

Fast UX and Usability Testing for Agile Teams

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Matthew Nuzum

Our agenda

- Why you should do user testing
- How to do user testing
- Make it work with agile

What's the difference?

- User testing
- Usability testing
- UX research
- UX

What is “Agile”?

What is “Agile”?

- The power of moving quickly and easily
- Having a quick and adaptable nature
- Ability to move nimbly with speed and ease

What is “Agile”?

In Software

“Agile is a mindset about radical transparency and admitting that the team doesn’t know all the answers at the beginning of the project.” – Page Laubheimer, Nielsen Norman Group

Is it okay for smart people to
say, “I don’t know?”

If a team doesn't do user research, are they agile?

The benefits

- Developers
- Designers / “UX”
- Sales and marketing
- Business leaders

User testing:

A tool for finding answers.

Begin with questions

Do our users want to create an account by using social media login, or would they rather enter their email address and create a password?

Let's use science

- Create an experiment
- Reduce bias (impossible to eliminate)
- Qualitative and quantitative data collection
- Report on the findings

And since we're agile, do it quickly

How do we get the user to answer our question?

How do we reduce bias?

- What does bias even look like?

How do we collect data?

Qualitative

Quantitative

Data points

- Success rate
- Time on task
- Errors
- Usefulness and acceptance
- Qualitative feedback

The output of this is a script

How many times should we do our experiment?

How do we report our findings?

Make it agile

Getting Feedback – What Does it Look Like?

- From developers
- From business leaders
- From end users

User research takes time

- Recruiting users
- Doing experiments
- Organizing the data
- Getting people to take action

Strategies: Prototype testing

Strategies: Parallel development

Getting trust

- Keeping it professional
- Moving fast
- Building empathy (two-ways)
- Focus on actionable data

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