

USABILITY TESTING FOR WRITERS

Eli Toftøy-Andersen

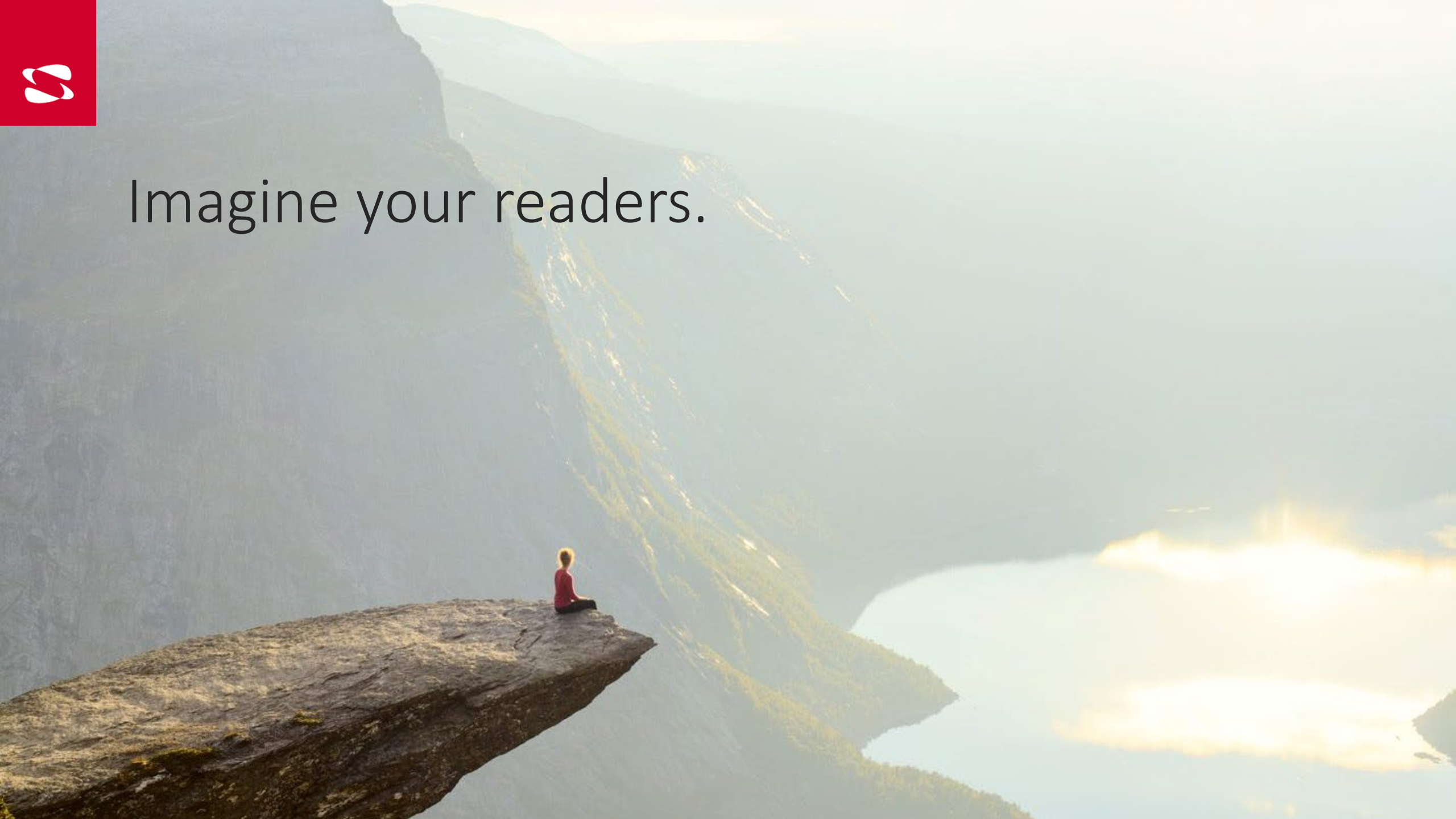
September 27th 2019

sopra  steria





Imagine your readers.





MAKE SURE:

To really
know your readers



People don't see what's
in front of them



Confirm

Order now



Confirm

Buy it!



As a reader with a task to complete, I need ...

- To find the information easily
- To feel that the message speaks to me
- To solve my task efficiently
- To understand, feel smart and that I'm making good choices





What is a usability test?





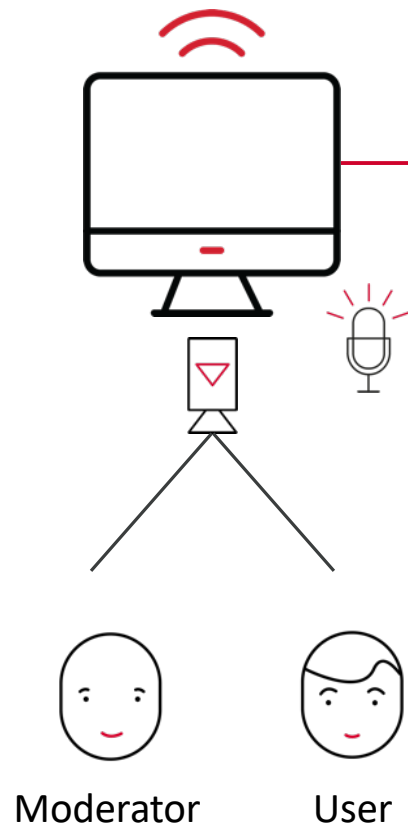
Crash course in usability testing





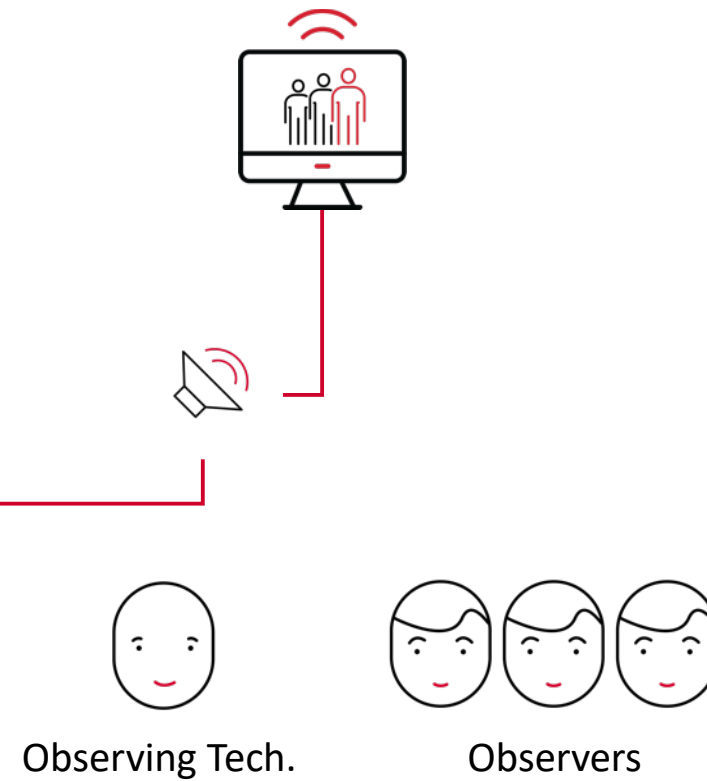
Test room

- record sessions



Observation room

- view sessions





Test room





Observation room



Usability testing mobile





Low cost usability testing



☐ Legg til ny eiendom

3 KJØP- OG SALGSOPPLYSNINGER

Salgsbeløp



Valuta

NOK



Ble eiendommen utlyst på det frie marked?



☐ Ja

☐ Nei

Skal det betales dok

☐ Ja

☐ Nei

Usability testing on
paper prototype



Usability testing
in the field





Do's

1. Test on real users
2. Meet them in person
3. Prepare a test script



Don'ts

1. Don't use your colleague, cat, neighbour, or yourself as your test person
2. Don't ask leading questions



Don'ts

3. Don't listen to users [...]

Watch them work!

Usability guru, Jacob Nielsen

<http://www.useit.com/alertbox/20010805.html>



The how-to companion to the bestselling *Don't Make Me Think!*
A Common Sense Approach to Web Usability

Steve Krug

ROCKET SURGERY MADE EASY



The Do-It-Yourself Guide to Finding
and Fixing Usability Problems

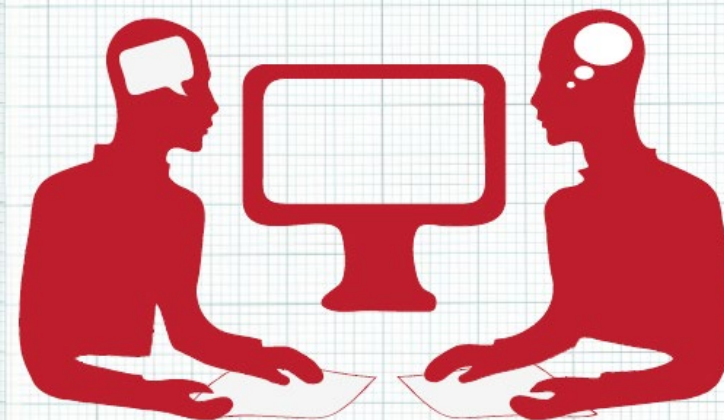
PRAKTISK BRUKERTESTING

ELI TOFTØY-ANDERSEN OG JON GUNNAR WOLD



PRAKTISK BRUKER- TESTING

ELI TOFTØY-ANDERSEN OG JON GUNNAR WOLD



GAPPELEN DAMM
AKADEMISK



“I’ve never not learnt something
from a usability test”

@elitatt

Eli Toftøy-Andersen, Sopra Steria



Just do it



Thanks for
listening

Eli Toftøy-Andersen

Team Manager, UX and design, Sopra Steria

Contact details

E-mail: [eta\(at\)soprasteria.com](mailto:eta(at)soprasteria.com)

Twitter: [@elitatt](https://twitter.com/elitatt)