

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 CO₂

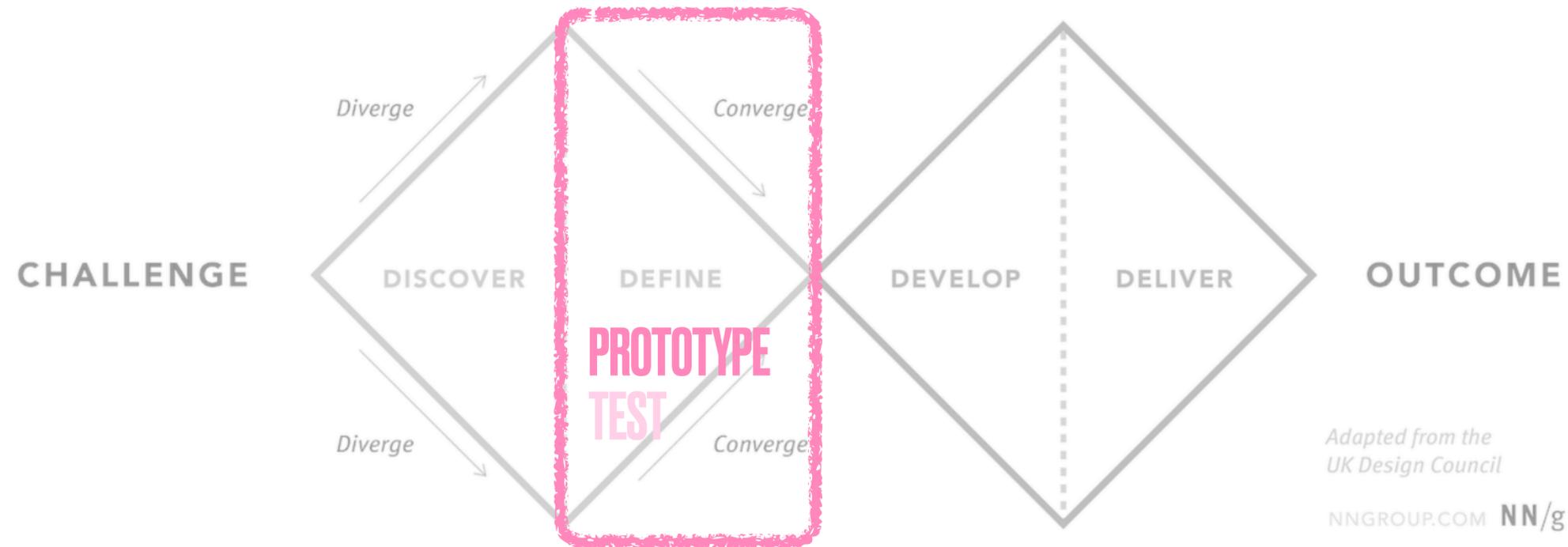
equivalent to the emissions of

47,000 cars



PRODUCT DISCOVERY

The Double Diamond Model



*Adapted from the
UK Design Council*

NNGROUP.COM **NN/g**

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

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- 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

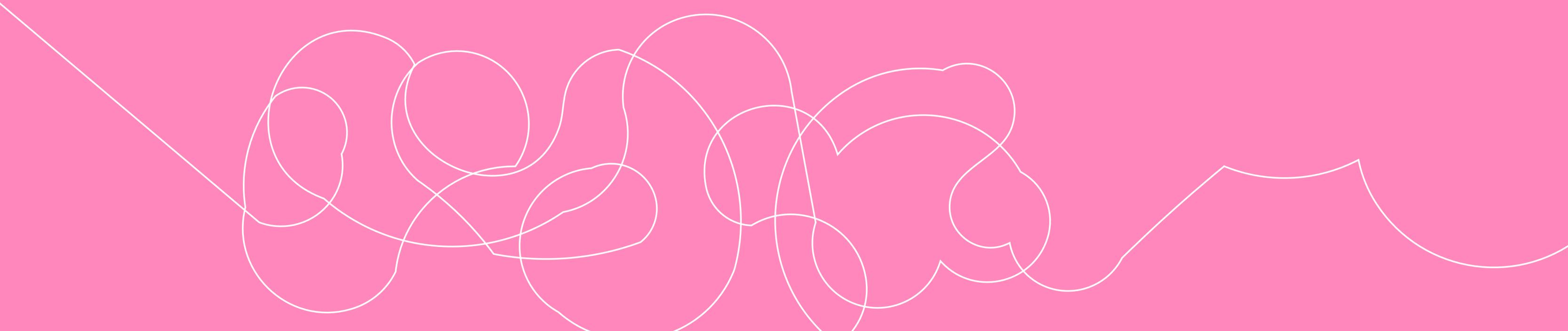
FULLY MODERATED

- 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?