## [w]orkshop

# Usability testing

How to test prototypes and digital products with users?

Intensive training in evaluative research for digital product development, packed with exercises, discussions, and training. During the workshop, you will learn about different evaluative research methods, including usability testing, and what type of knowledge you can gain from user tests.
You will practice key research competencies in evaluative studies: writing scenarios and moderating.
You will discover many tools, templates, and best practices that the trainer has developed over several years of her professional experience.

After the workshop, the participants will:

- learn about user performance testing, co-discovery method, RITE and Wizard of Oz methods
- find out how to select the right evaluative method for a given research problem
- learn why 5 users are not always enough and when more is needed
- understand why the way tasks are formulated in tests is a key competency for researchers
- learn about the most common mistakes in writing test scenarios
- discover tools for measuring usability during testing
- practice moderation and learn to react appropriately to situations in tests
- find out how to extract more information from respondents and why it is so important
- practice formulating observations to reduce the risk of overinterpretation
- understand why tools are not as important as the ability to conduct research

Trainer



## Iga Mościchowska

For over a dozen years, she has promoted the idea of user-centered design. She is a designer, researcher, and facilitator, as well as the founder of the postgraduate studies in UX & Product Design at AGH, and the co-author of the bestselling textbook "Research as the Basis of User Experience Design." Over the years, she has run a design and research studio working for clients such as eBay, Canal+, and KGHM. Her experience was recognized by Google, which invited her to be a mentor in the Google for Startup Accelerator program.

[TUS] Usability testing

# Training program

Duration: 1 day (on-site)

- Usability testing as a method for evaluating prototypes and digital products
- 7 methods of evaluative research with users (usability tests, 5-second tests, co-discovery method, coaching method, user performance testing, Wizard of Oz, RITE)
- Selecting the right method for research problems
- Selecting samples for studies
- Types of tasks in usability tests
- Most common mistakes in formulating tasks for usability testing
- Usability metrics in research
- The most common techniques for assessing user satisfaction
- Usability testing moderation skills
- Methods for noting observations
- Analysis: the observation - interpretation - recommendation structure
- Tools for usability testing

## Who is it for?

- Designers - will learn how to plan and conduct usability testing to gather valuable feedback for the project.
- Marketing researchers - will discover the nuances of evaluative research of digital products and practice writing a research script for usability testing.
- Product Managers - will learn the most effective method of collecting feedback from users.
- QA Testers - will learn how to test usability with users and how it differs from QA and UAT.

# Contact us!

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