

## Full day session: Usability Testing Methods Training

**Goal:** To learn how to set-up and conduct usability tests.

### Usability testing Methods includes:

- Planning your test
- Setting usability metrics
- Preparing a test plan
- Moderating user tests
- Developing questionnaires
- Reporting on test data
- Analyzing results
- Communicating results
- And much more...



### Training Day Agenda:

- 9:00am Module 1: Introduction to usability
- 9:50am Module 2: Planning your Test
- 10:00am Module 3: Developing your Test Pan  
Coffee Break (10:30)
- 12:00pm break for lunch
- 1:30pm Module 4: Running your test
- 2:45am Module 5: Reporting on your test  
Coffee Break (3:00)
- 4:00pm Close

### After attending this class you should be able to:

- Understand why usability is important and how usability testing improves user experience.
- Describe a typical usability test and the goals of a test.
- Identify test objectives and user recruit selection criteria.
- Distinguish between usability testing and other types of research.
- Plan a simple usability test pilot for your site or application.
- Choose and create tasks that minding best practices.
- Facilitate usability test sessions using the Think Aloud protocol.
- Elicit design feedback from co-workers without biasing your query.
- Report on basic usability testing observations.



#### ABOUT YOUR TRAINER

### Frank Spillers, MS (Principal and Co-CEO)

Frank Spillers is a distinguished speaker, author and internationally respected Senior Usability practitioner. He is an expert in improving the design and usability of large scale websites, web applications, software and products. Frank has successfully applied twelve years of advanced knowledge of Usability Engineering skills and User Centered Design methodology in Fortune 500 and corporate environments globally.

A recognized subject matter expert by the U.S. Department of Labor, he has developed new usability techniques for understanding user needs, assessing user experience and conducting rapid design prototyping. Recently, he has contributed ground-breaking research on the impact of design and emotion. His current work has been profiled in leading industry publications including The Handbook of Task Analysis for Human Computer Interaction, MarketingSherpa.com's Landing Page Handbook and the book-- The Personas Lifecycle.

Before founding Experience Dynamics in 2001, Frank managed usability consulting for WebCriteria (now Coremetrics) and worked with students of Dr. Donald Norman (the grandfather of User Centered Design) at Intuitive Design, a San Diego based User Centered Design consultancy. His current clients include: Microsoft, Intel, IBM, Logitech, GE, Nike, Hewlett-Packard, KeyBank, Four Seasons, Chase, Target.com and Whitepages.com. He has trained thousands of teams and individuals in usability and User Centered Design techniques in private as well as public settings.

Frank received his Master's in Cognitive Science from Birmingham University, UK in the usability of collaborative virtual environments.

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