

PV 267 – UX workshop

Class #3
Iterating and getting feedback

January 7, 2021

Class #3 - January 7 - homework you had

- ▶ Bring your sketched interactions to life in high fidelity via Figma
- ▶ Share several options of interactions that you considered (mark it in your prototype too)
- ▶ Make sure you have well defined use case with what the end user is trying to do
- ▶ Get familiar with Figma (links are in our class presentation)
- ▶ Find the right design kit for your messaging app you are considering (simple google search for Messenger/Whatsapp/iMessage & Figma gives you design kits to experiment with)
- ▶ An example: Messenger UI kit
[https://www.figma.com/file/URGG5e2GSZXXfIHnYgulGk/SWD-\(Messenger-UI-Kit\)-\(Community\)?node-id=25445%3A4872](https://www.figma.com/file/URGG5e2GSZXXfIHnYgulGk/SWD-(Messenger-UI-Kit)-(Community)?node-id=25445%3A4872)
- ▶ Bring your work to the next class (upload it to homework assignment)

How was this exercise?

Someone new to Figma?

Someone new to using already prepared design kit?

ITERATIONS

Get feedback

Share feedback

Communicating your designs

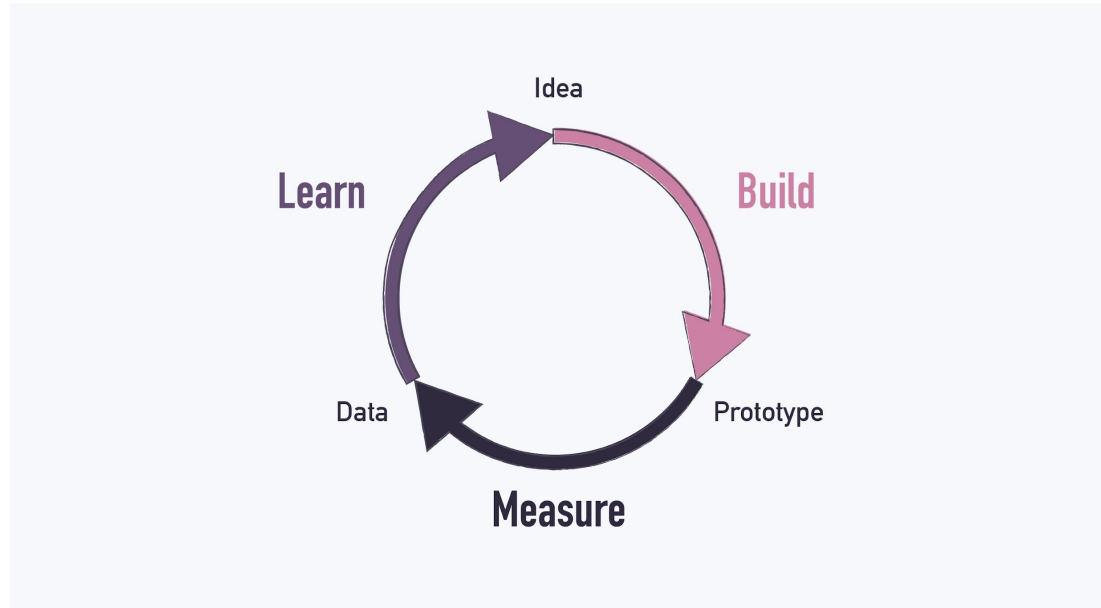
- ▶ Making your ideas tangible
- ▶ You have a prototype, does it provide essential detail?

Design critique

Usability test

Feedback loop

- ▶ This class is all about getting feedback and providing feedback



Design critique

- To create a dialogue that helps designers focus and reach consensus
- To provide educated guidance and recommendations to move designs forward
- To help designers grow and improve by learning from one another

“Getting a feedback isn’t a simple task”

- ▶ Don’t take feedback personally, it’s about the design.
- ▶ Don’t feel like you have to pursue all of the feedback that you receive.
- ▶ If you don’t know the answer to a question, it’s okay. Take a note to research and follow up.
- ▶ Get feedback from a wide variety of people, not just designers on your team.
- ▶ Leaves you feeling revitalized and excited to improve the design.

Design critique

Ask clarifying questions

- *"What were you trying to achieve with the placement of this line of copy above the button?"*
- *"I'm curious how many people pay with Paypal vs. a credit card?"*

Empathize with the presenter

- *"I understand you used that button to be consistent with other pages, but on this page, I'm concerned that it doesn't feel like the primary call to action."*

Be specific about what's working and not working

- *What's working: "Defaulting the checkbox seems like a great solution to get people to save their payment information."*
- *What's not working: "When you place the fields side by side users might miss the second field in a mobile view."*

Critique pitfalls

A critique is an opportunity to receive ideas for improvement and make your designs even better

Critique pitfalls

- Taking feedback personally
- Rushing to problem solve in the moment
- Talking only about the negatives

Design share ~ 20min

Let's practice the design critique.

You did your homework, you have a design, it is a ok if it is still work in progress.

Share it with us, what interaction are you not sure about and you want to get feedback on?

Fill out a table so we have some kind of agenda - go to Mural.

Usability testing

- Evaluating a product or a service by testing it with the representative users
- Participants try to complete tasks while observers watch, listen, and take notes
- Goal: identify any usability problems, collect qualitative and quantitative data, and determine the participant's satisfaction with the product

Usability testing methods

- ▶ Moderated usability tests
- ▶ Unmoderated remote usability testing
- ▶ Focus groups
- ▶ Beta testing
- ▶ A/B testing
- ▶ Surveys
- ▶ Card sorting

Moderated usability testing

What is it?

- ▶ Obtain feedback from live users
- ▶ Facilitate the users through set of tasks, real time interaction

When to use?

- ▶ Design is ready but not implemented
- ▶ Can use a prototype

Remember

- ▶ Make sure the moderator is not skewing participants one way or the other
- ▶ Work on guiding the participant rather than helping them get to a certain point



Unmoderated usability testing

What is it?

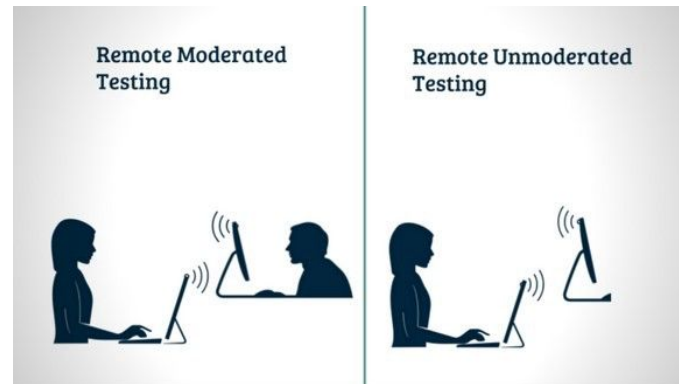
- ▶ No moderator is present
- ▶ Online test where participant can complete on their own time

When to use?

- ▶ Need a large sample to prove findings
- ▶ Straightforward tasks and specific questions

Remember

- ▶ Should not be the only method
- ▶ Expectations and directions need to be clearly stated
- ▶ Keep the test short in time



Focus group

What is it?

- ▶ Researchers and 6-12 users will come together to discuss issues and concerns

When to use?

- ▶ Early stages
- ▶ Assess user needs and requirements

Remember

- ▶ Poor method for testing interface usability
- ▶ Run more than one focus group because feedback will often vary between groups
- ▶ Should use another method too



A/B testing

What is it?

- ▶ Show one or two versions of a design to equal number of users
- ▶ Review analytics of which version accomplishes a goal more effectively

When to use?

- ▶ You have two designs that have small difference

Remember

- ▶ You only find the best version from the two versions provided to users so choose the variations wisely

A



B



Surveys

What is it?

- ▶ Questionnaires/surveys

When to use?

- ▶ Collect quantitative data to support your design or implementation ideas
- ▶ Evaluate overall user satisfactions
- ▶ Gather feedback on a new feature

Remember

- ▶ Cannot study user behavior through survey
- ▶ Takes a significant amount of time to prepare



Marvel



Empathise

Know the people you're designing for, so you understand their needs better.



Define

The big problem you want to solve for your business or end-user.



Ideate

Come up with different solutions that might be useful to people.



Prototype

Turn ideas into realistic mockups that you can test.



Test

Share your prototype and gain invaluable feedback from users.

 [@marvelapp](https://twitter.com/marvelapp)

Usability test - virtual feel ~ 20min

Let's practice how testing a design feels like.

In groups of three, share links of your prototype.

Forget your own design, grab your classmate's link, and talk us through what you are seeing and whether you understand well his prototype. The creator of the prototype actively listens and shares his/her feedback only when needed.

Usability test - virtual feel ~ 20min

Exchange links for prototypes

1. Facilitator - presents what his prototype is about (very shortly)
2. Participant - shares the screen, walks through unknown design, speaks out loudly what he/she is thinking and doing
3. Observer - watches, then shares feedback/recommendations

Get together: share feedback, where you struggled and what would be better to have.

Switch roles.

Final project

- ▶ Instructions in Googleclassroom