

Example usability test with a paper prototype

- 1 [Text on screen] Start with talking about the process and digging for background.
- 2 So, Emilia, thank you very much for being here for this usability test today.
- 3 We're planning a brand new website for kids and we'd like your help.
- 4 For your help today I've got a special present for you after we finish.
- 5 [Text on screen] Compensate your participants.
- 6 You see it? Ah! You'll get it when we're done.
- 7 [Text on screen] The test doesn't feel like a chore now.
- 8 And this shouldn't take more than about thirty minutes.
- 9 If you need to take a break at any time, just let me know and we can take a break, okay?
- 10 [Text on screen] Put the participants at ease, give them control.
- 11 Okay.
- 12 Before we begin, I'd like to ask you a few questions.
- 13 [Text on screen] Ask questions that qualify the participant.
- 14 First, how often do you go on line?
- 15 Every day.
- 16 Every day. Okay.
- 17 What sites do you go to?
- 18 [Text on screen] What is their frame of reference?
- 19 Nick Jr.
- 20 And what is your favourite site?
- 21 PBS Kids.
- 22 Oh, so you have—so there's more than one website you like?
- 23 Yeah!
- 24 Do your dad and mum let you go on line anytime you want?
- 25 [Text on screen] What are triggers and conditions for the activity?
- 26 Not anytime.
- 27 Okay. So when do you get to go on line?
- 28 If Mummy says yes, I can. If she says no, I can't.
- 29 Oh, okay.
- 30 [Text on screen] For the usability test, I am using a paper prototype.
- 31 This pen will be your mouse. Why don't you take it? Great.
- 32 If you want to click on something, just tap on it with your pen.
- 33 So what do you think about this website?
- 34 [Text on screen] Start with open questions.
- 35 It is great!
- 36 It's great. What's great about it?
- 37 [Text on screen] Dig deeper if the user is brief.
- 38 I like the worm.
- 39 What do you think you can do from here?
- 40 I can do things coloring pages, and videos.
- 41 [Text on screen] She doesn't notice the "Play with Joe" action.
- 42 Great! Okay, thank you.
- 43 I want you to remember that you came here to find pages to color in, okay? Alright?
- 44 [Text on screen] Instead of telling the user specifically what to do, give an open-ended task.
- 45 So that's what I'd like you to do: find some pages to color in. What would you do?
- 46 I could click on here.
- 47 Great. Okay. One click on there takes you to a page like this.
- 48 Is this what you expected?
- 49 Yes.
- 50 What do you think you can do from here?
- 51 I can click on the buttons.
- 52 And what will that do?
- 53 [Text on screen] Ask the user what he or she expects to happen.
- 54 Take you to the coloring pages.
- 55 Okay. What would you want to click on?
- 56 Triceraptors? Oh and cats—you like all of them?
- 57 Yeah!
- 58 Okay. Great!
- 59 So let's go to the kitty a while, okay?
- 60 Okay.
- 61 So that brings you to this page.
- 62 [Text on screen] I used a combination of sketches and computer printouts for the prototype—use whatever medium is easiest to create.
- 63 Is this what you expected?
- 64 Yes.
- 65 What do you think you can do from here?
- 66 Painting colors like this.

- 67 Okay. Great. So let's try that again.
68 You touched over here first, right?
69 [Text on screen] You can test complex interaction before the investment of coding and design with a little creativity.
70 Aha.
71 Could you do that again very slowly?
72 Click on yellow. And let's—let me give you a yellow marker now.
73 There you go. What would—and you click—what would you do next?
74 ... kitty.
75 You click there—okay, you click there. This would become yellow. And that would become yellow—like that.
76 [Text on screen] I'm using crayons to simulate the interaction of clicking and coloring.
77 Yes.
78 Okay. What else would you do?
79 Is this the best cat picture there is?
80 [Text on screen] Most of the time, users are able to interact with a paper prototype like it's the real thing.
81 You clicked on blue and then what?
82 Alright!
83 Just one more thing.
84 [Text on screen] I hadn't anticipated the user coloring the background.
85 You color the background like this?
86 Hm.
87 Great.
88 I can press the "Print" button.
89 And what do you think will happen then?
90 I can print it.
91 Oh, great. And—so you click on "Print"—
92 [Text on screen] I'm trying to learn if the user knows how to use the print dialog.
93 And does it just come out of the printer or does anything else happen?
94 It comes out the printer.
95 Okay. Does it ask you any more questions before that happens?
96 This?
97 Click in here!

- 98 It tells you which printer.
99 Oh, okay. Great.
100 Did you notice these over here?
101 Yes.
102 [Text on screen] "Did you notice" gives many false-positive answers. Interpret the answer with a grain of salt.
103 What do you think happens over there?
104 You get to another page.
105 [Text on screen] However, it's a useful technique for guiding the usability test.
106 Can you show me how you would do that?
107 Okay.
108 See?
109 Do you think these are all the kitty pages?
110 There is an arrow over here.
111 Where would that lead to?
112 Another page of cat coloring pages.
113 Can we try that out?
114 Hm.
115 Show me how you would do it.
116 That would bring you here. Thank you.
117 I like that one.
118 You like that one.
119 So the picture is picking up for you to see what you like.
120 Hm.
121 Okay. So it brings you here.
122 Now I'm going to click on things and I'll color.
123 Okay. Your favorite thing about coloring on line is what?
124 I love clicking on the tools.
125 [Text on screen] Tools! I didn't know kids liked that. Maybe I'll add them in the real thing.
126 What kind of tools do you like using on line?
127 Yes, like ... and ... and crayon—I like all that stuff.
128 [Text on screen] Participants don't have to be your target demographic, but it helps to learn their preferences.
129 What's your favorite one?
130 The sprinkles.
131 The sprinkles. That sounds like a lot of fun. Wow!
132 What's better? Is Nick Jr. better or is this better?
133 [Text on screen] I know from our earlier conversation that she likes Nick Jr.

134 This.

135 Why is this better?

136 Because it looks funny.

137 [Text on screen] I didn't get a specific reason why this is "better"... I wonder if it's because Daddy made it.

138 Oh, doesn't Nick Jr. have sprinkles or that stuff on it?

139 Yes.

140 It does. But sprinkles make it more fun, right?

141 Yeah.

142 Okay.

143 Which one do you think is easier, this website or Nick Jr.?

144 This website.

145 This website? And what could we do to make it better?

146 Add tools.

147 Add tools. Alright. Anything else I should know about it?

148 [Text on screen] Always end with a question asking if there is anything else we should talk about. Sometimes, you get great information.

149 Er—no.

150 No?

151 Well, you've been fantastic. Thank you so much. And I'll give you your present, okay?