User Testing
Paper Prototypes

Sit in groups of 4.

Number yourselves: 1-4

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COMS 4170

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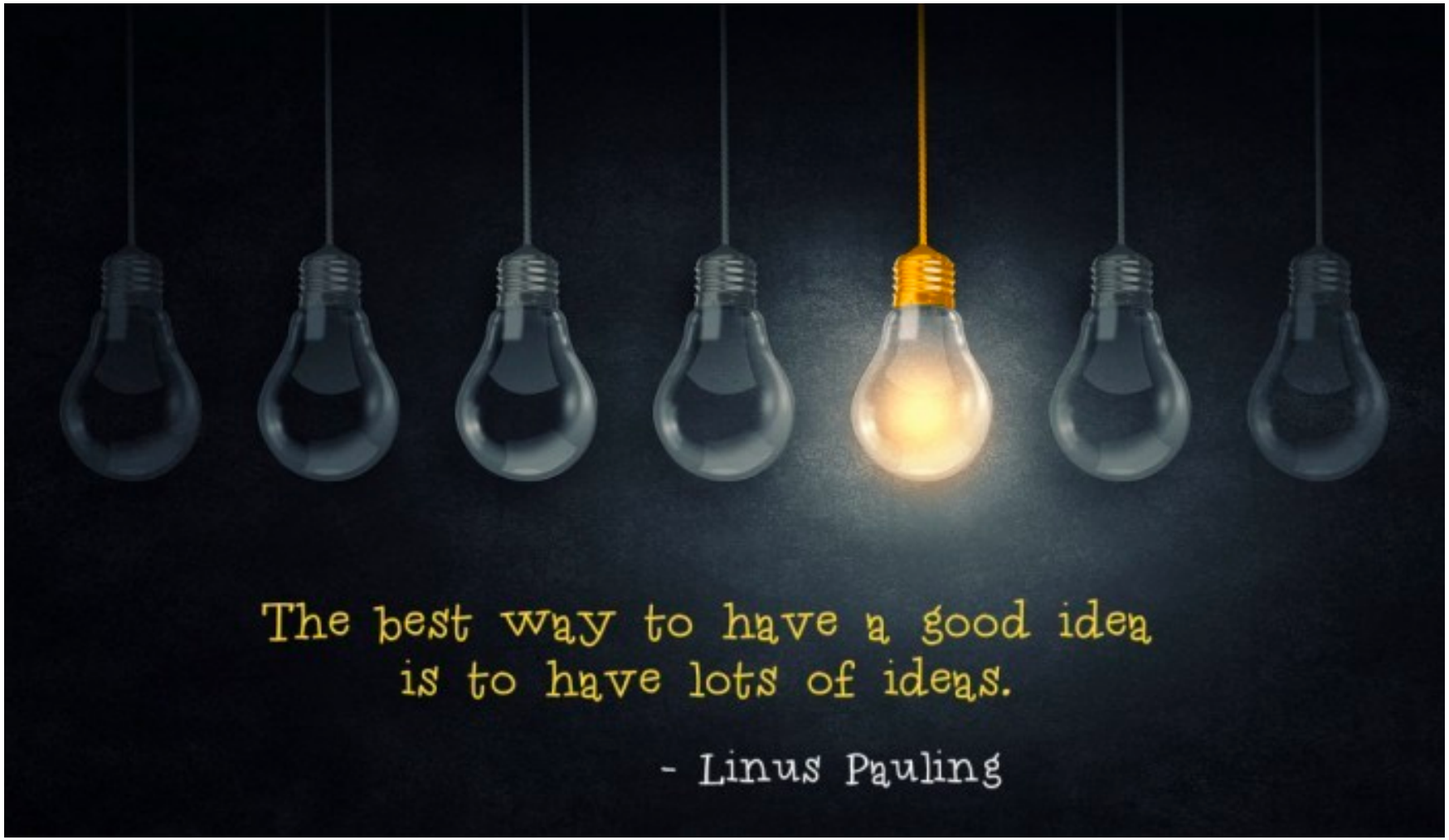
Brainstorm Ideas



How do we get from idea to execution?

Idea

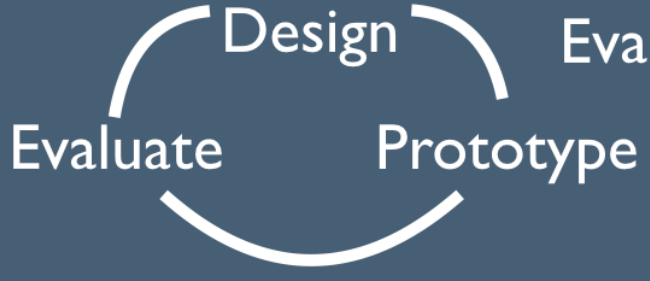
Product

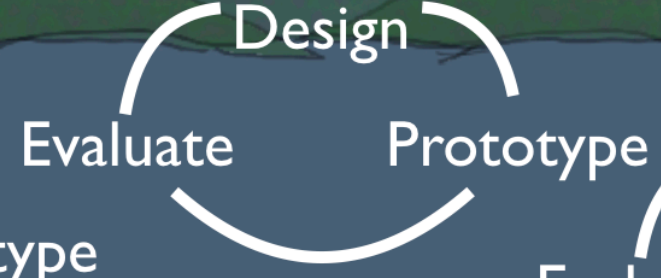
Iterative Design mitigates risk:

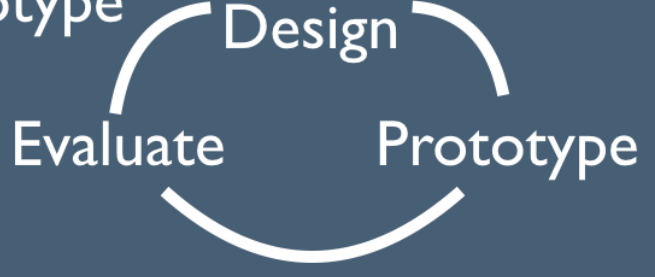
Every new **concept** is a risk.
Every risk needs to be **prototyped**.

Idea

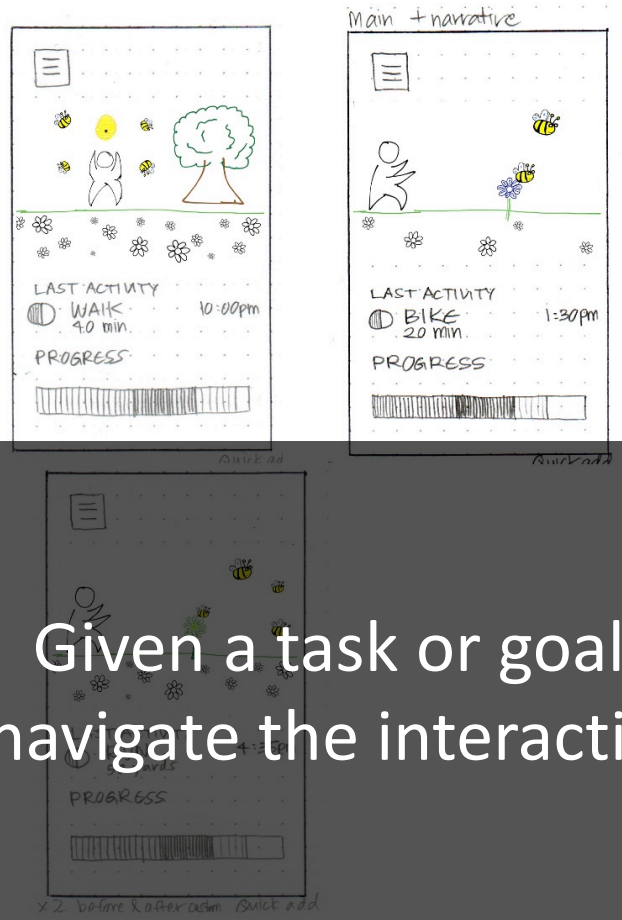
Product





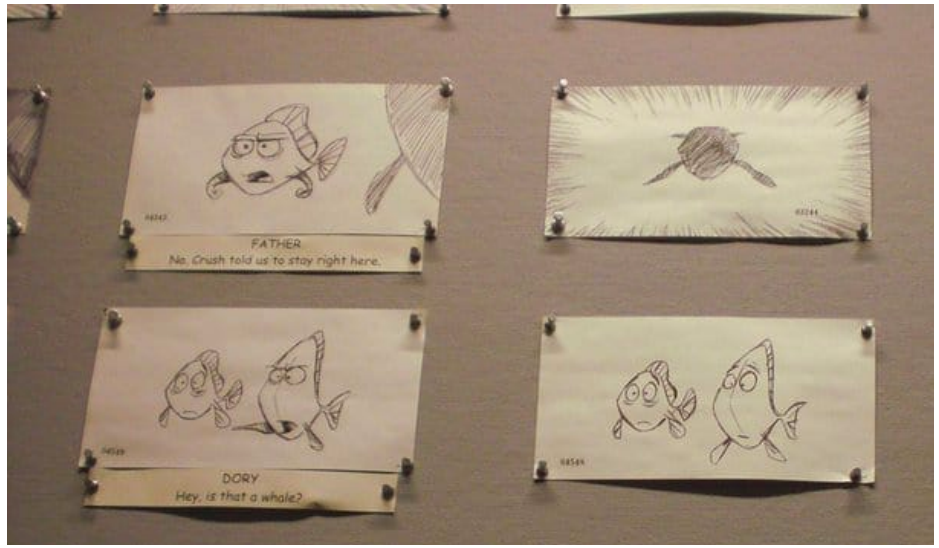


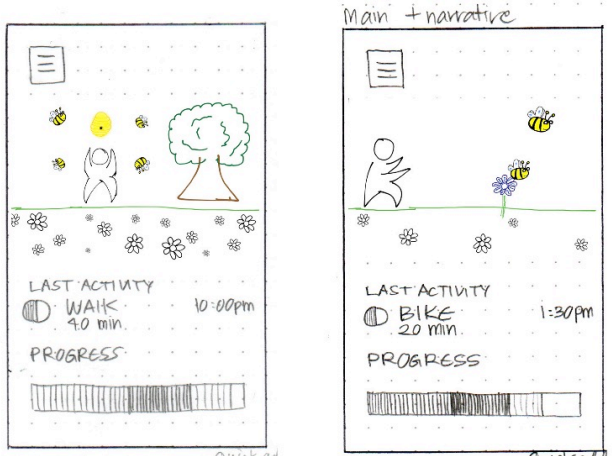
Low-Fi Prototypes mitigate risk by getting feedback on the most fundamental aspects of the design first

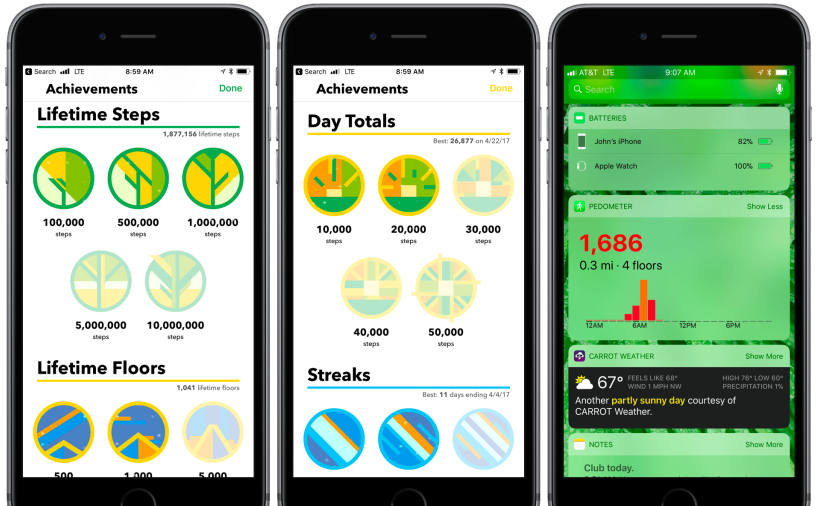


Given a task or goal,
can the user navigate the interaction coherently?

Pixar starts with storyboards.
Software starts with paper prototypes







Milestone #4: **Paper Prototype** (due Monday in class)

Pick **two** of your specific needs

- For each specific need, make a paper prototype for **two** different designs.
- For each design, have **at least one task** you want to test with users that gets at the coherency of the interaction.

Bring your prototype to class, and we will test on people.

Running a user test

TAs will come observe groups.

Person #3:

- Pick **two** of your prototypes that you need the most user feedback on.
- In **10 minutes**:
  - Run through both of them on Person #4
    - Give them their task
    - Ask them to think aloud.
    - “We are testing the system not you. Nothing you do is right or wrong. We just want to observe your interaction to improve the system later.”
  - Person #1 and #2 are observers.
  - Take notes on:
    - Critical incidents.
    - Times of confusion, hesitation
  - Discuss

10 min

Person #4:

- Pick two of your prototypes that you need the most user feedback on.
- In 10 minutes:
  - Run through both of them on Person #1
    - Give them their task
    - Ask them to think aloud.
    - “We are testing the system not you. Nothing you do is right or wrong. We just want to observe your interaction and improve the system later.”
  - Person #2 and #3 are observers.
  - Take notes on:
    - Critical incidents.
    - Times of confusion, hesitation
  - Discuss

10 min

Person #1:

- Pick two of your prototypes that you need the most user feedback on.
- In 10 minutes:
  - Run through both of them on Person #2
    - Give them their task
    - Ask them to think aloud.
    - “We are testing the system not you. Nothing you do is right or wrong. We just want to observe your interaction and improve the system later.”
  - Person #3 and #4 are observers.
  - Take notes on:
    - Critical incidents.
    - Times of confusion, hesitation
  - Discuss

10 min

Person #2:

- Pick two of your prototypes that you need the most user feedback on.
- In 10 minutes:
  - Run through both of them on Person #3
    - Give them their task
    - Ask them to think aloud.
    - “We are testing the system not you. Nothing you do is right or wrong. We just want to observe your interaction and improve the system later.”
  - Person #4 and #1 are observers.
  - Take notes on:
    - Critical incidents.
    - Times of confusion, hesitation
  - Discuss

10 min

Next Milestones

Milestone #5: Pick a prototype (Due Wednesday 4/4 @noon)

- Which prototype did you pick and why?
- What are the technical aspects?
  - List 10
  - What are the 3 riskiest ones you will implement first?
  - Google for potential solution to this problem.

Milestone #6: Lo-Fi Computer Prototype (Due Monday 4/9 @ noon on Piazza)

- What is your idea?
- What 3 technical aspects were you testing?
- Show a screen shot of each one.
- Reflection: what technical issues did you run into and how did you solve them or pivot away from them?