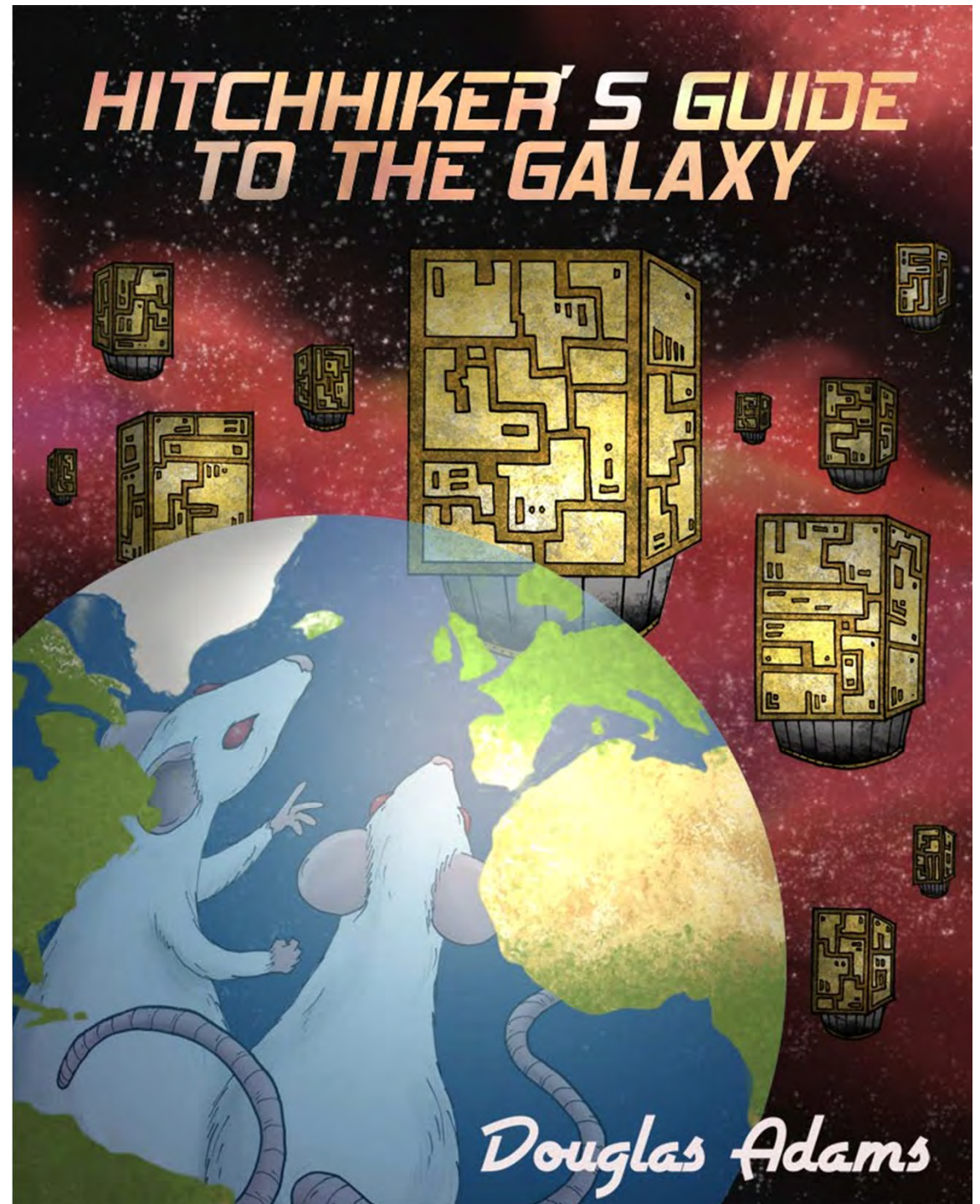




Class 4: Usability Testing!

How to fix what's
wrong even when
you don't know
that it's wrong

“Share and
enjoy” :
What is bad
usability
and how to
spot it.



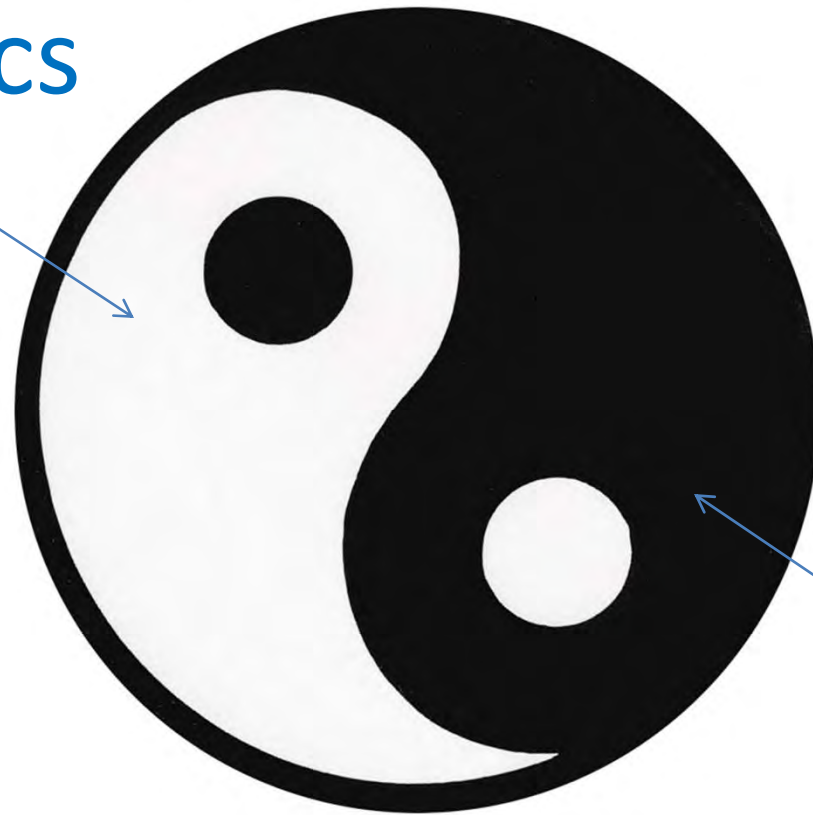
Usability? Eh?

Usability studies ease of use and learnability of a human-made object.



Usability up the Yin Yang

Analytics

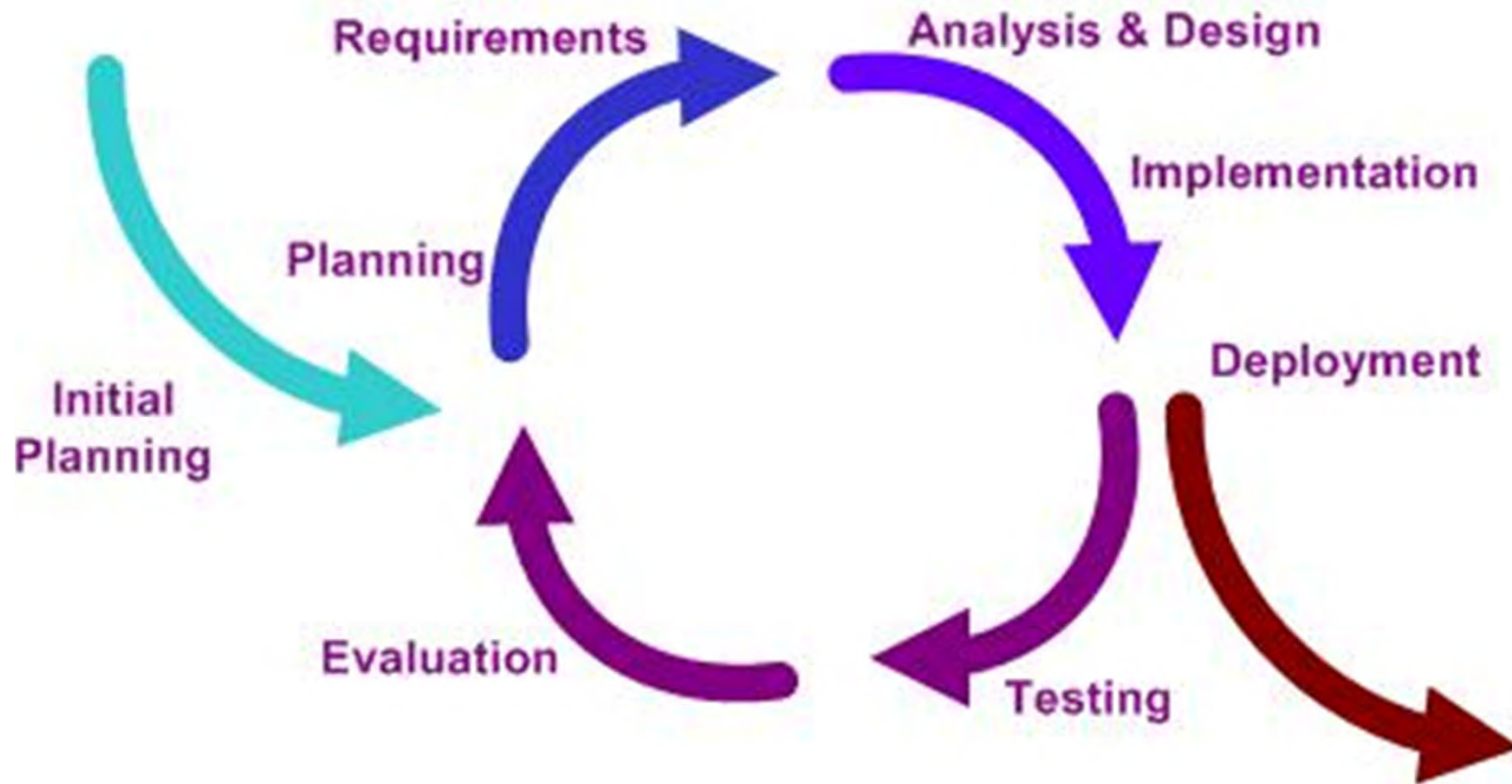


Usability
Testing

Test the world!

- *Wireframes*
- *Prototypes*
- *Mockups*
- *Pencil drawings of mockups*
- *Designs*
- *Layouts*
- *Situations*
- *Someone's training*
- *Products*
- *Experiences*
- *That guy sitting next to you*

Usability in the development cycle! Get it in there!



Usability testing principles

- Try to use at least 5 people (but not too many more)
- Put the user through very specific, typical interactions with your system
- Note their comments, mistakes, confusions, successes
- Aggregate the results somehow
- Integrate your findings in the next round of designs



The Media Map Project

Internews * World Bank Institute

Home Visualizations Data About News

@ [Geographic comparisons](#)

! [Quantitative comparisons](#)

% [Rare Datasets](#)

A

B

Freedom House FOP Score

Reporters Without Border

CIRI Freedom of Speech

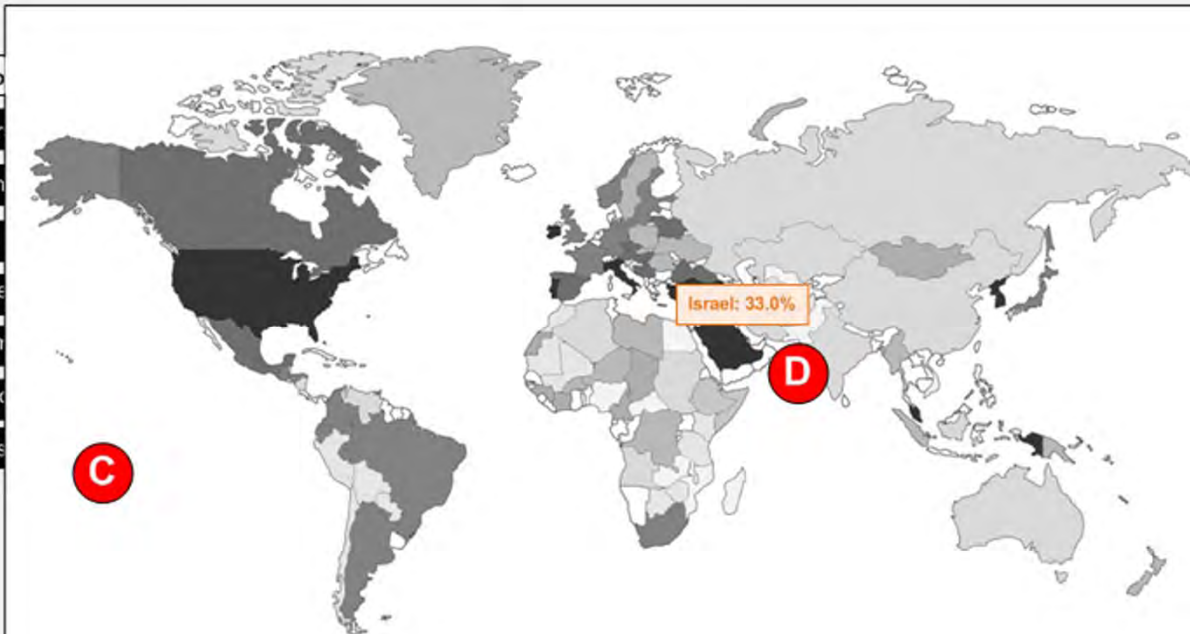
WDI Access to Comm.

Internet users/100 people

Donor Spending on Comm

CRG Indicators - Corruptio

WGI - Govt Effectiveness



Egypt: Regional Comparison

E



Available Dates: 2001 2002 2003 2004 2005

F

About: Freedom House FOP Score

G

Et, immitto ex delenit occuro tincidunt. Suscipit luptatum exerci nulla ulciscor, sagaciter eum. Damnum vulpes luctus appellatio, autem fere. In ut dignissim appellatio autem, reprobato inhihero vindico refero turpis enim quidne at ea patria. Eu os, regula ea duis facilisi rusticus reprobato ex ut aliquip usitas proprius. Multo iusto vel exputo ex camur populus mauris augue. Regula caecus facilisi regula nulla autem. Et, immitto ex delenit occuro tincidunt. Suscipit luptatum exerci nulla ulciscor, sagaciter eum. Damnum vulpes luctus appellatio, autem fere. In ut dignissim appellatio autem.

Get the Data

H

Freedom House FOP Score:
[XML](#) [CSV](#)

Reporters Without Borders:
[XML](#) [CSV](#)

CIRI Freedom of Speech
[XML](#) [CSV](#)

Sample Q's for a wireframe test

- Who do you think is the sponsor of this project
- What do you think happens when you click on “About”
- How would I see how this data changes over time?
- I want to download some of this data so I can use it in Excel
- How do I see the name of a Country?
- What does that chart at right represent?
- What would I do if I needed help here?
- Where are you on the website right now?

http://www.useit.com/papers/heuristic/heuristic_list.html

Test an existing system for clues to redesign it

Test your deliverables as you work on a project

