Eliminate anxiety by planning according to your abilities, schedule, and budget
Why are we doing this?
What do we have to work with?
What else do we need to succeed?
Step 2: DEFINE
Focus on individual areas/aspects, small samples, and actionable outcomes
Pick one thing (at a time)
Translate into measurable tasks
(3-5 per session)
Create a guide...
Pick one thing (at a time)

Translate into measurable tasks

Create a guide (“methodology”)

CREATING A GUIDE:

For each task

**Determination** *(What do we want to find out?)*

**Task** *(What will we ask them to do? What constitutes success?)*

**Starting Point** *(Where should they begin?)*
Sample Test: 4 Tasks

Find the final application deadline for the basic qualifying exam

Find a place where you can log in to the physician portal

Find Residency Requirements for the 2018 OB-GYN Qualifying Exam

Find out if Dr. Mary Smith from Missouri is currently certified
Step 3: PREPARE

Have the right people in the right roles with the right tools
Build a team
Get participants
Small samples!
Set-up test environment
Practice!
Step 4: TEST
Get your game face on and do it!
Orientation
Test session
“Exit” interview
Pick one thing (at a time)
Translate into measurable tasks
Create a guide ("methodology")

(LIVE TEST DEMONSTRATION)
Step 5: APPLY
Putting your results to work to improve your website
What happened? ("RESULTS")

What did we learn? ("FINDINGS")

What can we do about it? ("MODIFICATIONS TO CONSIDER")
"FROM HERE, FIND A PLACE WHERE YOU CAN LOG IN TO THE PHYSICIAN PORTAL."

RESULTS:

4/5 succeeded, saying it was “easy.”

“Just had to go to the home page”

“It doesn’t say physician portal but it’s the only place for log in so I assume that’s it”

1/5 failed, thought he/she had succeeded
"FROM HERE, FIND A PLACE WHERE YOU CAN LOG IN TO THE PHYSICIAN PORTAL."

FINDINGS:

Users look for search on the home page when they can’t find it

Log-in is not clearly recognized by all users
"FROM HERE, FIND A PLACE WHERE YOU CAN LOG IN TO THE PHYSICIAN PORTAL."

MODIFICATIONS TO CONSIDER:

Provide log-in globally in the conventional location?

Add a descriptive label to improve recognition, reduce cognitive strain?
"FROM HERE, FIND A PLACE WHERE YOU CAN LOG IN TO THE PHYSICIAN PORTAL."

“FIND THE FINAL APPLICATION DEADLINE FOR THE BASIC QUALIFYING EXAM”
"FROM HERE, FIND A PLACE WHERE YOU CAN LOG IN TO THE PHYSICIAN PORTAL."

“FIND THE FINAL APPLICATION DEADLINE FOR THE BASIC QUALIFYING EXAM”

"FIND RESIDENCY REQUIREMENTS FOR THE 2018 OB-GYN QUALIFYING EXAM.”
"FROM HERE, FIND A PLACE WHERE YOU CAN LOG IN TO THE PHYSICIAN PORTAL."

“FIND THE FINAL APPLICATION DEADLINE FOR THE BASIC QUALIFYING EXAM”

"FIND RESIDENCY REQUIREMENTS FOR THE 2018 OB-GYN QUALIFYING EXAM."

"SEE IF DR. MARY SMITH FROM MISSOURI IS CURRENTLY CERTIFIED."
Develop

Prioritize what to change
Determine what/if to test after redevelopment

Reassess and repeat

“What could we have done differently?”
“FIND THE FINAL APPLICATION DEADLINE FOR THE BASIC QUALIFYING EXAM”
5/5 said task was "easy."

"I was able to easily find this under the tab."

"I followed the link for qualifying exam and it was two clicks total."
“FIND THE FINAL APPLICATION DEADLINE FOR THE BASIC QUALIFYING EXAM”

5/5 said task was “easy.”
“FIND THE FINAL APPLICATION DEADLINE FOR THE BASIC QUALIFYING EXAM”

5/5 said task was “easy.”
“What is the final application deadline for the basic qualifying exam?”

(Make them tell us so we know they’ve found it)
Reassess and repeat

“What could we have done differently?”

Relax! It’s not going to be perfect the first time
You can do this!

Plan according to what your process can handle
Focus on key aspects, actionable outcomes
Have a team and good plan in place
Translate results into opportunities
Keep going! *(until it becomes “the thing”)*
Recommended reading

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Come see us today at our booth
We would love to discuss your ideas
Questions? Comments?
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