Operationalizing Usability Testing

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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 it come from?

How should it go?
Create a protocol
Good facilitation practice
Analysis and Synthesis
Prioritize Findings
Communicate findings
Thank you!

Resources

mediawiki.org/wiki/Talk:Design_Research
mediawiki.org/wiki/Wikimedia_Research/Usability_Testing
etherpad.wikimedia.org/p/Usability_Testing
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