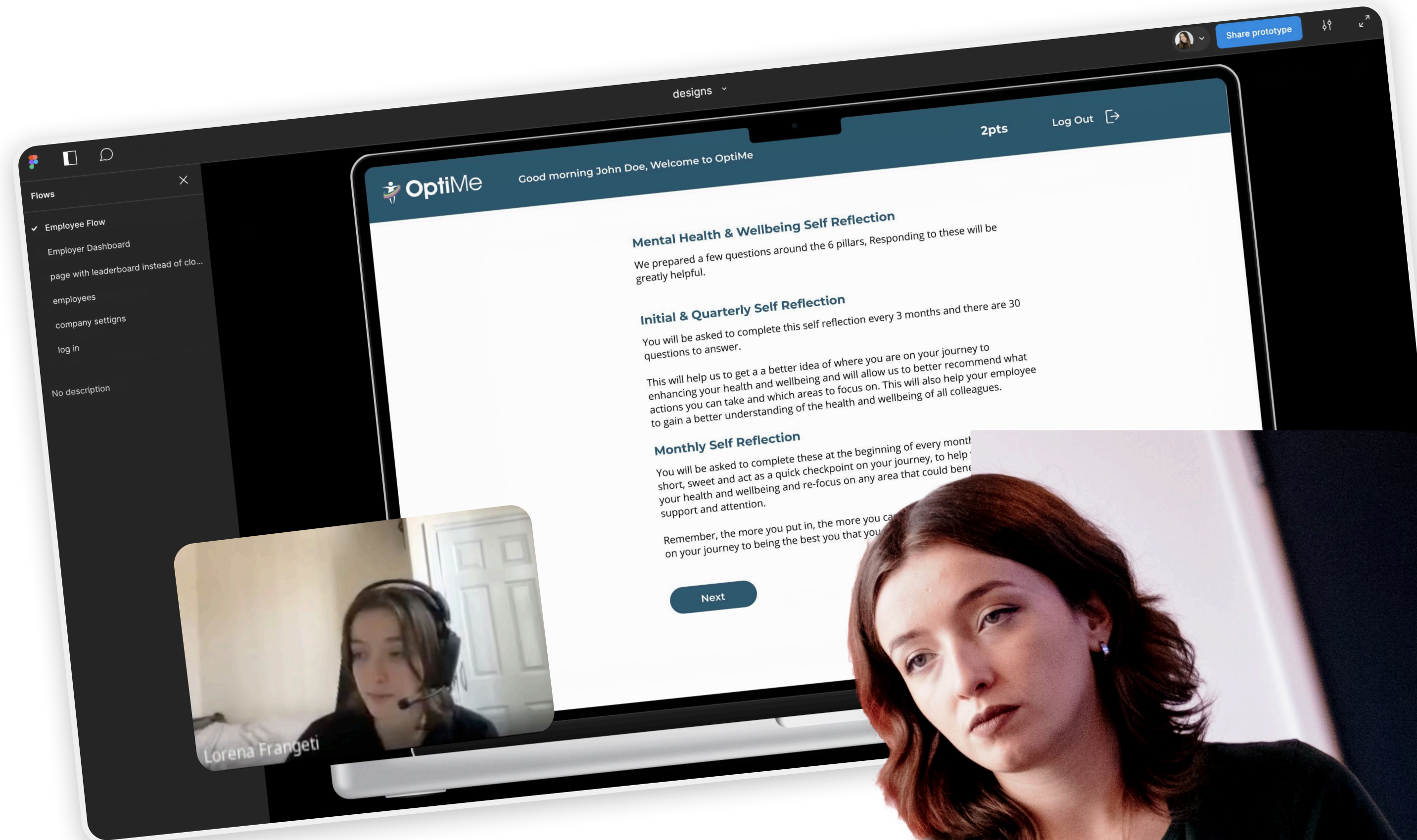


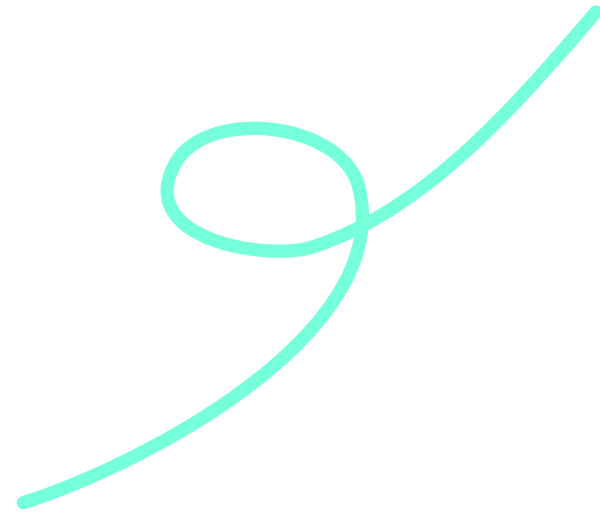
Layers.Studio

UX / UI Bootcamp

User Testing



Today's Agenda



01 Why User Testing Matters

02 Types of User Tests

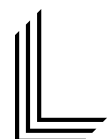
03 Planning User Tests

04 Recruiting & Preparing Participants

05 Conducting User Tests

06 Analysing & Reporting Results

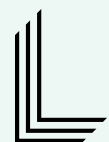
07 Wrap-Up and Preview Next Session



Why User Testing Matters



What is **User Testing**?

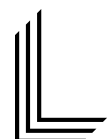


User Testing

“To design an **easy-to-use interface**, pay **attention to what users do, not what they say.** User testing shows us what users actually do in a situation, not what they think they do.”



Jakob Nielsen



Why It Matters?

> Improves User Experience

Usability testing offers invaluable **insights into user behaviour, preferences, and pain points**, allowing designers to **tailor the user experience to meet the actual needs of their audience**.

> Enhances Accessibility

Usability testing can also focus on **accessibility**, ensuring that **the product is usable by people with a variety of abilities and disabilities**, broadening your user base and inclusivity.

> Supports Business Goals

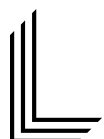
Usability testing **aligns the product's functionality with business objectives**, such as increasing sales, generating more leads, and growing user engagement.

> Increases User Satisfaction and Retention

A user-friendly interface enhances satisfaction, **making users more likely to return and recommend the product to others**. Positive user experiences translate directly into **higher retention rates and can significantly boost reputation and brand loyalty**.

> Reduces Development Costs

Detecting issues early in the development process means **less time and money spent on revisions post-launch**. Addressing problems before a product goes live can dramatically **cut down on costly future corrections and redevelopment**.



Types of Usability Tests



Types of Usability Tests

Remote vs In-Person, Moderated or Unmoderated

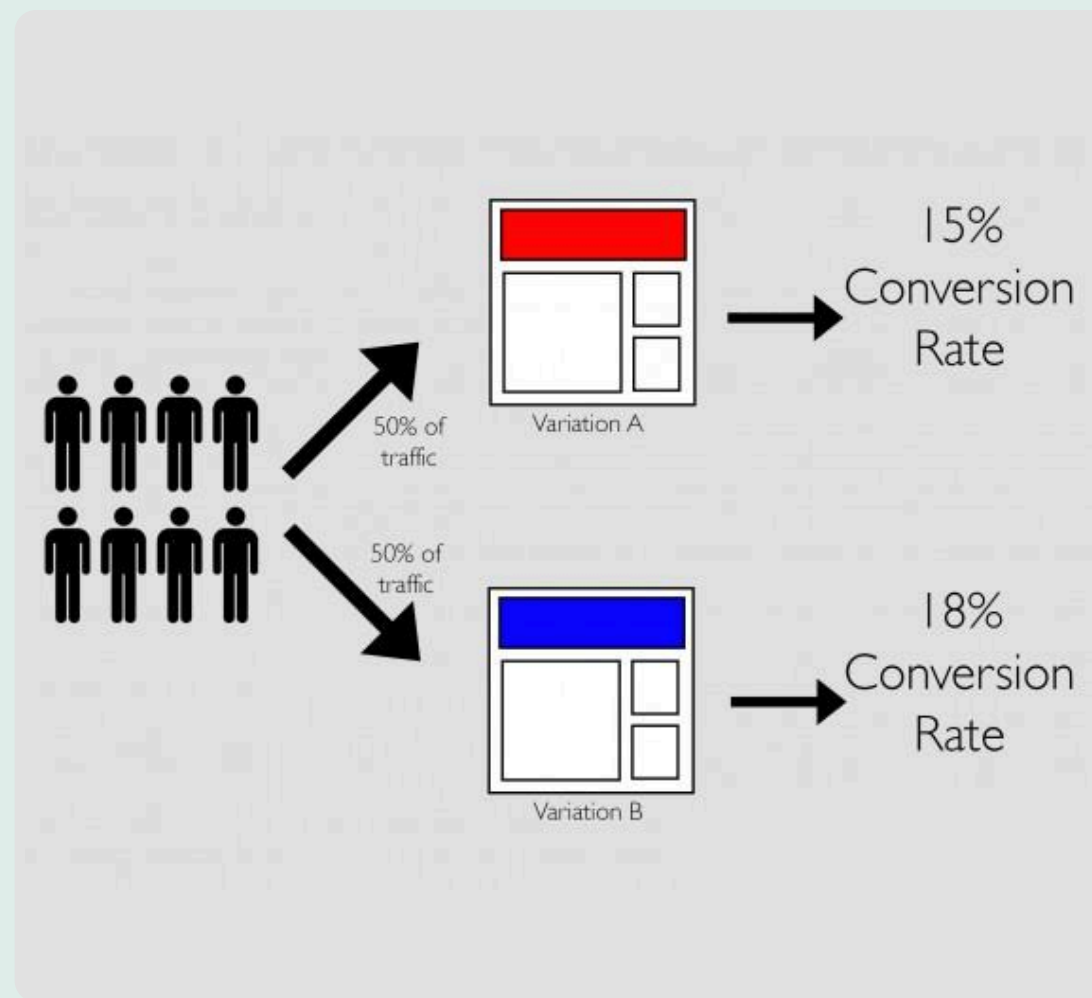
5 Second Test / Get It Test

Showing users something for five seconds to measure what information they retain and quickly understand.



A/B Testing

Comparing two versions of a web page or app to see which one performs better on specific metrics



Accessibility Testing

Evaluates how easily people with disabilities can use and navigate a product.

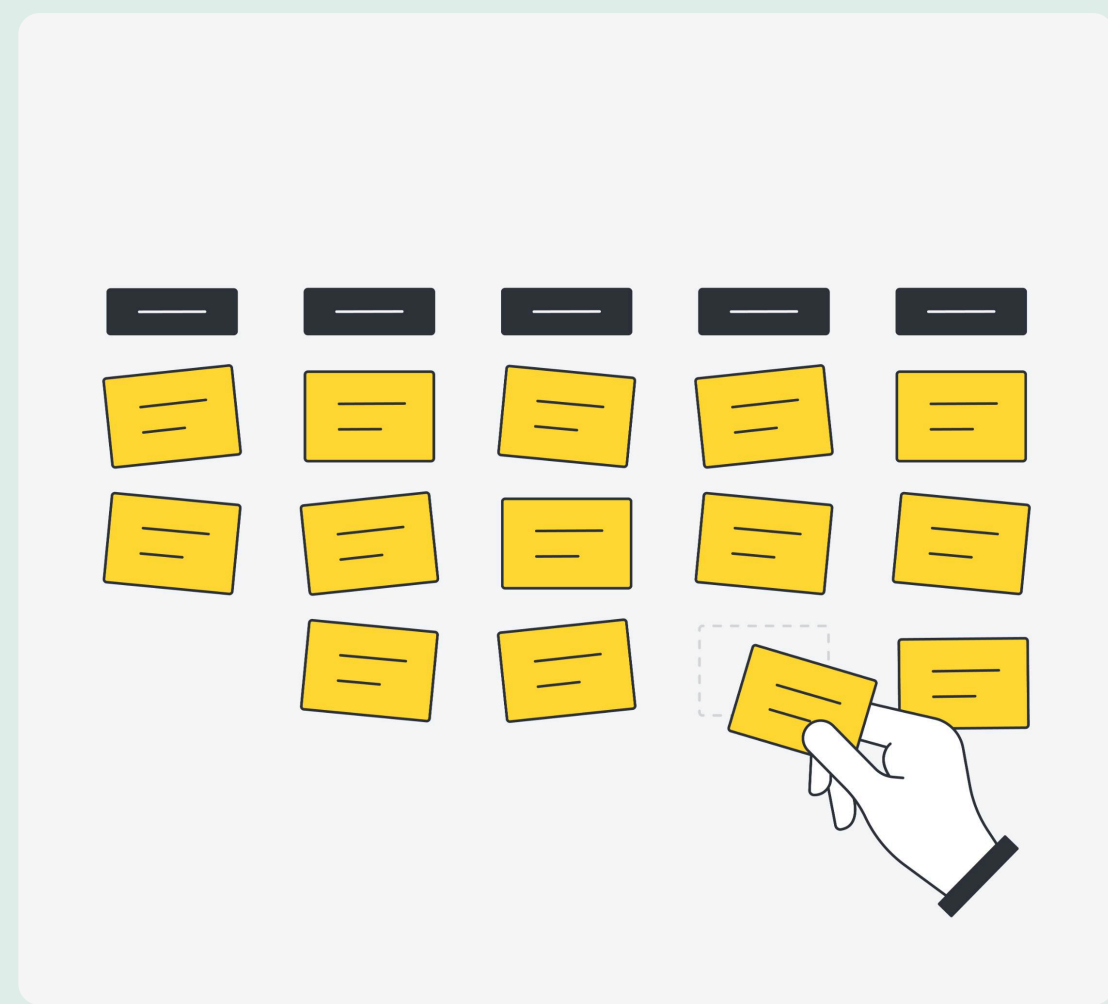


Types of Usability Tests

Remote vs In-Person, Moderated or Unmoderated

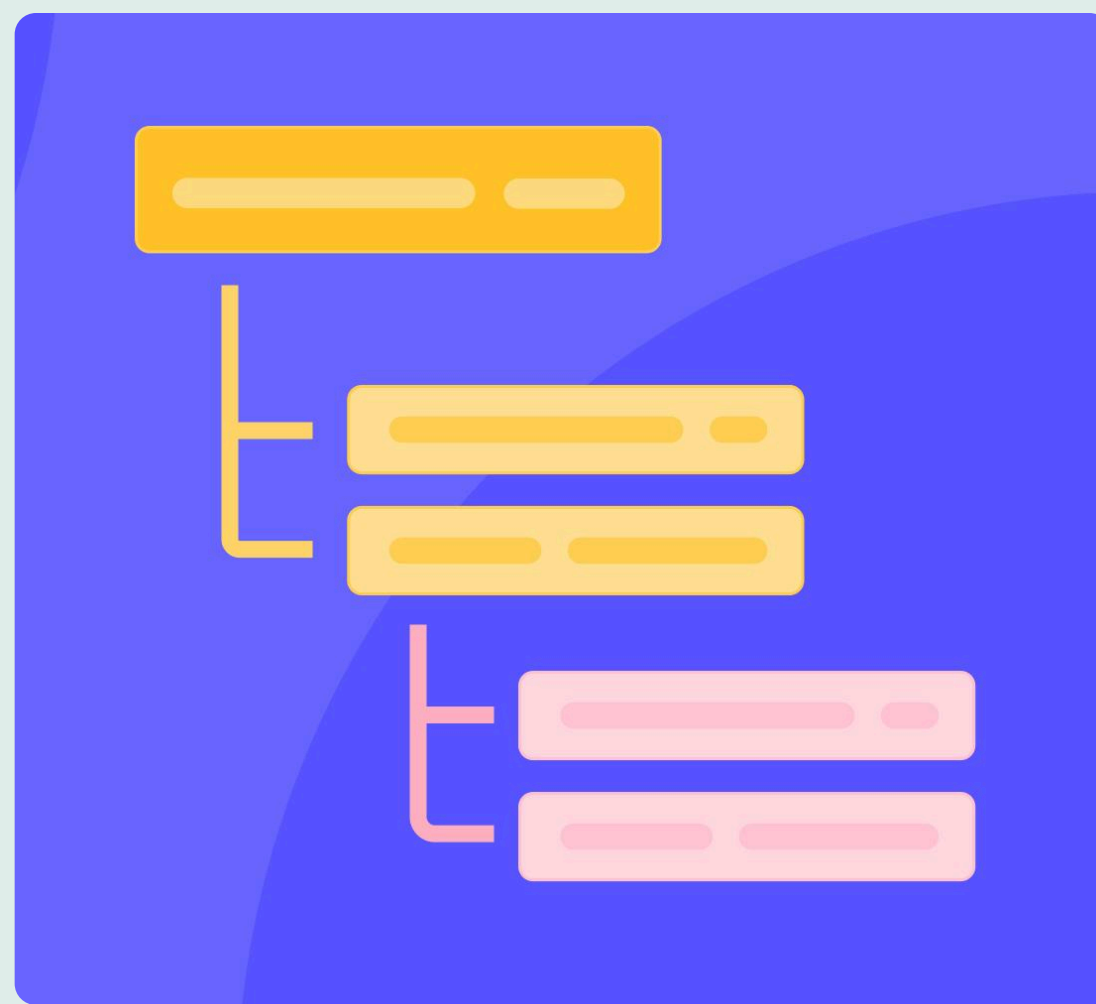
Card Sorting

Participants organise topics into categories that make sense to them.



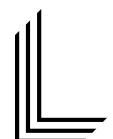
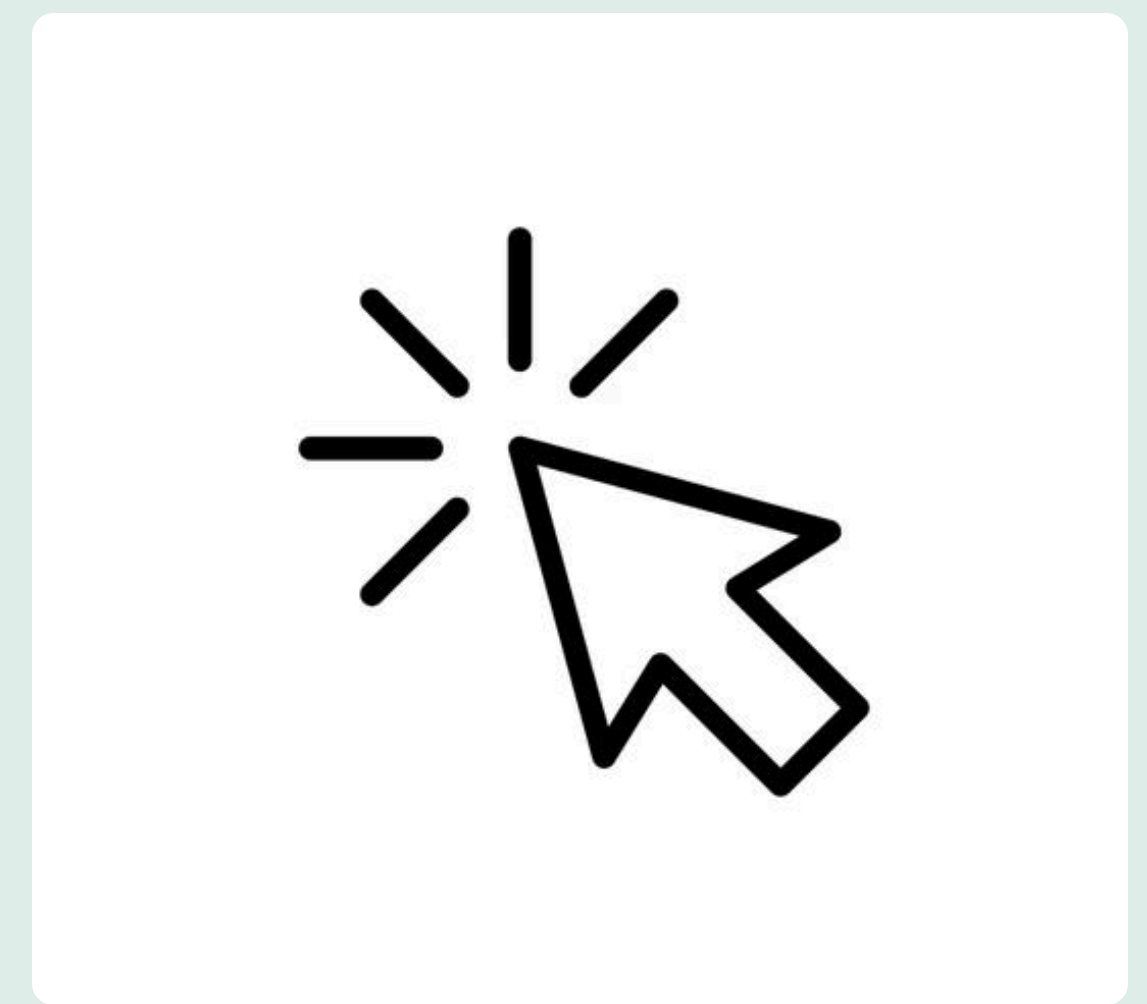
Tree Testing

Evaluating the findability of topics in a website or app by having users locate items within the hierarchy.



First Click Testing

Assesses the intuitiveness by analysing where a user clicks first in their attempt to complete a given task.



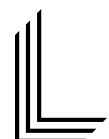
Planning User Tests



Setting Clear Objectives

Identify **specific questions** your test must answer
e.g., “Can users find the checkout button easily?”

“Ensure that the portfolio website is intuitive, engaging, and effectively showcases the user's skills and projects to potential employers or clients.”



Choosing the Right Test & Drafting a Plan

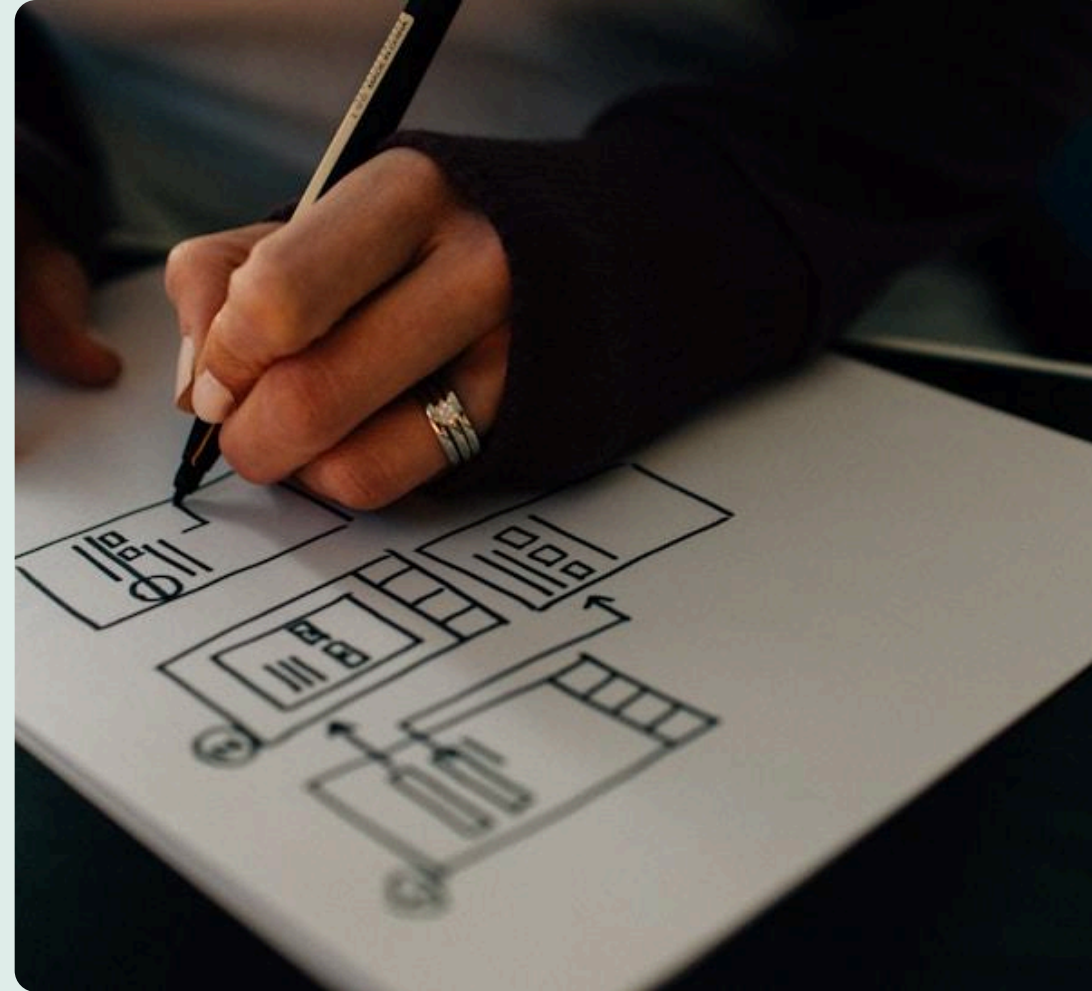
Picking the test method

A/B test for visual design vs. usability test for flow



Creating scenarios and tasks

Realistic user stories that match actual use cases.



Guiding questions

Open-ended vs. task-based instructions.



Recruiting & Preparing Participants



Finding the Right Participants

> Target Audience Alignment

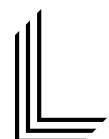
The success of user testing largely depends on the **relevance of the participants to the actual user base of the product.**

> Recruitment Methods

Utilise **customer databases, social media platforms, and specialised recruitment agencies** to find participants who match the target demographic.

> Screening Process

Implement a **screening process to select participants**, ensuring they meet specific **criteria such as age, tech-savviness, or familiarity** with similar products.



Preparing Participants & Logistics

> Communication

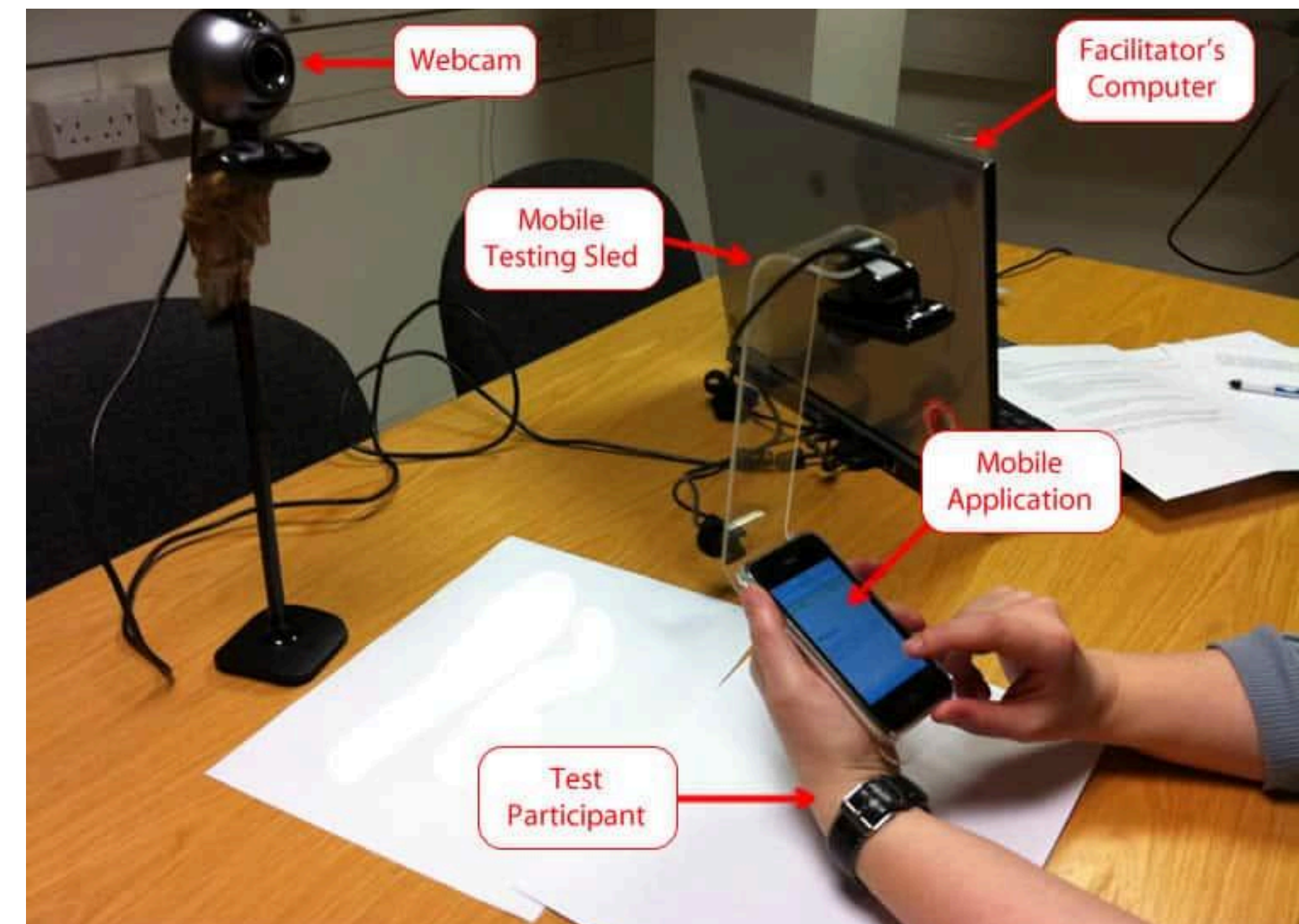
Clearly inform participants about the **testing procedure, duration, and their role**. Transparency is key to building trust and obtaining genuine feedback.

> Consent and Privacy

Ensure all participants sign a **consent form** that outlines how their data will be used and reassure them of their privacy and data security.

> Pre-test Setup

Brief participants before testing begins to explain the tasks they will perform, answer any questions, and ensure they are comfortable and understand what to expect.



Conducting User Tests



Setting Up & Moderation

> Environment Setup

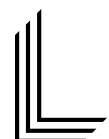
Setting up a **testing environment that mimics real-life** usage scenarios as closely as possible.

> Moderation

Use **neutral language and avoid leading questions to ensure unbiased responses**. Actively listen and observe, taking detailed notes on both the participants' actions and their verbal feedback.

> Documentation

Record sessions using video or audio as permitted, and make **detailed observations about user behaviour**, noting any difficulties or unexpected actions.



Analysing & Reporting Results



Analysing Data

> Analysis Techniques

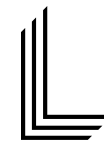
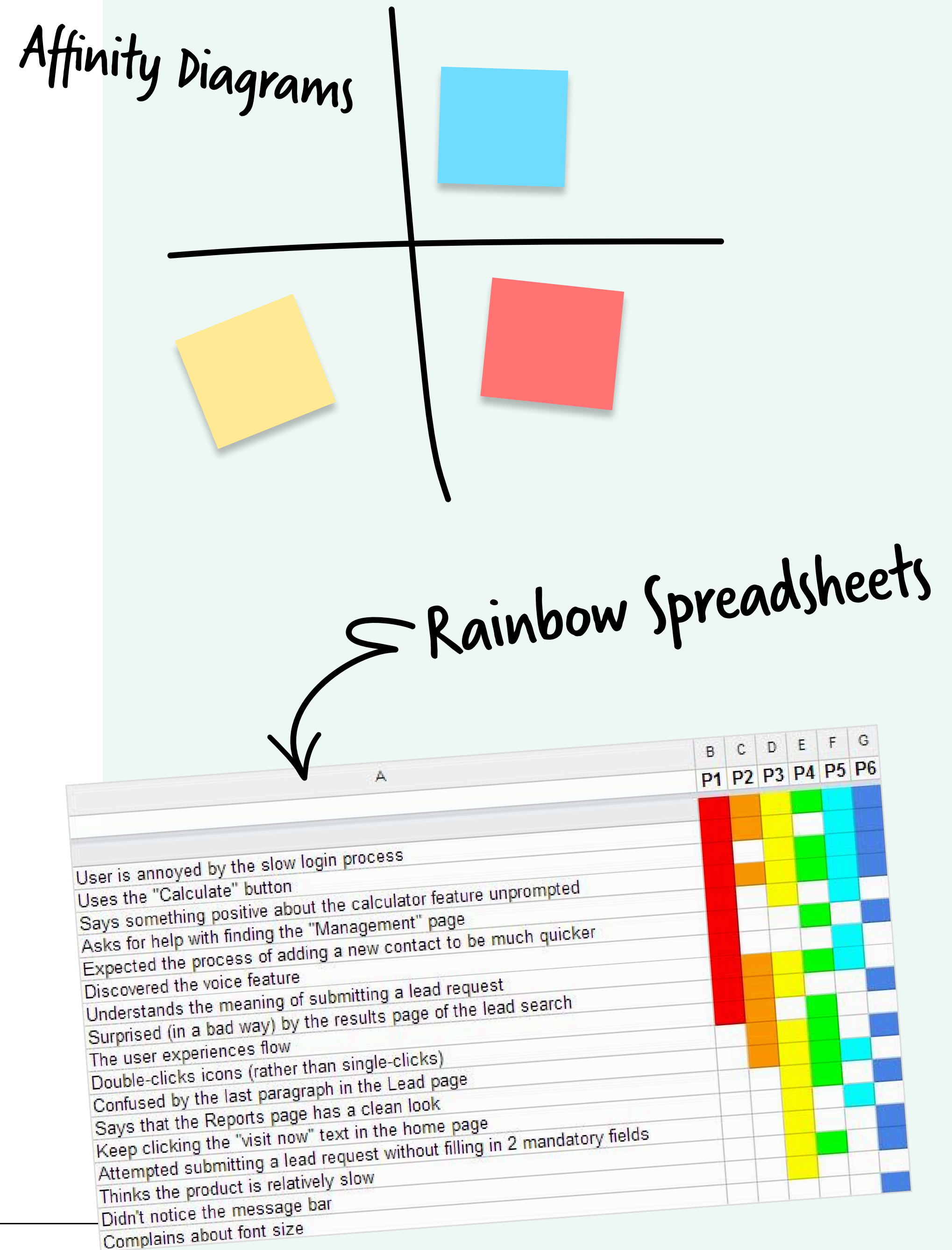
Quantitative data (completion rates, time on task) should be statistically analysed to find patterns and anomalies. **Qualitative data** (user comments, facial expressions) should be thematically analysed to understand sentiments and motivations.

> Creating Insights

Synthesise data to formulate clear, actionable insights. Look for common issues that many users faced, as well as any positive highlights that should be retained or emphasised in the final product.

> Reporting

Develop a comprehensive report that presents findings in an understandable format. Include graphs, charts, and direct quotes from participants as needed. Summarise key takeaways and propose data-driven recommendations for design improvements.



Wrap-Up and Preview Next Session



Action Items & Next Steps

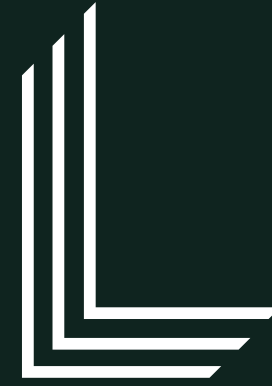


- > **Recap:** Effective user testing involves real interactions and feedback from target users to validate and improve the usability and functionality of your product.
- > **Activity:** This one is optional!
 - Conduct user testing on your Figma Wireframe/ Prototype.
 - Create your information sheet and consent form
 - Create the tasks for the participants and a script
 - Conduct user testing
 - Analyse and present findings



Any Questions?





Layers.Studio

Thanks for listening, you can
reach out to **Layers Studio** below!

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