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Validation Phase of User Research (Testing and Refining)

Ensure usability, efficiency, and effectiveness of designs.



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Task Analysis

When should the task analysis method be used?

Improving task flows and processes.

Where should the task analysis method be used?

In-person or remotely.

How should the task analysis method be used?

Break down user workflows into smaller steps and identify pain points.

Example:

Analysing a user's steps to complete a purchase and identifying points where they experience frustration.

Cognitive Walkthrough

When should the cognitive walkthrough method be used?

Ensuring usability of task flows.

Where should the cognitive walkthrough method be used?

During product evaluation or design reviews.

How should the cognitive walkthrough method be used?

Walk through each step of a task from a user's perspective.

Example:

Performing a cognitive walkthrough of an app's checkout flow to identify potential usability issues.

Heuristic Evaluation

When should the heuristic evaluation method be used?

Identifying usability issues quickly.

Where should the heuristic evaluation method be used?

In-house or remotely.

How should the heuristic evaluation method be used?

Use Nielsen’s heuristics or other principles to review the interface systematically.

Example:

Evaluating a website design using Nielsen’s usability heuristics to spot potential issues.

Clickstream Analysis

When should the clickstream analysis method be used?

Understanding navigation paths.

Where should the clickstream analysis method be used?

Analytics tools (Google Analytics, Hotjar).

How should the clickstream analysis method be used?

Monitor user journeys and analyse data patterns for optimisations.

Example:

Tracking how users navigate through an e-commerce website to identify drop-off points.

Eye Tracking

When should the eye-tracking method be used?

Optimising visual design and hierarchy.

Where should the eye-tracking method be used?

Labs or usability testing setups.

How should the eye-tracking method be used?

Use eye-tracking software to analyse where users focus and how they navigate.

Example:

Using eye-tracking to optimise the placement of key elements on a landing page.

Wizard of Oz

When should the Wizard of Oz method be used?

Testing advanced features without full implementation.

Where should the Wizard of Oz method be used?

Controlled testing environments.

How should the Wizard of Oz method be used?

Simulate functionality manually while users think it's automated.

Example:

Simulating a chatbot's responses to test user reactions before developing the feature.

GuerrillaTesting

When should the guerrilla testing method be used?

Quick feedback in fast-paced projects.

Where should the guerrilla testing method be used?

Coffee shops, malls, or casual public settings.

How should the guerrilla testing method be used?

Approach people with quick usability tasks and collect immediate feedback.

Example:

Asking strangers in a coffee shop to complete a task on a new app to get fast usability insights.

A/B Testing:

When should the A/B testing method be used?

Comparing design versions for performance.

Where should the A/B testing method be used?

On live websites or apps.

How should the A/B testing method be used?

Split traffic between two designs and measure conversion or engagement rates.

Example:

Testing two variations of a homepage layout to see which one results in higher conversion rates.

5-Second Testing

When should the 5-second testing method be used?

Measuring first impressions.

Where should the 5-second testing method be used?

Online testing tools (UsabilityHub).

How should the 5-second testing method be used?

Show designs for 5 seconds and ask users what they recall or understand.

Example:

Showing a landing page for 5 seconds and asking users what the page is about.

First Click Testing

When should the first-click testing method be used?

Validating navigation flow.

Where should the first-click testing method be used?

Remote tools or in-person sessions.

How should the first-click testing method be used?

Ask users where they would click first to complete a specific task.

Example:

Testing which link users would click first on a website to find specific information.

Tree Testing

When should the tree testing method be used?

Evaluating site or app structure.

Where should the tree testing method be used?

Tools like Treejack or similar.

How should the tree testing method be used?

Test navigation by asking users to find specific items in a simplified menu.

Example:

Testing how easily users can locate a product category in an e-commerce site's menu.

Usability Testing

When should the usability testing method be used?

Refining the product with real-world feedback.

Where should the usability testing method be used?

In-person or remote sessions.

How should the usability testing method be used?

Observe users interacting with your design and identify issues.

Example:

Observing users completing tasks on your app to identify usability issues.