

**SIF LA COUR APRIL 19TH, 2021**

# **HYBRID USER TESTING & UX PROCESSES**

- ▶ Just getting started? Cheatsheet on a process for early user involvement
- ▶ How much research is enough? About being true to your responsibility as a UX Designer while being pragmatic
- ▶ How to enable yourself to be more present in your moderated user testing session – and get more out of it

# HOW DO YOU BUILD PRODUCTS THAT PEOPLE LOVE?

**YOU DON'T - YOU AND YOUR TEAM DO IT TOGETHER!**

**YOU INCREASE THE LIKELIHOOD OF SUCCESS - BUT HOW?**

**WHAT ACADEMICS LIKE = TEXTBOOK RULES**

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**WHAT COMPANIES LIKE = FAST AND RELIABLE ANSWERS**

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**WHAT COMPANIES LIKE = FAST AND RELIABLE ANSWERS**

**WHAT I LIKE = PEOPLE AND THEIR PROBLEMS**

**YOUR RESPONSIBILITY IS TO  
BUILD EMPATHY  
AND DEMOCRATISE INSIGHTS**

**EMPATHY IS UNDERSTANDING YOUR USERS**

**UNDERSTANDING IS OBTAINED THROUGH RESEARCH**





# **ZN** ZERO NORTH

**MAKING GLOBAL  
TRADE GREEN**



In 2021 ZeroNorth platform prevented

218,000t CO<sub>2</sub>

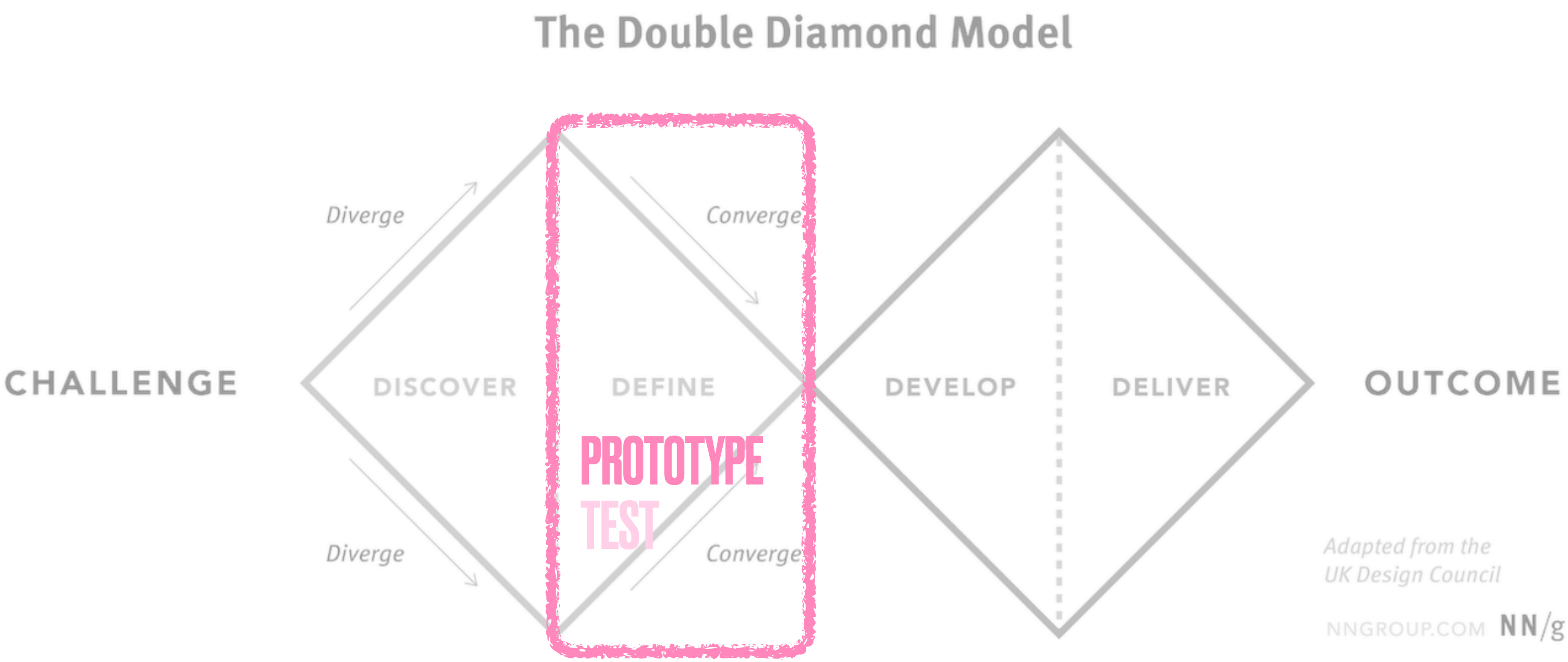
equivalent to the emissions of

47,000 cars





# PRODUCT DISCOVERY





# PICKING YOUR METHOD

## INTERVIEW-TEST-GUIDE



**“LET ME TELL YOU HOW  
THIS WORKS**

- **Studies opinion**
- **You talk - they listen**

**“CAN YOU TELL ME HOW  
THIS WORKS?**

- **Studies use in context**
- **They talk - you listen**



# PICKING YOUR METHOD

## INTERVIEW-TEST-GUIDE



# INTERVIEW-TEST-GUIDE

- ☐ **Introduction: Make them comfortable in the situation**
- ☐ **Open questions: Get them talking**
- ☐ **Task based testing: Have them interact - and think aloud**
  - ☐ **Provide real-life scenarios**
  - ☐ **Ask them to think aloud**
- ☐ **Define success up front**
- ☐ **Debrief:**
  
- ☐ **Dry-run your sessions: Keep track of time, find mistakes you made**

**USER TESTING DAY**  
**A UX'ERS SECRET BIRTHDAY**



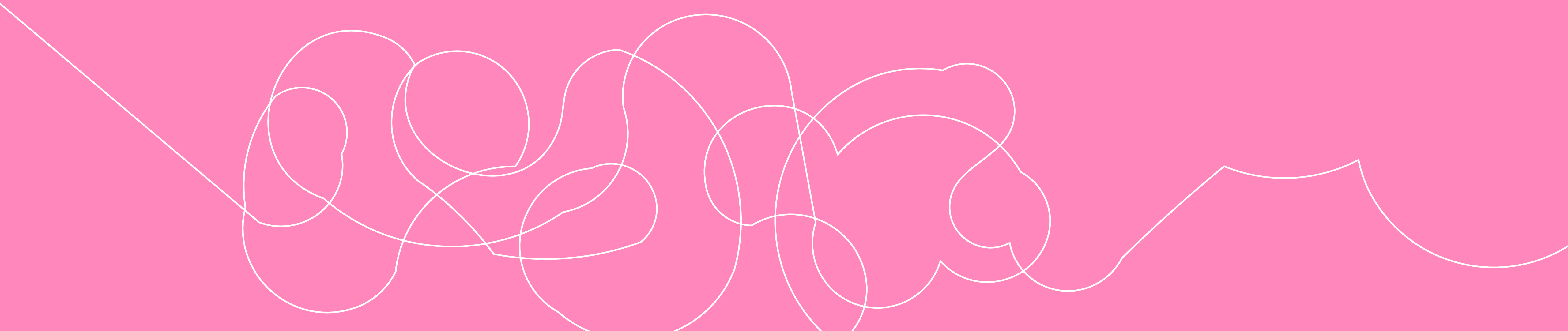
# FULLY MODERATED

- You have to remember your entire interview guide
- You have to spend big capacity on staying neutral
- You have to register a lot of data

# HYBRID

- Data is collected automatically (Platform such as Preely)
- Questions are less biased
- More attention on your side
- You can even re-use this for unmoderated sessions

# SYNTHESISING DATA





# THANK YOU

**QUESTIONS?**