



# Operationalizing Usability Testing



Abbey Ripstra



Daisy Chen

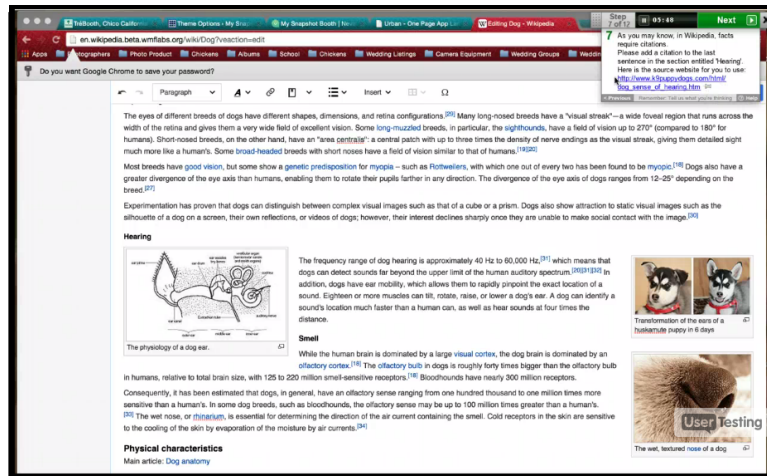
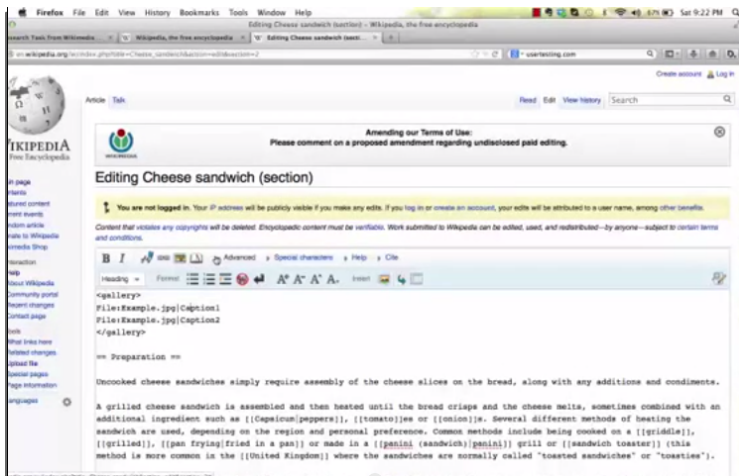


Jonathan Morgan

# Usability testing is important



# When you don't know what to do users will show you





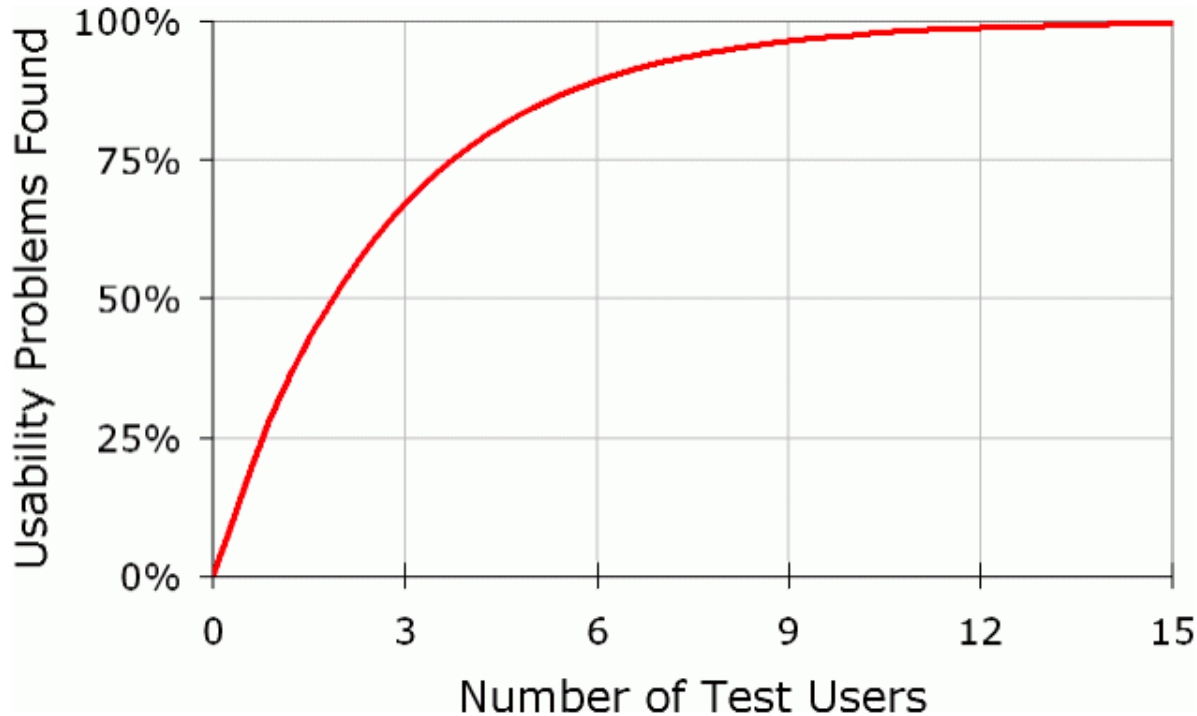
Not all humans we build for are technical

You are not your user

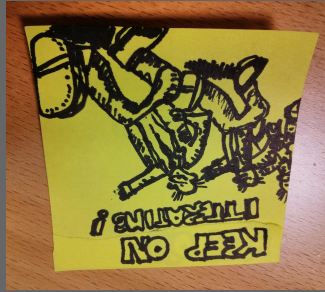


Observing how people do things is more reliable than asking how they do things

# You only need 5 participants to learn 85% of your usability issues



Source: "Why you only need to test with 5 users".  
Nielsen, Jakob (2000)  
nngroup.com



Iterative design, build, and test is  
efficient and easy on users



What do we  
want to  
achieve?

How do we  
determine  
impact?

What structure  
do we

need / want?

Where does \$  
come from,  
where should  
it go?

How to do a usability study

# Create a protocol





Good facilitation practice



Structured data collection

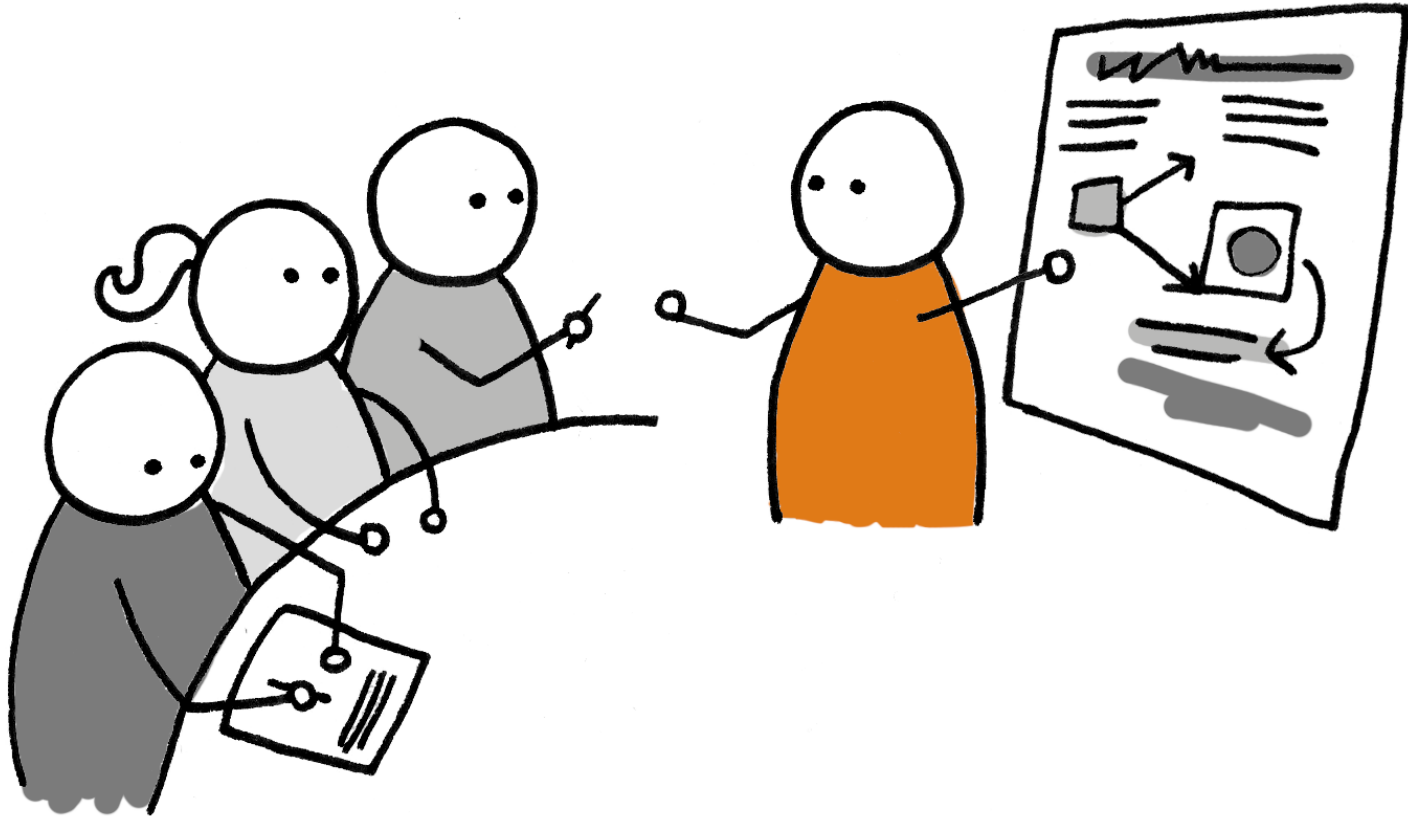
# Analysis and Synthesis



# Prioritize Findings



# Communicate findings





# Thank you!

## Resources

[mediawiki.org/wiki/Talk:Design\\_Research](https://mediawiki.org/wiki/Talk:Design_Research)  
[mediawiki.org/wiki/Wikimedia\\_Research/Usability\\_Testing](https://mediawiki.org/wiki/Wikimedia_Research/Usability_Testing)

[etherpad.wikimedia.org/p/Usability\\_Testing](https://etherpad.wikimedia.org/p/Usability_Testing)



# Image credits

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